

# A Brief Analysis of the Marketing Effectiveness of Jewelry Live Streaming Based on the SICAS Model

**Huixia Ma**

*Shenzhen HZ.Elda Jewelry Co., Ltd., Shenzhen, Guangdong, China*

**Abstract:** This study examines the application of the SICAS model in evaluating the marketing effectiveness of jewelry live streaming. By analyzing five key dimensions—perception, interaction, communication, acquisition, and sharing—the research highlights factors influencing consumer engagement, purchasing behavior, and post-purchase advocacy. Findings indicate that visual appeal, host performance, storytelling, and tailored promotions significantly impact live streaming success. The study also explores the role of emerging technologies, such as augmented reality and artificial intelligence, in enhancing personalization and audience targeting. Recommendations focus on improving engagement strategies and fostering long-term customer loyalty to optimize live streaming outcomes.

**Keywords:** SICAS Model, Jewelry Live Streaming, Marketing Effectiveness

## 1. Introduction

The evolution of e-commerce has transformed how consumers shop, with live streaming emerging as a key driver of online retail. Combining entertainment with commerce, live streaming allows businesses to engage audiences in real time and influence purchasing decisions effectively. The jewelry industry, reliant on aesthetics, emotional resonance, and trust, has embraced live streaming to showcase products dynamically and connect with consumers personally.

Unlike traditional e-commerce, live streaming creates an immersive shopping experience through interactive communication and detailed demonstrations. Consumers can assess jewelry quality and craftsmanship while fostering emotional connections through storytelling and visual appeal. The SICAS model, examining perception, interaction, communication, acquisition, and sharing,

provides a structured framework for evaluating live streaming's impact on consumer behavior. This paper explores the SICAS model's application in assessing the marketing effectiveness of jewelry live streaming, highlighting key factors influencing consumer decision-making and offering insights for optimizing performance and satisfaction.

## 2. Theoretical Foundations and Innovation Points

### 2.1 The SICAS Model and Its Dimensions

#### 2.1.1 Perception

This refers to the consumer's first impression and awareness of a product or brand during the live stream. High-quality visuals, detailed close-ups of jewelry, and the host's presentation style play a significant role in shaping perception. Elements such as lighting, product placement, and branding create a visually appealing and credible impression that attracts the audience's attention.

#### 2.1.2 Interaction

Interaction involves the real-time engagement between the host and the audience. Through features like live chats, likes, polls, and Q&A sessions, consumers can express their opinions, ask questions, and receive immediate feedback. This interactive process not only builds trust but also fosters a sense of community, making viewers feel valued and connected.

#### 2.1.3 Communication

Effective communication bridges the gap between the audience and the product. Hosts convey product details, craftsmanship, brand values, and emotional stories that resonate with viewers. The quality of this communication determines how well consumers understand the product and how emotionally connected they feel to it.

#### 2.1.4 Acquisition

This dimension reflects the effectiveness of converting engagement into sales. Techniques such as limited-time discounts, product

bundles, or personalized recommendations influence purchasing decisions. The ease of completing transactions during live streams also plays a vital role in driving acquisition.

#### 2.1.5 Sharing

The final dimension focuses on the consumer's behavior after the purchase. Satisfied customers often share their experiences through social media, reviews, or direct referrals<sup>[1]</sup>. This advocacy extends the reach of the live stream and builds long-term brand loyalty.

### 2.2 Application to Jewelry Live Streaming

The SICAS model is particularly relevant for jewelry live streaming, as this category requires an approach that combines visual appeal, trust-building, and emotional engagement. Jewelry products are not only high-value items but also carry personal and symbolic significance, making consumer behavior in this segment distinct.

#### 2.2.1 Perception

Jewelry live streams utilize high-definition visuals, rotating displays, and close-ups to highlight the brilliance, texture, and quality of each piece<sup>[2]</sup>. Hosts often explain the materials and craftsmanship involved, creating a sense of authenticity and exclusivity.

#### 2.2.2 Interaction

Real-time interaction enhances the live stream experience by addressing audience questions about product specifications, availability, and pricing. This dimension is critical for establishing rapport and trust, especially for consumers hesitant to make high-value purchases online. Hosts often create engaging activities like bidding or giveaways, further encouraging audience participation.

#### 2.2.3 Communication

Jewelry live streams often emphasize storytelling to connect emotionally with viewers. Narratives about a product's design inspiration, cultural significance, or unique craftsmanship evoke deeper engagement. Effective hosts balance detailed explanations with compelling storytelling, making the product more relatable and desirable.

#### 2.2.4 Acquisition

To drive sales, hosts strategically use flash sales, exclusive discounts, and countdown timers to create urgency. The availability of payment options like installment plans or live discounts also increases conversion rates,

particularly for high-value jewelry. Personalized recommendations during the live stream further guide purchasing decisions.

