

Research on the Impact of New Media Marketing Strategies in Multi-channel Supply Chains on Consumer Behavior Choices

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Abstract:

This paper explores the impact of new media marketing strategies on consumer behavior choices in a multi-channel supply chain environment. With the rapid development of Internet technology and the rise of new media platforms, the combination of multi-channel supply chain and new media marketing has become an important means for companies to enhance their market competitiveness and brand influence. This paper analyzes the characteristics of multi-channel supply chain and new media marketing strategies, studies how these strategies affect consumer behavior choices through information acquisition, decision-making process, purchasing behavior and loyalty, and proposes corresponding corporate response strategies.

Keywords:

Multi-channel Supply Chain, New Media Marketing, Consumer Behavior Choice

1. Introduction

My country's multimodal transport has entered a stage of increasing volume and improving quality, with containers as the core elements building a domestic and international trunk logistics network. By clearing bottlenecks in the entire transportation process, including roads, railways, and waterways, supply chain efficiency has been significantly improved and logistics costs have been reduced. Multimodal transport operators have built up "four full-process" service capabilities, including integrating full-process logistics resources, building multimodal transport platforms, establishing service outlets, and providing full-process transportation liability guarantees. The General Administration of Customs and the China Railway Corporation have cooperated to launch a new model of multimodal transport of export goods by rail and road, realizing the "one-stop" declaration, customs clearance and cargo inspection procedures throughout the process. Enterprises integrate online and offline resources through multi-channel supply chains and achieve omni-channel coverage through new media marketing. For example, brands use social media

platforms to carry out targeted promotion, complete the conversion loop through e-commerce platforms, and achieve efficient logistics and distribution through multimodal transport. By integrating multi-channel supply chain data and new media marketing data, companies can accurately build user portraits and dynamically optimize marketing strategies. For example, by analyzing user behavior data, AI can accurately capture user preferences and achieve dynamic optimization and precise delivery of advertisements. The combination of multi-channel supply chain and new media marketing improves user experience. For example, stimulate user interest through short videos and live e-commerce, achieve fast delivery through multimodal transport, and achieve user repurchase and brand loyalty through community operations.

2. Literature Review

The industrial chain supply chain is essentially an ecosystem based on the supply and demand network relationship (as discussed where [1]). It is mainly composed of two parts: network subject nodes and network structure (as discussed where [2]). To fully understand the logic of the mechanism for improving the resilience of the industrial chain supply chain, on the one hand, it is necessary to establish a clear understanding of the industrial chain supply chain, that is, to fully understand the differences and connections between the industrial chain supply chain. The industrial chain refers to the close relationship between industrial sectors based on technical and economic connections (as discussed where [3]), emphasizing industrial value-added and structural optimization (as discussed where [4,5]). The supply chain achieves the improvement of supply channel efficiency and the realization of collaborator benefits through the collaborative cooperation of upstream and downstream enterprises (as discussed where [4]), focusing on the integration of business flow, logistics, information flow and capital flow in the supply relationship (as discussed where [6]). However, with the continuous expansion of the field of industrial practice, the industrial chain supply chain gradually converged and formed a new type of economic organization form - the industrial chain supply chain (as discussed where [7]). This form is not simply equivalent to the concept of industrial chain or supply chain, but a complex network formed based on the division of labor within the industrial chain. Therefore, based on our understanding of the industrial chain supply chain, this article defines it as: a value creation network system driven by industrial division of labor, covering multiple links such as production, circulation, distribution, consumption, and service. Multi-channel supply chain management is a supply chain management method for delivering products and services through multiple sales and distribution channels (as discussed where [8]). The multi-channel supply chain system usually covers the following three typical models: First, manufacturers dominate online channels, and retailers focus on traditional channels. In this model, manufacturers directly build and operate online sales platforms, responsible for digital marketing and e-commerce business expansion; retailers rely on physical stores and offline networks to continue to deepen traditional retail channels, and the two sides form a channel division of labor and cooperation pattern. The second is the omni-channel integration operation of channel members. In this model, channel participants such as manufacturers and retailers simultaneously deploy online and offline channels, and achieve omni-channel coverage and unified management of user touchpoints through online and offline inventory collaboration, membership system integration, and service process integration, so as to build a seamless consumer experience. The third is that third-party platforms host online channels, and retailers specialize in traditional

channels. Under this framework, the operation rights of online channels are handed over to third-party e-commerce platforms or service providers, including platform construction, traffic acquisition, and order processing; retailers focus on the operation optimization of traditional physical channels, and form a differentiated competitive strategy through the complementarity of third-party online channels and their own offline channels (as discussed where [9]).

