

Research on the 4P Strategy of Live E-Commerce Cooperation Between Traditional E-Commerce and Short Video Platforms

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Keywords: Traditional E-Commerce Platforms, Short Video Platforms, Live Streaming E-Commerce, FCS Theoretical Framework, Multi-Dimensional Media Integration.

Abstract: This study focuses on the competitive mechanism between live streaming e-commerce and traditional e-commerce and proposes the theoretical framework of "traffic sharing content empowerment supply chain collaboration" (FCS). Live streaming e-commerce on short video platforms enhances user stickiness through traffic fission and content ecology, while traditional e-commerce ensures a closed transaction loop. Multiple case studies have shown that both parties have formed an ecological synergy through traffic exchange, content co-creation, and supply chain integration, enabling short video platforms to break through the limitations of e-commerce infrastructure and traditional e-commerce to obtain new traffic entry points and jointly build complementary business ecosystems in differentiated competition. Research suggests that the cooperation between traditional e-commerce platforms and live-streaming platforms is an inevitable trend in the development of the e-commerce industry. By applying the 4P marketing theory, deep cooperation can be carried out in product, price, channel, and promotion aspects to achieve complementary advantages, enhance user experience, and promote business growth. In the future, people can further explore cooperation models between the two parties in data sharing, user privacy protection, and content innovation. People can combine new technologies such as VR and AR to enhance user experience and promote sustained innovation and development in the e-commerce industry.

1 INTRODUCTION

The revolutionary short video and live streaming technology breakthrough rapidly reconstructs the global e-commerce ecosystem. According to data from iResearch Consulting, the transaction volume of live-streaming e-commerce in China will exceed 4.9 trillion yuan in 2023, a year-on-year increase of 58.3%, while the growth rate of traditional e-commerce has dropped to single digits. Behind this data, short video platforms such as TikTok and Kwai have pushed users from "passive search" to "interest triggered" new consumption paradigm through the algorithm-driven "content is shelf" mode. The short video platform has built a closed-loop chain of "watching and planting grass, clicking and purchasing" through dynamic scene display, social interaction fission, and precise demand matching. Its daily user usage time is up to 128 minutes, far exceeding the 27 minutes of traditional e-commerce platforms. At the same time, traditional e-commerce giants such as Taobao and JD.com still hold a 68%

share of the Chinese e-commerce market with their 20-year deep cultivation of supply chain networks, standardized service systems, and consumer trust barriers despite facing the crisis of user time erosion. This seemingly fragmented but complementary industrial pattern has given rise to a competitive paradox of "traffic competition" and "ecological co-construction": live streaming e-commerce on short video platforms urgently needs to break through the constraints of logistics, payment, and other e-commerce infrastructure, while traditional e-commerce urgently needs to activate its content ecology to cope with intergenerational changes in users.

In this context, the relationship between traditional e-commerce and live streaming e-commerce is shifting from a "zero-sum game" to "symbiotic evolution". The traffic exchange between Tiktok Mall and Taobao Live and the supply chain collaboration between JD Logistics and Kwai's "Fast Brand" plan marked that both sides began to break through the inherent boundaries and reconstruct the

competition and cooperation mechanism of "traffic sharing content empowerment supply chain collaboration" (FCS). However, existing research has primarily focused on the competitive strategy of a single platform, and there is still a lack of in-depth deconstruction of the operational logic and value reconstruction mechanism of systematic collaboration between the two parties. Based on the multi-case analysis method, this study selects typical cases such as TikTok and Taobao's commodity database docking and Kwai and JD's supply chain integration. This paper will discuss the following core topics: how to reshape the consumption decision-making chain of live broadcast e-commerce, break through the traffic bottleneck of live broadcast e-commerce, and achieve three-dimensional collaboration between the two sides. This paper will discuss these issues.

As Generation Z gradually becomes the main consumer force, its demand characteristics of "instant gratification" and "social identity" have transformed video shopping from an optional option to a must-have. The significance of this study lies in deconstructing the three dimensions of the FCS mechanism and revealing the evolutionary logic of the business ecosystem in the era of platform economy: in the stock competition era where user attention is scarce, only by achieving Pareto optimality in "content reach efficiency" and "product delivery capability" through ecological collaboration can a sustainable digital business future be constructed.