#### 2.2.5 Sharing

Post-purchase sharing is encouraged through incentives like loyalty programs, discounts for referrals, or social media contests. Consumers who share their purchases or experiences on social platforms amplify the brand's reach and credibility.

### 2.3 Innovation Points

#### 2.3.1 Integration with jewelry-specific metrics

Metrics like audience retention rates, engagement levels, and average order value are analyzed in relation to the SICAS dimensions. For example, retention rates during the first five minutes of a live stream can reveal the effectiveness of perception strategies, while conversion rates highlight acquisition success.

#### 2.3.2 Customization for high-value products

Unlike general e-commerce, jewelry live streaming requires deeper trust and emotional engagement. This framework evaluates how effectively hosts communicate the uniqueness and value of each piece, bridging the emotional gap between online shopping and traditional retail.

#### 2.3.3 Focus on long-term impact

Beyond immediate sales, the model assesses how post-purchase sharing contributes to brand loyalty and repeat business. It emphasizes the role of live streaming in creating sustainable consumer relationships rather than focusing solely on short-term gains.

## 3. Data and Methods

### 3.1 Data Sources

**3.1.1 Analytical Tools on Streaming Platforms**  
Data from platforms such as Taobao Live and TikTok provides quantitative metrics on audience behavior during jewelry live streams. Metrics such as viewer retention, peak audience, engagement rates (comments, likes, shares), and sales conversion rates are analyzed to understand the performance of different live streaming sessions<sup>[3]</sup>.

#### 3.1.2 Consumer Surveys

Surveys were conducted with consumers who actively participated in jewelry live streams. These surveys gather insights into audience

perceptions of product presentation, interaction quality, and factors influencing their purchasing decisions. Questions also address post-purchase satisfaction and the likelihood of recommending products to others.

#### 3.1.3 Interviews with Professionals

Semi-structured interviews were carried out with experienced live streamers and jewelry marketers to explore strategies for improving engagement, building trust, and increasing sales. These interviews offer qualitative insights into best practices and common challenges in jewelry live streaming.

#### 3.1.4 Industry Reports

Secondary data from industry reports and market research studies provides contextual information on live streaming trends, consumer preferences, and competitive benchmarks in the jewelry sector. This data complements the primary findings and ensures a comprehensive understanding of the market dynamics.

### 3.2 Evaluation Methodology

#### 3.2.1 Perception

Metrics such as audience impressions, first-minute retention rates, and visual aesthetic scores evaluate how effectively jewelry is showcased during live streams. High retention rates in the initial moments suggest a compelling first impression, while aesthetic scores reflect the visual appeal of product presentation<sup>[4]</sup>. Consumer feedback on elements like lighting, product angles, and background design further highlights their influence on audience perception.

#### 3.2.2 Interaction

Engagement metrics, including comment frequency, reaction counts, and audience participation rates, are used to measure interaction levels. Host strategies, such as addressing audience questions, incorporating polls, and organizing interactive activities like quizzes or giveaways, are analyzed to determine their role in fostering engagement and building a sense of community.

#### 3.2.3 Communication

Audience surveys assess perceptions of the host's communication, focusing on clarity, depth, and emotional resonance. Factors like storytelling, detailed product explanations, and the host's tone of voice are evaluated. Insights from interviews with professional live

streamers and marketers help identify effective techniques for balancing emotional narratives with product information.

#### 3.2.4 Acquisition

Metrics such as sales conversion rates, average order values, and the impact of time-sensitive promotions gauge consumer purchasing behavior. Feedback from consumers reveals key motivators, including the appeal of discounts, perceived value of the jewelry, and the availability of convenient payment options, which influence their decision-making.

#### 3.2.5 Sharing

Post-purchase behavior is monitored through metrics like user-generated content, social media shares, and referral traffic. These indicators measure the extent to which satisfied customers advocate for the brand. Qualitative analysis of testimonials and reviews identifies the emotional and experiential factors that encourage consumers to share their purchases and recommend the products.

### 4. Results and Analysis

#### 4.1 Perception

Jewelry live streams effectively leverage visual appeal to capture audience attention. High-definition visuals, intricate close-ups, and rotating displays enhance the presentation, showcasing jewelry's brilliance, texture, and craftsmanship. Lighting accentuates details, while appealing backdrops create a professional impression.

However, challenges exist in addressing diverse aesthetic preferences. Younger viewers may prefer modern designs, while older demographics favor classic styles. This lack of personalization limits resonance with broader audiences. Tailoring displays to varied preferences could significantly enhance engagement.