With the rapid development of digital technology, new media marketing has become an important means for companies to promote their products and services. New media marketing mainly includes content marketing, social media marketing, cross-border cooperation and internet celebrity marketing, short videos and live streaming (as discussed where [10,11]). Content marketing emphasizes attracting and retaining target audiences by creating and sharing valuable content. Research shows that high-quality content can significantly increase user engagement and brand loyalty (as discussed where [12]). Short videos, pictures, texts, live broadcasts and other forms have become the main carriers of content marketing. Companies use these forms to convey brand value and enhance user stickiness (as discussed where [13]). Social media platforms (such as WeChat, Weibo, TikTok, etc.) provide an important channel for brands to interact with consumers. Companies use social media to promote their brands, interact with users and place advertisements, thus achieving precision marketing. The interactivity and communication capabilities of social media enable brand information to spread rapidly and increase brand awareness (as discussed where [14]). Cross-border cooperation achieves synergy by integrating resources from different fields. Cooperation with internet celebrities and stars leverages their influence to expand brand exposure. For example, companies have successfully increased brand sales and user trust by collaborating with influencers to conduct live streaming sales (as discussed where [15]). Short videos and live streaming have attracted a large number of users with their intuitive and vivid features. Companies showcase product features through short videos and answer users' questions in real time through live broadcasts to promote purchasing behavior. In order to adapt to the profound changes in marketing models under the new media environment, companies need to actively use big data technology to promote the transformation of marketing strategies from extensive to precise. Specifically, companies can use big data analysis to build user portraits, deeply explore and integrate users' multi-dimensional information, including consumption habits, interest preferences, behavioral trajectories, etc., so as to accurately locate the target user groups. On this basis, enterprises can push highly personalized marketing information in a timely manner according to user characteristics and needs, ensure the effectiveness and pertinence of information delivery, and significantly improve marketing efficiency and user conversion rate (as discussed where [16]).

Existing research mainly focuses on improving the resilience and efficiency of industrial chain supply chains, etc. Research on multi-channel supply chains focuses on channel conflicts, channel cooperation, pricing strategies, complexity and consumer behavior, but lacks in-depth research on the impact of the combination of multi-channel supply chains and new media marketing strategies on consumer behavior choices, which leads to the entry point and innovation of this study.

3. Theoretical Framework

Based on the SOR (stimulus-organism-response) model, this paper constructs a theoretical framework of “multi-channel supply chain-new media marketing-consumer behavior choice”:

a. Stimulus layer: The information transparency, service synergy and experience scenario provided by the multi-channel supply chain, together with the content creativity, social communication and algorithm recommendation of new media marketing, constitute external stimuli.

b. Organismic level: Consumers’ cognition (information processing), emotions (trust and identification) and motivations (needs satisfaction) form an internal response mechanism.

c. Reaction layer: Consumers’ behavioral choices in channel selection, purchasing decisions and brand loyalty.

The information transparency of multi-channel supply chains has a positive impact on consumer trust(as discussed where [17]). Multi-channel supply chains achieve full-chain information traceability by integrating data from raw material procurement, production processes, logistics and distribution. For example, food companies disclose the source of raw materials, processing standards and quality inspection reports, and consumers can verify product safety through the traceability system. This transparent mechanism directly reduces the perception of quality risks and enhances the basis for trust in brands. Information transparency breaks the information barriers between companies and consumers in traditional supply chains, allowing consumers to fully grasp the information of the entire product life cycle. For example, clothing brands disclose the labor conditions and environmental protection measures of suppliers, and consumers can use this to evaluate the fulfillment of corporate social responsibilities, reduce purchasing concerns caused by information asymmetry, and thus enhance trust in brands. Companies actively disclose supply chain information, especially content related to ethics (such as employee rights protection and carbon emission data), which can convey a responsible corporate image to consumers(as discussed where [18]). For example, Patagonia deeply binds brand values with consumers’ sustainable consumption concepts by disclosing environmentally friendly supply chain practices. This transparency strategy not only enhances consumers' recognition of the brand, but also further consolidates the trust relationship through value resonance. Digital tools for multi-channel supply chains (such as blockchain and the Internet of Things) support real-time updates of information, allowing consumers to obtain dynamic data such as inventory status and logistics progress at any time. For example, Walmart uses RFID technology to achieve inventory transparency, allowing consumers to query product in-transit information online. This instant information interaction reduces waiting anxiety and gradually accumulates trust through continuous reliable experience.