2 COMPARISON BETWEEN TRADITIONAL E-COMMERCE AND LIVE STREAMING E-COMMERCE

There is a significant difference between traditional e-commerce and live-streaming e-commerce in the e-commerce field. Traditional e-commerce displays products through static images and text (Yi, 2022). Consumers search and filter to find products, and the shopping process is relatively rational. They usually compare prices from three different sources and make purchasing decisions after considering product price, quality, and brand. Platform transactions are based on the trust economy, and consumers' trust in merchants affects their willingness to purchase.

In contrast, the e-commerce model of live streaming e-commerce is more innovative and interactive. The development of e-commerce live

streaming has mainly gone through three stages: embryonic, exploratory, and explosive. From 2009 to 2015, shopping guide communities represented by Meilishuo and Mogujie emerged, promoting the transfer of consumer decision-making initiative to the consumer end and attracting more people to participate in online commercial operations (Cheng and Ou, 2024). From 2016 to 2018, the mobile Internet was rapidly popularized in China, and the live broadcast industry became the outlet. The core of live-streaming e-commerce lies in "real-time interaction," where hosts display products through live streaming, and consumers can ask questions and leave comments in real-time. Hosts respond in real time, enhancing consumer participation and shopping experience. At the same time, the "trust economy" is also the key to live streaming e-commerce, and consumers' trust in the host plays a vital role in transactions. Short video e-commerce emphasizes "content driven," attracting users with rich and diverse content, integrating product information into it, displaying products in a storytelling and entertaining way, and enhancing attention and interest. In addition, the personalized recommendation function of short video e-commerce can accurately push product short videos based on user data, increasing the probability of users discovering desired products. Its social communication advantages can also help merchants expand potential customers.

In terms of operational mode, traditional e-commerce is relatively mature and stable, covering platform construction, merchant entry, product listing, marketing promotion, and logistics delivery. Traffic acquisition relies on search engine optimization and advertising placement. The short video platform's live broadcast e-commerce operation mode is more innovative and diversified. TikTok builds a deep collaborative ecosystem between live broadcasts and the mall with a three-dimensional drive of "content+algorithm+supply chain." At the level of traffic sharing, relying on interest recommendation algorithms, the live content is accurately matched with user needs, forming a closed-loop chain of "live streaming room drainage - mall reception." Regarding content empowerment, TikTok strengthens the vitality of the mall with a multi-matrix of "talent live broadcast+brand self broadcast+PGC content." Regarding supply chain collaboration, TikTok uses third-party service providers to compensate for performance weaknesses and achieve efficient collaboration of "front-end content fission+back-end speed." Now live-streaming e-commerce has entered a new stage of quality live

streaming from the entertainment influencer model Wang (Yu ,2024) .

3 PRODUCT ANALYSIS AND STRATEGY

3.1 Product Adaptability Analysis

It pointed out that in e-commerce live streaming marketing, live streaming characteristics, atmosphere, and product features have a positive and significant impact on consumers' perceived pleasure (Lin, Wu & Pan, 2024). The "content-driven" and "interactive experience" characteristics of live streaming sales require product selection to match the user's decision-making process accurately. Based on the S-O-R theoretical hypothesis model framework and empirical research, The products adapted to live streaming scenes should focus on the following dimensions: high interactive products, such as beauty, clothing, and home goods, become the golden category in live streaming rooms due to the need for concrete display (Lin , Wu and Pan,2024). The anchor constructs an immersive experience through a "trial+commentary" mode, and the adaptability of such products comes from visual deconstruction and instant feedback mechanisms. High-cost performance products require activating consumer impulses through price anchoring strategies to meet users' sensitivity to price elasticity. New categories and trend products, suitable for the "content seeding" attribute of live streaming, can seize the blank space of users' minds through scenario-based education and KOL trust endorsement. According to Feigua data, in 2023, more than 70% of the top 100 products of TikTok live broadcast GMV will be cosmetics, food, and home furnishing, which are characterized by low decision thresholds and high emotional added value. In the future, product adaptation will evolve towards dynamic matching, using AI to monitor real-time interactive hot words in live streaming rooms and automatically recommend suitable products.

3.2 Product Differentiation Strategy

In live-streaming sales, products suitable for live-streaming promotion should have high interactivity, cost-effectiveness, and new product categories and trends. Highly interactive products, such as beauty, clothing, household items, etc., can allow consumers to intuitively feel the effect and quality through the host's display and trial. High-cost, cost-effective

products are more likely to attract live-streaming platform users, while new categories and trend products can open up the market faster.