#### 4.2 Interaction

Hosts are central to the success of live streams, as their ability to engage with audiences directly impacts viewer retention and participation. Successful streams incorporate interactive elements such as real-time Q&A sessions, live polls, and giveaways, creating a dynamic and inclusive environment. These activities encourage viewers to actively participate, fostering a sense of community

and trust.

Nonetheless, the study identifies inconsistencies in host performance. Many hosts lack professional training, resulting in uneven delivery and missed opportunities to connect with the audience. Hosts with strong communication skills and the ability to respond spontaneously to audience queries tend to perform better. Enhancing host training and equipping them with strategies for interaction could improve overall audience experiences and engagement.

#### 4.3 Communication

Effective communication in jewelry live streams strikes a balance between emotional resonance and factual information. Storytelling is a powerful tool used by successful hosts to connect with viewers on a personal level. Narratives that emphasize a product's design inspiration, ethical sourcing, or craftsmanship often leave a lasting impression. Additionally, providing clear and detailed explanations of materials, quality, and maintenance builds trust and confidence among potential buyers.

However, the overuse of scripted narratives can detract from authenticity, making the interaction feel less genuine. Consumers value spontaneity and authenticity, as these traits foster a stronger emotional connection. Incorporating unscripted moments and allowing hosts to share their personal perspectives can enhance the quality of communication and make the presentation more relatable.

#### 4.4 Acquisition

The acquisition dimension focuses on

**Table 1. Comparison of Key Performance Metrics in Jewelry Live Streaming Across SICAS Dimensions**

Dimension	Brand X (Successful Stream)	Brand Y (Underperforming Stream)
Perception	High-quality visuals, effective lighting	Poor lighting, inconsistent product focus
Interaction	Engaging activities like Q&A, giveaways	Limited audience participation
Communication	Balanced storytelling and product details	Over-reliance on scripted narratives
Acquisition	Effective flash sales, flexible payment plans	Low urgency, lack of tailored offers
Sharing	Strong post-purchase follow-up strategies	Limited customer advocacy

#### 4.6 Case Studies

The findings are further supported by the analysis of case studies from renowned jewelry brands. For instance, Brand X's live stream achieved a remarkable 25% conversion rate by combining visually stunning product

converting viewer engagement into sales. Techniques like flash sales, exclusive discounts, and time-limited offers are commonly employed to create a sense of urgency. These methods are effective in driving impulse purchases, especially during live streams with a high-energy atmosphere.

For high-value items such as jewelry, however, immediate purchases may not always align with consumer decision-making processes. The study shows that personalized recommendations and flexible payment options, such as installment plans, play a significant role in encouraging purchases. Longer decision-making periods supported by clear information and reassurance from the host can also improve conversion rates for high-value items.

#### 4.5 Sharing

Satisfied customers are an invaluable asset for amplifying a brand's reach through advocacy. Post-purchase sharing via social media, user-generated content, and referrals allows brands to tap into organic marketing channels. Jewelry live streams often encourage sharing through testimonials and incentives such as loyalty points or discounts for referrals.

Despite these efforts, the study highlights a gap in structured post-purchase engagement strategies. Many brands miss opportunities to maintain long-term connections with customers after the purchase. Implementing targeted follow-up communication, such as personalized thank-you messages or exclusive invitations to future events, could enhance customer loyalty and encourage more frequent advocacy.

showcases with interactive storytelling. The host's ability to create a compelling narrative around the jewelry's unique features and respond to audience questions in real time contributed to its success.

In contrast, Brand Y struggled with low engagement due to poor audience interaction.

The host failed to address audience questions effectively, and the lack of dynamic elements, such as polls or giveaways, resulted in lower retention rates. This comparison highlights the critical role of interactive and engaging hosts in driving live stream success.

Another example involves Brand Z, which implemented a robust post-purchase engagement strategy, leading to a 30% increase in repeat purchases. By sending personalized thank-you messages and offering loyalty rewards, the brand successfully fostered long-term relationships with its customers.

## 5. Recommendations and Insights

### 5.1 Enhancing Perception

Creating a visually appealing experience is critical in jewelry live streaming. Brands should prioritize professional lighting setups to highlight the brilliance and fine details of jewelry pieces. Dynamic camera work, such as close-ups, slow rotations, and multi-angle views, can further enhance the visual presentation. To cater to varied audience preferences, it is essential to showcase a diverse range of jewelry styles that resonate with different demographics, such as modern minimalist designs for younger audiences and timeless classic pieces for older viewers. Integrating thematic backdrops or seasonal elements can also elevate the viewing experience, making the live stream more engaging and memorable.