The social communication intensity of new media marketing has a positive impact on consumers’ purchasing intention. When consumers see others’ positive comments and recommendations about a product on social media, they tend to develop a herd mentality and believe that following the crowd’s choice is the right thing to do. This sense of social identity reduces consumers’ decision-making risk and enhances their willingness to buy. Positive reviews and success stories spread quickly on social media, creating a powerful word-of-mouth effect. Consumers are more inclined to

trust other users' real experiences rather than the brand's own propaganda, which increases the likelihood of purchase. Opinion leaders and influencers on social media have a large number of fans, and their recommendations and reviews have a significant impact on consumers. These opinion leaders provide consumers with professional purchasing advice by demonstrating the effects of product use and sharing shopping experiences, thereby enhancing consumers' trust in the products. There is often an emotional resonance between opinion leaders and their fans, and their recommendations are more easily accepted and adopted by fans. This fan economy effect further drives consumers' purchasing intention. Social media platforms allow consumers to interact instantly with brands, influencers, and other consumers. This interaction not only increases consumers' understanding of the product, but also provides emotional support and enhances purchasing confidence. The usage experiences and reviews shared by consumers on social media have formed rich user-generated content. These contents not only provide references for other potential consumers, but also stimulate their desire to buy. Social media platforms use big data technology to analyze users' browsing history, interest preferences and other information to achieve precise positioning and push personalized advertising content. This personalized recommendation meets the personalized needs of consumers and increases the click-through rate and conversion rate of advertisements. By combining consumers' usage scenarios and needs, social media platforms can push product information that is more relevant to consumers' actual needs, further enhancing their willingness to buy. Social media platforms provide brands with the opportunity to tell their stories and convey their values. When consumers identify with a brand's values, they are more likely to become loyal fans of the brand and make purchases. Through social media platforms, brands can communicate with consumers more directly and convey positive emotions such as warmth and care, thereby enhancing consumers' favorability and loyalty to the brand.

4. The Dynamic Evolution of Consumer Behavior Choices

4.1. Decentralization of decision-making paths

As digital technology develops rapidly, the traditional AIDA model is undergoing profound changes, gradually evolving into a new model of "fragmentation-socialization-instantaneity". This transformation profoundly reflects the dynamic changes in consumer behavior and market environment.

Decentralization of information touchpoints and decision-making paths . In a multi-channel environment, consumers' channels for obtaining information are highly fragmented, with information touchpoints growing explosively from search engines, social media to short video platforms and e-commerce platforms. This fragmented feature leads to a significant increase in consumer decision-making time. They no longer follow a single path to obtain information, but instead cross-validate through multiple channels and repeatedly compare product features, prices and user reviews. For example, when purchasing electronic products, consumers may first learn about the parameters from technology media, then watch review videos on Bilibili, and finally place an order after comparing prices on e-commerce platforms. Brands need to maintain information consistency across channels and build a complete user journey map through data integration to address the risk of disruption in decision-making paths.

Social reconstruction of trust system and decision-making basis . The influence of social media and KOLs has completely changed the way consumers build trust. The authority of official brand propaganda has been weakened, and consumers rely more on real user reviews on social media and professional recommendations from KOLs. For example, in the purchase decision of beauty products, amateur notes on Xiaohongshu and Li Jiaqi's live broadcast recommendations are often more persuasive than brand advertisements. Brands need to actively integrate into the social ecosystem and transform social trust into purchasing motivation through user co-creation of content and in-depth cooperation with KOLs.

The acceleration mechanism of scene triggering and behavior closed loop . The rise of live e-commerce has further compressed the decision-making time. Through mechanisms such as “limited-time flash sales” and “countdown discounts”, brands create a sense of urgency in the live broadcast room to stimulate consumers to place orders immediately. For example, during the Double 11 period, it was common for products to be sold out within seconds of being put on the shelves in the live broadcast rooms of top anchors. This instant feature requires brands to have the ability to respond quickly, and to accurately match the rhythm of live broadcasts from product selection, pricing to inventory management. At the same time, user participation should be enhanced through barrage interaction, lucky bag draws and other means to achieve a closed loop from “planting grass” to “pulling grass”.