Traditional e-commerce platforms must establish a differentiated product selection system and form ecological niche differentiation. Taobao should focus on "creative, driven" products, establish a "data filtering+content empowerment" mechanism, and incubate new consumer brands. For example, JD.com focuses on high decision threshold categories such as 3C digital and high-end home appliances, leveraging its supply chain and genuine product guarantee advantages and building a "technical analysis+service value-added" path. In Dyson's bladeless fan live broadcast, technicians dismantle products on-site and cooperate with service commitments to promote the sales of high-priced products.

The two platforms can connect the "product combination scenario solution" link. Taobao collaborates with home furnishing brands to launch a small apartment renovation package that utilizes VR technology to achieve cross-category bundled sales. These strategies can not only leverage the platform's supply chain integration capabilities but also build a depth of consumer decision-making that is difficult to replicate for short video platforms and live-streaming e-commerce.

4 PRICE STRATEGY: BALANCING BRAND IMAGE AND LIVE STREAMING DISCOUNTS

4.1 Brand Image and Pricing Strategy

Traditional e-commerce platforms can effectively reduce consumers' risk perception for luxury and high-end brands through long-term accumulated brand reputation and standardized service systems. These platforms typically build consumer trust in product quality through strict merchant entry review mechanisms and genuine product guarantee commitments (such as JD self-operated and Tmall official flagship stores). However, although the real-time interactive characteristics of live streaming e-commerce can alleviate information asymmetry problems through professional explanations and instant Q&A from hosts, its short-term promotion orientation may pose potential risks to the image of high-end brands. For example, frequent price wars or excessive reliance on low-price strategies can easily lead consumers to form a "cheap" perception,

weakening the brand's premium ability. Therefore, high-end brands need to strengthen their differentiation strategies in live streaming scenarios, such as launching limited edition co-branded products or customized services, which meet personalized needs and avoid price-sensitive consumers questioning the brand value.

From the perspective of pricing strategy, traditional e-commerce tends to maintain a stable promotional rhythm (such as "618" and "Double 11") and enhance consumer expectations through long-term planning. Live streaming e-commerce, on the other hand, relies on time-limited marketing strategies such as "flash sales" and "limited edition flash sales," using scarcity awareness to stimulate impulse consumption (Zhao & Lv, 2024). Research shows that high-involvement products are suitable for using time-limit strategies to reduce consumer decision anxiety; low-involvement products can enhance scarcity effects through quantity limitations. It is worth noting that although the short video platform live broadcast e-commerce (such as TikTok) is rapidly attracted by immersive content, its after-sales service system is still not perfect, leading to consumers of high-value goods still tend to choose traditional e-commerce. This indicates that live-streaming e-commerce needs to integrate deeply with traditional platforms in the supply chain and after-sales service links to achieve a win-win situation for brand image and sales conversion.

4.2 Price Competition and Cooperation

The cooperation between traditional e-commerce and live-streaming platforms is essentially a complementary combination of traffic dividends and brand potential. For example, the "JD × Tiktok Exclusive Coupon" model uses the live broadcast to stimulate consumption and relies on the logistics and after-sales support of traditional e-commerce to reduce users' risk perception. This type of cooperation can strengthen price advantages through anchoring effects: displaying high anchor pricing in live broadcasts (such as "original price 3999, live broadcast room only 1999"), utilizing consumers' dependence on reference points to enhance perceived value, while weakening the adverse effects of price wars through platform endorsement.

However, the differentiated advantages of both also highlight their respective limitations. That scientific pricing can encourage more consumers to consume and meet different consumer groups (Bai, 2024). Although traditional e-commerce has a mature supply chain and after-sales system, its user

growth is slowing down, and it relies on traffic injection from live-streaming platforms. Although live-streaming e-commerce can attract new customers through anchor personas and entertaining content, user stickiness is low, and repeat purchase rates rely on sustained price stimulation. In addition, it is necessary to be vigilant about the heterogeneity of consumer psychology in cooperation: research has shown that the male group with rich social experience has a stronger perception of deception in limited-time promotions, so cooperation strategies should be finely designed for different customer groups. For example, limited-time discounts can be increased for college students and women. At the same time, for high-income groups, emphasis can be placed on scarcity packaging, such as exclusive first-release and limited edition packaging, to avoid diluting brand value with low-price strategies.