### 5.2 Boosting Interaction

Interactive elements are key to maintaining audience engagement. Hosts should receive comprehensive training to enhance their communication skills, improvisational abilities, and product knowledge. Skilled hosts can create a welcoming atmosphere and build trust with the audience. Incorporating gamification elements, such as quizzes, bidding wars, or live raffles, can make the live stream more entertaining and participatory. These activities encourage viewers to stay longer and engage more actively, ultimately increasing the likelihood of conversions. Additionally, leveraging real-time feedback from the audience to tailor the stream's content can create a more personalized and interactive experience.

### 5.3 Improving Communication

Authenticity is a cornerstone of effective communication in live streaming. Hosts should focus on balancing emotional storytelling with transparent product details. For instance, narratives about the craftsmanship, cultural significance, or ethical sourcing of jewelry can create an emotional connection, while detailed explanations of materials, design, and certifications build trust. Highlighting unique selling points, such as sustainability practices or limited-edition collections, can further differentiate the brand and attract discerning buyers. Avoiding overly scripted delivery ensures a genuine and relatable interaction, making the audience feel more connected to the brand and its products.

### 5.4 Optimizing Acquisition

To encourage purchases, brands should implement tailored promotions, such as exclusive discounts for live stream viewers or personalized offers based on audience preferences. Flexible payment options, such as installment plans, can lower the perceived financial barrier for high-value items like jewelry. Leveraging data-driven insights to recommend products that match individual preferences during the live stream can also enhance the shopping experience. Creating a seamless purchase process, with clear instructions and minimal steps, ensures that interested buyers can complete transactions without frustration or hesitation.

### 5.5 Encouraging Sharing

Post-purchase advocacy can significantly extend a brand's reach. Loyalty programs that reward repeat purchases or referrals can incentivize customers to share their positive experiences. Offering discounts, free gifts, or early access to new collections for customers who post testimonials or share their purchases on social media can amplify word-of-mouth marketing. Encouraging satisfied buyers to create user-generated content, such as unboxing videos or styling tips, can add authenticity and attract new customers. Regular follow-ups, like personalized thank-you messages or invitations to exclusive events, further strengthen the bond with existing customers, turning them into long-term advocates.

## 6. Discussion and Future Directions

### 6.1 Future of Jewelry Live Streaming

The future of jewelry live streaming holds significant potential for growth, fueled by advancements in technologies such as augmented reality (AR) and artificial intelligence (AI). AR tools can transform the live streaming experience by enabling virtual try-ons, allowing viewers to visualize how jewelry looks on them in real-time. This feature can reduce uncertainty and increase buyer confidence, particularly for high-value items. AI-driven solutions, such as personalized product recommendations and audience behavior analysis, can further refine targeting strategies, ensuring that live stream content resonates with the preferences of individual viewers. These innovations, combined with immersive storytelling, have the potential to create more engaging and tailored live streaming experiences, driving higher conversion rates and customer satisfaction.

### 6.2 Limitations and Improvements

Despite its strengths, the application of the SICAS model in jewelry live streaming has certain limitations. The model does not fully address cultural differences or platform-specific variations that influence consumer behavior. For example, viewers on different streaming platforms may have distinct preferences for interaction or communication styles, necessitating tailored approaches. Additionally, the current framework may overlook the impact of broader market trends, such as economic shifts or changing consumer values. Future research could focus on cross-platform comparisons, exploring how varying features and user demographics impact engagement and sales. Expanding studies to include diverse market segments would also provide deeper insights

into optimizing live streaming strategies for global audiences.

## 7. Conclusion

The application of the SICAS model to jewelry live streaming provides valuable insights into consumer engagement, purchasing behavior, and post-purchase advocacy. Each dimension—perception, interaction, communication, acquisition, and sharing—plays a crucial role in creating a seamless and engaging live shopping experience. By addressing gaps such as inconsistent host performance and limited post-purchase strategies, jewelry brands can enhance their live streaming effectiveness. Emerging technologies like augmented reality and artificial intelligence offer exciting opportunities to further personalize and enrich the live shopping experience. Optimizing these strategies can foster stronger customer relationships, drive sales growth, and sustain long-term brand loyalty in the competitive e-commerce landscape.

## References

- [1] Yan-Ping S, Qiong-Yu X. Research on Consumer Behavior Model Based on Sharing Perspective[J]. *Value Engineering*, 2019, 2 (1):1-3.
- [2] Kuang Yanfeng, Zhou Qishen, Liu Hao, etc Research on the Marketing Effect of Jewelry Live Streaming Based on SICAS Model [J]. *Journal of Gems&Gemology*, 2024, 26 (1): 88.
- [3] Wenting, Peng. Empirical Study on Critical Factors of Enterprise Microblog Marketing Based on SICAS Model[C]//0[2025-01-13].
- [4] Guoyuan Garden Research on Optimization of M Brand Social Media Marketing Strategy Based on SICAS Model [D]. Henan University of Technology, 2023.