

# Sustainable and Inclusive Supply Chain Strategies in Live E-commerce: The Impact of Influencer Marketing and Spillover Effects

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## Introduction

Sustainable and inclusive supply chain strategies are becoming a focal point in live e-commerce, a rapidly evolving industry that blends real-time customer engagement with digital retail. As consumer behavior shifts toward valuing transparency, ethical practices, and inclusivity, businesses operating in live e-commerce must adapt their supply chain strategies to align with these expectations. Influencer marketing, a key driver of consumer trust and engagement in this sector, significantly impacts how supply chains are perceived and managed. Additionally, spillover effects—where the practices of one business influence consumer expectations or operational strategies of others—amplify the reach and importance of sustainable supply chain initiatives. Exploring the interplay between these elements highlights the transformative potential of sustainable and inclusive strategies in live e-commerce [1].

The live e-commerce model, characterized by real-time interaction between sellers and buyers through digital platforms, thrives on immediacy, authenticity, and trust. Influencer marketing has become an integral part of this ecosystem, as influencers act as intermediaries who bridge the gap between brands and consumers. Their endorsement of products or services shapes consumer perceptions and purchasing decisions, extending their influence to how supply chains are evaluated. Consumers increasingly expect influencers to promote not only products but also the values of sustainability and inclusivity, pressuring brands to reflect these ideals in their supply chain practices. Sustainability in supply chains involves minimizing environmental impact while ensuring ethical practices across the product lifecycle. In live e-commerce, where the speed and volume of transactions are high, this requires businesses to rethink procurement, production, packaging, and delivery processes. Influencer marketing plays a pivotal role in amplifying sustainable practices by showcasing brand efforts to reduce carbon footprints, adopt renewable materials, or ensure fair labor conditions [2]. For instance, an influencer promoting a product with eco-friendly packaging or a commitment to ethical sourcing can shift consumer preferences toward sustainable brands, reinforcing the demand for transparent supply chains. Inclusivity, another critical dimension of modern supply chains, focuses on ensuring equitable participation and representation of diverse stakeholders. In live e-commerce, this translates to creating opportunities for small and minority-owned businesses, supporting artisans, and fostering diversity in product offerings. Influencers, who often represent various demographics and communities, can highlight these inclusive practices, increasing their visibility and impact. For example, an influencer partnering with a brand that supports marginalized producers can draw attention to the social value embedded in the supply chain, enhancing consumer loyalty and driving broader adoption of inclusive strategies.

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## Description

The integration of sustainable and inclusive practices in live e-commerce supply chains has broader implications due to spillover effects. These effects occur when the practices of one business or brand influence the behavior of competitors, suppliers, or even unrelated industries. In a highly interconnected and transparent digital landscape, brands that adopt sustainable and inclusive strategies set new benchmarks for others to follow. For example, a popular brand using biodegradable packaging in live e-commerce may compel competitors to adopt similar practices to remain competitive. Similarly, inclusive sourcing practices showcased by influencers can encourage suppliers to align with these values, creating a ripple effect across the supply chain network. The impact of spillover effects extends beyond individual businesses, shaping consumer expectations and industry standards. As consumers become more aware of sustainability and inclusivity through influencer marketing, they demand similar practices from other brands. This creates a virtuous cycle, where brands are incentivized to innovate and improve their supply chains to meet evolving consumer preferences. In live e-commerce, where consumer feedback is immediate and visible, the pressure to align with these values is even greater. Businesses that fail to adapt risk losing market share to competitors that prioritize sustainability and inclusivity [3].

Technology plays a crucial role in enabling sustainable and inclusive supply chain strategies in live e-commerce. Digital tools such as blockchain, AI, and data analytics enhance transparency, traceability, and efficiency, allowing businesses to meet consumer expectations more effectively. For instance, blockchain technology can provide end-to-end visibility of a product's journey, verifying claims of ethical sourcing or carbon neutrality. Influencers can leverage this transparency to build trust with their audiences, showcasing the authenticity of a brand's sustainability efforts. Similarly, AI-driven analytics can optimize supply chain operations, reducing waste and ensuring equitable distribution of resources.

Despite the benefits, implementing sustainable and inclusive supply chain strategies in live e-commerce presents challenges. The fast-paced nature of the industry often prioritizes speed and cost efficiency, which can conflict with sustainability goals. Ensuring ethical practices and diversity in supply chains requires additional investment in supplier relationships, certification processes, and monitoring systems. Moreover, the reliance on influencer marketing introduces complexities, as the credibility and authenticity of influencers are critical to the success of these strategies. Brands must carefully select influencers whose values align with their own and ensure consistent messaging to avoid reputational risks.

Another challenge lies in measuring the impact of sustainability and inclusivity initiatives within live e-commerce supply chains. Traditional metrics such as cost, speed, and efficiency must be supplemented with indicators of environmental and social impact, such as carbon emissions, waste reduction, or supplier diversity. Influencers can play a role in communicating these metrics to consumers, but businesses must invest in robust reporting and verification mechanisms to substantiate their claims. The lack of standardized frameworks for assessing and reporting these metrics further complicates the process, requiring collaboration among industry stakeholders to establish best practices [4].

Consumer education and engagement are also critical to the success of sustainable and inclusive supply chain strategies in live e-commerce. While

influencer marketing is effective in raising awareness, it must be complemented by broader efforts to inform consumers about the importance of these practices. Interactive features of live e-commerce platforms, such as Q&A sessions, behind-the-scenes content, or virtual tours of production facilities, can enhance consumer understanding and foster trust. These initiatives empower consumers to make informed purchasing decisions, reinforcing the demand for sustainable and inclusive supply chains. The role of policymakers and industry associations in promoting sustainable and inclusive supply chain strategies cannot be overlooked. Regulations and incentives that encourage responsible sourcing, reduce environmental impact, or support minority-owned businesses can create a supportive environment for these practices. For instance, tax incentives for businesses adopting renewable energy or grants for SMEs in live e-commerce can accelerate the adoption of sustainability and inclusivity initiatives. Industry associations can facilitate knowledge sharing, establish standards, and recognize best practices, fostering a culture of accountability and continuous improvement [5].

The intersection of influencer marketing and sustainable supply chain strategies in live e-commerce offers significant opportunities for businesses to differentiate themselves and create lasting value. By leveraging the reach and credibility of influencers, brands can amplify their sustainability and inclusivity efforts, building stronger connections with consumers. The spillover effects of these practices extend their impact, driving broader industry transformation and setting new benchmarks for ethical and responsible business practices.

## Conclusion

Sustainable and inclusive supply chain strategies, supported by influencer marketing and amplified by spillover effects, represent a transformative approach to live e-commerce. These strategies address the growing consumer demand for transparency, ethical practices, and diversity, while positioning businesses as leaders in a competitive and rapidly evolving market. Despite challenges in implementation and measurement, the potential benefits for businesses, consumers, and the broader industry are immense. By embracing these strategies and leveraging the unique capabilities of live e-commerce platforms, brands can create a more sustainable, inclusive, and resilient future for digital retail.

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## Conflict of Interest

None.

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