Collaborating between traditional e-commerce and live-streaming platforms must balance short-term conversion and long-term value. By implementing a differentiated pricing strategy, the volume of mass-market brands is targeted for strategic expansion, while price elevations for high-end brands are systematically pursued, both implemented via tiered operational frameworks. This can not only leverage the traffic advantage of live streaming but also maintain the brand assets of traditional e-commerce, ultimately achieving sustainable growth.

5 PRICE STRATEGY: BALANCING BRAND IMAGE AND LIVE STREAMING

In the context of the rapid development of e-commerce, optimizing channel strategies has become the key to enhancing platform competitiveness. E-commerce platforms are reshaping the industry ecosystem through collaborative innovation in logistics and supply chains and exploring cooperation models with emerging channels such as live streaming. Taking JD.com as an example, its logistics network built on the Asia No.1 intelligent warehouse group has significantly improved the regional stocking accuracy of popular products by incorporating live streaming data into the sales forecasting model. For example, when announcing the sale of a particular sweeping robot in Luo Yonghao's live broadcast room, the system transferred 3000 devices to core city warehouses such as Beijing and Guangzhou 12 hours in advance based on historical conversion rates and user geographical

distribution data, ultimately achieving 87% of orders to be delivered the next day, which is 1.2 days shorter than the traditional warehouse distribution mode. This practice shows that traditional e-commerce platforms can optimize warehouse layout and distribution paths through data sharing and intelligent prediction technology, effectively cope with logistics pressure in large-scale promotional activities, and reduce inventory redundancy risks. In addition, the supplier resources and quality control experience accumulated by e-commerce platforms can provide a stable product supply guarantee for live streaming channels, ensuring consistency in consumer experience. This viewpoint that "blockchain technology plays an important role in e-commerce supply chain logistics"(Zhou ,2023). In addition, that blockchain technology could comprehensively integrate scattered logistics resources, accelerate the informatization construction of the entire smart logistics industry, reshape the information flow in the smart logistics industry, and strengthen the security and privacy of information data(Li &Zhang, 2021).

Regarding channel cooperation models, cross-platform resource integration and the construction of user behavior loops have become breakthrough directions. Taking the cooperation between Taobao and Tiktok as an example, the two sides realized that users could directly jump to the e-commerce platform to complete the purchase when watching the live broadcast through the commodity database docking technology, forming a seamless connection of "content grass planting - instant conversion." This model shortens the consumer decision-making process and stimulates potential demand through immersive experiences in live-streaming scenes, promoting efficient monetization of traffic. Furthermore, e-commerce platforms can leverage blockchain technology's traceability and innovative contract capabilities to enhance transaction transparency and performance efficiency in cross-platform cooperation.

6 PROMOTION STRATEGY: MULTI DIMENSIONAL MEDIA INTEGRATION TO ENHANCE USER FAVORABILITY

In e-commerce promotion strategies, multi-dimensional media integration has become the core path to enhance user favorability and conversion efficiency. Compared to traditional promotion methods that rely mainly on offline advertising,

television placement, or static graphics and text, modern media forms have reconstructed the chain of user reach and brand communication through precision, interactivity, and ecological features. Taking paid media as an example, traditional promotions rely on a widespread exposure logic, while live streaming platform advertising relies on big data algorithms to achieve precise targeting. At the same time, the KOL cooperation model breaks through the one-way communication limitations of traditional celebrity endorsements and constructs an efficient link of "trust endorsement instant conversion" through real-time interaction and scenario-based recommendations from top anchors. The cooperation case between Li Jiaqi and Taobao shows that the single sales revenue of their live streaming room can reach hundreds of millions of yuan, and the user repurchase rate is more than 40% higher than that of ordinary product pages, which confirms the unique value of KOLs in shortening the consumption decision-making cycle and enhancing user stickiness.

The construction of self-owned media further highlights upgrading the platform's independent operation capability. Traditional e-commerce relies heavily on external traffic imports. Self-owned media has achieved a dual breakthrough in traffic circulation and user immersive experience by optimizing the platform's live streaming function and content ecology. Taking Taobao Live as an example, its virtual live streaming room, multi-screen interaction, and other technologies have extended the average viewing time of users from 30 seconds on traditional graphic pages to 15 minutes, increasing conversion rates by nearly 5 times. In addition, by incentivizing businesses and users to create short videos and review content, the platform has built an ecosystem that integrates user-generated content (UGC) and professionally generated content (PGC). This content matrix reduces users' resistance to hard advertising. It increases the unit price of clothing, beauty, and other categories by more than 20% through scenario-based guidance of "planting grass pulling grass." Compared to the one-way information output of traditional promotions, self-owned media emphasizes cultivating user participation and brand identity, thereby forming sustainable traffic accumulation.