The “fragmentation-socialization-instantaneity” trend in a multi-channel environment requires brands to be user-centric, reconstruct marketing strategies, build trust among information fragments, stimulate demand in social interactions, and promote conversions in instant scenarios.

4.2. “Scenario Adaptation” of Channel Preference: Accurate Selection under Functional Orientation

As consumption scenarios become increasingly segmented, consumers’ channel choices have shifted from “channel dependence” to “scenario adaptation”, showing a distinct “function-oriented” feature. Under different consumption needs, consumers will quickly match the optimal path based on the core functions of the channel. This trend has put forward refined requirements for the brand’s multi-channel layout and user experience design.

Search engines and social media dominate content acquisition. When consumers are in the germination stage of demand and need to quickly obtain product information, functional parameters or usage feedback, search engines (such as Baidu and Google) become the first choice with their massive data and precise retrieval capabilities. For example, when consumers plan to buy a pair of noise-canceling headphones, they will use search engines to query in-depth content such as technical principles and brand comparisons. At the same time, social media (such as Xiaohongshu and Zhihu) provide more authentic decision-making references through user-generated content (UGC) and scenario-based recommendations. For example, by searching for “commuter headphones” on Xiaohongshu, users can see a lot of real experience sharing about wearing comfort and battery life. Brands need to optimize keyword layout in search engines, and at the same time implant product information in social media through KOL evaluations, topic interactions, etc., covering the entire link from “general search” to “precise planting” for consumers.

Price comparison apps and e-commerce platforms achieve value verification. Entering the decision-making evaluation stage, consumers' sensitivity to price increases significantly, and price comparison apps (such as Manmanbuy and What's Worth Buying) and e-commerce platforms (such as Taobao and JD.com) become core tools. Price comparison apps help consumers quickly lock in the lowest price by aggregating prices from multiple platforms and looking at historical price trends. E-commerce platforms directly influence purchasing decisions through promotional mechanisms such as "cross-store discounts" and "member discounts". For example, when consumers buy home appliances, they will first use price comparison apps to filter out the lowest price channel for the target model, and then combine e-commerce platform activities to complete the order. Brands need to maintain price competitiveness on multiple platforms, while avoiding falling into a simple price war through differentiated promotional strategies (such as exclusive gifts and member-only prices).

Live e-commerce and local life platforms drive impulse consumption. When consumers have immediate needs or are stimulated by scenarios, live e-commerce (such as Douyin and Kuaishou) and local life service platforms (such as Meituan and Ele.me) become the main battlefields for conversion. Live e-commerce creates a sense of urgency and shortens the decision-making chain through mechanisms such as "limited-time flash sales" and "real-time interaction with anchors"; local life platforms rely on LBS technology to provide instant services such as "30-minute delivery" to meet consumers' immediate needs. For example, when watching a live broadcast of food, consumers are attracted by the anchor's tasting scene and may place an order directly; or order fresh products through a local life platform and enjoy a one-hour delivery service. Brands need to optimize the scene-based presentation and promotion rhythm of the live broadcast room, and at the same time improve their fulfillment capabilities on the local life platform to meet immediate consumption needs.

The essence of "scenario adaptation" of channel preference is consumers' dual pursuit of efficiency and experience. Brands need to break down channel barriers and reconstruct marketing strategies based on the triangular relationship of "function-scenario-channel": provide professional content in the information search stage, convey a sense of value in the price comparison stage, and create impulse consumption scenarios in the instant purchase stage, ultimately achieving omni-channel synergistic growth.

4.3. "Value Co-creation" of Brand Loyalty: Evolution from Transaction Contract to Value Alliance

In the consumer ecology of multi-channel integration and new media empowerment, the logic of building brand loyalty is undergoing a subversive reconstruction - from "transactional loyalty" driven by price and short-term interests to "relational loyalty" centered on emotional resonance and value co-creation. Behind this transformation is the role leap of brands and consumers from "buyers and sellers" to "community of interests", and its realization path can be summarized into three core dimensions: community operation, user co-creation and emotional identification.