Winning the rise of media signifies the core position of user discourse power in the promotional ecosystem. Interpersonal social circles limit traditional word-of-mouth communication, while the word-of-mouth effect in the era of social media can achieve exponential growth through viral diffusion. For example, Pinduoduo inspires users to actively

share through its "Bargain for Free" campaign, which can reach over ten million users in a single event, with 30% of the new traffic coming from natural dissemination on social chains. Brand co-branding and exclusive cooperation are other efficient strategies for winning media. In the joint product launch event between Taobao and the Palace Museum Cultural and Creative Industry, the limited edition product exceeded 1 billion social media exposures and sold out within 72 hours. This not only strengthens the cultural tone of the platform but also stimulates users' instant consumption impulse through scarcity marketing. This type of strategy sharply contrasts the "price war" logic of traditional promotions and focuses more on emotional resonance and brand value transmission (Zhao and Ma, 2025). At the same time, product trust and anchor professionalism, attractiveness, and popularity can all enhance consumers' perceived value.

It is worth noting that the synergistic effect of the three primary media forms is reshaping the promotion logic. Paid media is responsible for precise traffic diversion, self-owned media achieves deep operation, and winning media amplifies the long-tail effect. Together, the three construct a closed loop of "traffic acquisition scene conversion word-of-mouth fission." For example, in the "618" promotion, JD targeted to attract young users through Tiktok advertising, used the immersive experience of its live broadcast room to facilitate the placement of orders, and then encouraged social sharing through the return of users' bills, ultimately achieving year-on-year growth of GMV during the event. During this process, the traceability of blockchain technology ensures the transparency of promotional activities, while smart contracts automatically distribute rewards, reducing the risk of human intervention and disputes. From this, it can be seen that multi-dimensional media integration not only breaks through the singularity and inefficiency of traditional promotions but also promotes the paradigm upgrade of e-commerce promotions from "traffic consumption" to "value creation" through technological empowerment and ecological synergy.

7 CASE ANALYSIS

Taobao Live attempts to build a differentiated advantage in e-commerce competition through a dual-track strategy of "flagship store self-broadcasting" and "linkage with top anchors." This year's "Double 11," Taobao's clothing category, is still facing fierce competition from platforms such as

TikTok. During the promotion opening day, the turnover of 3754 Tmall apparel brands doubled year on year, while the turnover of apparel brands in Tiktok E-commerce increased by 92% year on year, and the order volume increased by 90% year on year (He, 2024).

At the same time, Taobao Live is accelerating its "store self-broadcasting" strategy, shortening the user decision-making process through a direct connection between flagship store live rooms and product pages. For example, international beauty brands such as Haitian are testing the waters in Taobao store live streaming, gradually reducing their dependence on top anchors by combining platform traffic support. This strategy will show initial results during the 2023 Double 11 shopping festival: the live streaming time of Taobao beauty industry stores will increase by 35% year-on-year, and some brands' single store live streaming sales will account for over 40%. Compared to the high investment and low return of Li Jiaqi's live streaming room, brand self-broadcasting achieves the dual goals of cost control and user retention through more flexible pricing, intuitive product display, and interaction.

The inspiration is that e-commerce live streaming needs to balance the "super head effect" and "ecological health." The case of Li Jiaqi shows that relying solely on top anchors can easily lead to a vicious cycle of rising traffic costs and loss of user trust. Taobao Live is shifting towards "winning by quality," attempting to reshape user experience by simplifying promotion rules and optimizing self-broadcasting functions. In the future, platforms must explore decentralized traffic distribution mechanisms further, strengthen the self-broadcasting capabilities of small and medium-sized merchants and brands, and use blockchain technology to ensure promotion transparency, building a sustainable live-streaming e-commerce ecosystem.

8 CHALLENGE AND COUNTERMEASURE

E-commerce live streaming faces multiple challenges in brand image protection, channel coordination, and cost control. Firstly, the risk of brand image has intensified. In the "Double 11" of Li Jiaqi's live broadcast room in 2023, due to the complex promotion mechanism and the higher prices of some commodities than offline channels, consumers' negative feedback was triggered, and a large number of roasts appeared on such platforms as Xiaohongshu.