Private traffic pools build relationship ties. Brands transform scattered consumers into "digital assets" that can be operated in the long term by building private communities (such as WeChat groups and brand APP communities). In private scenarios, brands continue to strengthen user participation and sense of belonging

through exclusive benefits (such as member day discounts, new product internal testing rights), instant interactions (such as 1V1 customer service responses, user demand voting) and content co-creation (such as UGC topic collection, user story columns). For example, Perfect Diary operates a community through the “Xiao Wanzi” character IP, maintaining user stickiness with high-frequency content such as beauty tutorials and new product spoilers, while using community data to optimize product development directions, forming a closed loop of “content-interaction-conversion”. The essence of private communities is to build a “symbiotic relationship” between brands and users, and transform users into “super fans” through high-frequency, strongly related interactions .

Open decision-making power activates participation value . Brands invite consumers to deeply participate in the product life cycle, from demand insight, design iteration to marketing communication, and transform users from passive recipients to value creators. Xiaomi’s “Mi Fan Community” is a benchmark case of user co-creation: users submit functional requirements (such as MIUI system optimization suggestions) through the forum, participate in product naming voting (such as Redmi mobile phone series), and even lead offline event planning. This “user as developer” model not only improves product adaptability, but also inspires user pride through “feeling of being valued”, forming a “brand-user” value community. The core of user co-creation lies in “power transfer” - brands need to accept user opinions with an open mind and strengthen the sustainability of co-creation through interest sharing mechanisms (such as dividends and authorship).

Resonance of values leads to a spiritual contract . When brand values and consumers’ spiritual demands are deeply aligned, loyalty will go beyond the product function level and sublimate into “belief in values”. Patagonia takes “anti-consumerism” and “environmentalism” as its core, and attracts environmentally conscious consumers to form a value alliance through actions such as the old clothes recycling program and the 1% Earth Tax. Such brands transform consumers into “evangelists” of brand concepts through value narratives (such as documentaries and founder speeches), sustainable practices (such as carbon footprint visualization) and user calls to action (such as the old clothes transformation challenge). The establishment of emotional identification requires brands to maintain the “purity” and “consistency” of their values to avoid the collapse of trust due to short-term interest compromises.

The underlying logic of value co-creation: from “possession” to “symbiosis”. In the ecosystem where multiple channels and new media are intertwined, the essence of brand loyalty has evolved into the construction of a “value sharing ecosystem”. Community operations provide relationship carriers, user co-creation injects innovative momentum, and emotional identification builds a solid spiritual foundation. The three together promote the evolution of brands and consumers from a “transactional relationship” to a “community of shared destiny”. In the future, brands that can continuously output values, open up decision-making power, and build a user growth system will be the first to win the “value alliance” in the stock market and achieve the ultimate occupation from traffic competition to user minds.

5. Results and Discussion

Driven by the dual waves of digitalization and consumption upgrades, companies need to build a three-dimensional strategy system for sustainable growth with data as the anchor, scenarios as the wings, and users as the core.

a. Achieve deep consumer insights and precise operations with data-driven methods. Enterprises need to break down the barriers between online and offline data, integrate multi-dimensional data from e-commerce platforms, offline stores, social media, and private domain communities, and build a “one-person-one-file” global user portrait, covering multi-dimensional information such as identity attributes, consumption behavior, social interaction, and content preferences. Through the dynamic tag management system, segmentation levels are divided based on real-time user behavior (such as click-through rate, sharing frequency, and comment content). For example, users who interact frequently and prefer environmentally friendly content are marked as “sustainable living advocates” to push customized content and exclusive rights to them. At the same time, machine learning algorithms (such as random forests and gradient boosting trees) are used to build demand forecasting models, combined with seasonal factors, competitive product dynamics, and user historical behavior, to predict demand trends in advance (such as peak demand for sunscreen products in summer), optimize inventory management and marketing resource allocation, and achieve a decision-making transition from “experience-driven” to “data-driven”.

b. Reconstruct the consumer experience and conversion path with virtual-real fusion scenarios. Offline stores need to accelerate digital transformation, deploy smart shelves (real-time display of inventory and user reviews), AR makeup mirrors (supporting virtual makeup overlay and skin quality analysis) and other equipment to transform physical space into a touchpoint for data collection and experience upgrade. Online stores need to break through the two-dimensional limitations and develop Metaverse flagship stores (supporting virtual image roaming and NFT digital collection exchange) and 3D virtual fitting rooms (AI body matching and style recommendation) to create interactive scenarios with low trial and error costs and high immersion. Through the O2O closed-loop design of “offline experience code-online repurchase coupons-community exclusive benefits”, offline customer traffic is converted into private domain user assets. For example, users can get online discount coupons after scanning the code to receive the experience code, and join the brand community to participate in the internal testing of new products, forming a complete link of “experience-conversion-retention”.