Overreliance on live streaming from influencers may lead to losing brand pricing power and even affect brand reputation due to personal disputes among hosts. The blockchain technology is essential in e-commerce supply chain logistics (Tang, 2023). For e-commerce enterprises to achieve long-term and healthy development, they need to constantly innovate and reform, fully explore new technologies, utilize blockchain and other new technologies, promote the development of supply chain logistics, facilitate the circulation of information resources, and enhance enterprises' economic benefits. In this regard, brands need to strengthen price control, achieve omnichannel price transparency through blockchain technology, establish public opinion monitoring and rapid response mechanisms, balance the proportion of influencer cooperation and self-broadcasting, and reduce the risk of image damage.

Secondly, channel conflicts become explicit. Taobao Live relies on top anchors like Li Jiaqi and promotes brand self-broadcasting, leading to resource allocation conflicts. For example, international beauty brands account for over 40% of their single-store sales in Taobao's self-broadcast, but Li Jiaqi's live streaming room still undertakes the core sales task. On the first day of its launch, over 130 brands did not meet sales expectations, exposing insufficient coordination between channels. Brands must adopt a differentiated product selection strategy, prioritizing popular products for self-broadcasting channels to consolidate user stickiness. At the same time, live-streaming influencers promote new products and use smart contracts to allocate commissions automatically, reducing interest disputes caused by manual intervention.

Finally, the pressure of operating costs is rising. Li Jiaqi's live streaming room invested 500 million yuan in red envelopes to drive sales of 9.5 billion yuan on the first day. Still, it decreased by over 50% compared to 2022, and the input-output ratio declined. Although the cost of brand self-broadcasting is controllable, initial traffic acquisition still requires investment. In this regard, the platform can use AI algorithms to optimize traffic distribution, such as tilting natural traffic towards high conversion live streaming rooms and reducing dependence on paid promotion. In addition, simplifying promotion rules (such as the "one-click coupon" function in some flagship stores on Taobao, which increases conversion rates by nearly 2 times) can reduce user decision-making costs and indirectly reduce operational losses. In the future, researchers must seek a dynamic balance between cost, efficiency, and

experience through technological empowerment and model innovation.

9 CONCLUSION

This study profoundly explores the development trend of cooperation between traditional e-commerce platforms and live-streaming platforms. The analysis of the 4P marketing theory reveals the feasible path for both parties to achieve complementary advantages, enhance user experience, and promote business growth in the e-commerce industry. Regarding product strategy, traditional e-commerce platforms should carefully select products suitable for live-streaming promotion, focus on product differentiation, and enhance users' purchasing willingness. By focusing on highly interactive, cost-effective, and new product categories and trends, this can better meet the needs of consumers in live-streaming scenarios, such as beauty, clothing, household goods, and other highly interactive products. Consumers can intuitively feel the effect and quality through the host's display and trial. High, cost-effective products are more likely to attract the user base of live streaming platforms, while new categories and trend products can quickly open up the market and attract consumers' attention and interest.

Regarding pricing strategy, traditional e-commerce platforms need to balance maintaining brand image, providing price discounts, and launching "platform exclusive discounts" to meet the needs of different users. High-end brands can strengthen differentiation strategies in live streaming scenarios, such as launching limited edition co-branded products or customized services, to avoid price-sensitive consumers questioning brand value. For products with high sensitivity to price elasticity, time-limited marketing strategies such as "flash sales" and "limited purchases" are adopted to stimulate consumers' impulse consumption by utilizing scarcity awareness.

Regarding channel strategy, traditional e-commerce platforms should fully leverage their logistics and supply chain advantages, optimize logistics distribution, integrate supply chain resources, and enhance user experience. Through deep cooperation with live streaming platforms, data sharing intelligent prediction can be achieved, and warehouse layout and delivery routes can be optimized, ensuring that consumers can receive goods quickly and conveniently and improving their trust and satisfaction with the platform.

In terms of promotional strategies, integrating paid, proprietary, and winning media is the key to increasing platform exposure and user favorability. Precise advertising placement, KOL cooperation, optimizing live streaming functions, and building a content ecosystem can achieve efficient traffic conversion and viral word-of-mouth spread, promoting the sustained growth of the e-commerce business.

In the future, people can further explore the cooperation models between traditional e-commerce platforms and live streaming platforms in data sharing, user privacy protection, content innovation, and how to combine new technologies such as VR and AR to enhance user experience, promote the continuous innovation and development of the e-commerce industry, create a more intelligent and immersive shopping environment for consumers, and inject new impetus into the prosperity of the industry.

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