c. Deepen user relationships and brand recognition through value co-creation. Enterprises need to build a UGC ecological incentive mechanism, lower the threshold for user creation and activate the word-of-mouth communication chain through mechanisms such as point redemption (such as “publishing experience videos to get 100 points”) and coupon fission (such as “sharing the evaluation link to friends to place orders, both parties will get a 50 yuan coupon”) At the same time, establish official brand communities (such as WeChat/TikTok fan groups), and invite users to participate in core links such as product design (such as packaging color voting) and marketing planning (such as advertising slogan solicitation) in the form of “theme co-creation day” and “user jury” to strengthen their identity as “brand co-builders”. In addition, integrate brand values (such as environmental protection concepts and women's empowerment) into content carriers such as short videos, documentaries, and user stories, and establish a “spiritual resonance” with users that goes beyond

transactions through public welfare activities (such as old clothes recycling plans) and sustainable product development (such as degradable packaging), and ultimately achieve an ecological transformation from “traffic harvesting” to “user symbiosis”.

6. Conclusions

6.1. Conclusions

Multi-channel supply chain - building the cornerstone of trust . Multi-channel supply chain breaks the “black box” barrier with information transparency. By integrating production, logistics, and sales data, consumers can track product traceability, quality inspection reports, and delivery progress in real time. For example, the fresh food platform displays the origin of the product, inspection certificates, and cold chain temperature curves to eliminate doubts about quality. Service collaboration breaks through the online and offline service breakpoints. Users can place orders with one click through the mini program after offline experience, and the nearby stores will deliver the goods to avoid repeated communication. Experience scenario further transforms supply chain capabilities into convenience. For example, the “online order-offline pickup” model meets the dual needs of immediacy and planning, and ultimately improves trust and satisfaction.

New media marketing - driving behavioral change . The fission effect of social communication and the immersiveness of content innovation drive consumer decision-making from “centralized advertising” to “decentralized interaction.” KOC’s real sharing and short video scene interpretation (such as “15-second dressing tutorial”) stimulate immediate interest, while the “half-price second cup at a nearby coffee shop” discount pushed by LBS technology combines scene triggering with instant consumption, shortening the decision-making chain. Consumer behavior is gradually “decentralized”, and decision-making power shifts from brands to individuals, and is more dependent on instant satisfaction.

Synergy effect - giving birth to relational loyalty. The technical support of the multi-channel supply chain is combined with the communication potential of new media marketing to form a closed loop of “technology-communication-behavior”. Supply chain data (such as hot-selling areas) feeds back to the media for precise delivery, and user UGC content (such as bad reviews) promotes supply chain optimization (such as adjusting inventory). Consumers gain instant experience and emotional resonance (such as brand environmental protection actions) across all channels, shifting from “price drive” to “value recognition”, and promoting brand loyalty to upgrade to a long-term relational contract.

6.2. Research limitations and future prospects

a. Limitations and reflections: Lack of global synergy . Current research focuses on the synergy between domestic multi-channel supply chains and new media marketing, but has not fully explored the potential for linkage between cross-border supply chains and global media. In cross-border scenarios, supply chains need to cope with the challenges of multi-national logistics timeliness, tariff policies and cultural differences, while global media (such as TikTok and Instagram) can become a bridge to break through geographical restrictions. For example, cross-border e-commerce platforms can collect user demand preferences for “environmentally friendly packaging” through overseas social media, and reversely optimize the procurement of sustainable materials for cross-border supply chains; at the same time, they can use

global KOLs to disseminate localized content and reduce cultural discounts. However, existing research lacks discussions on key issues such as “compliance of cross-border data flow” and “multilingual content adaptation mechanisms”, which limits the universality and feasibility of strategies.

b. Future Outlook: Collaborative innovation of technology, ethics and sustainability . Future research can focus on three major directions: First, deepen the application of artificial intelligence in supply chain forecasting (such as cross-border demand forecasting) and media content generation (such as AIGC advertising materials) to improve collaborative efficiency; second, build a balance mechanism between consumer privacy protection and data ethics, such as achieving “data available but invisible” through federated learning technology, and exploring cross-border consumption trends while protecting user privacy; third, explore collaborative strategies between green supply chain and sustainable marketing, such as establishing a carbon footprint tracking system to track supply chain emission reduction data.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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