Identification of New Media Marketing Dilemmas and Exploration of Innovative Countermeasures in E-commerce

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Abstract：Amidst the rapid development of digital technologies and the internet, new media marketing has emerged as a core driver of innovation in e-commerce, leveraging its advantages such as rapid dissemination and strong interactivity. However, its deep integration with e-commerce faces multiple challenges, including difficulties in evaluating marketing effectiveness, information overload leading to fragmented user attention, trust crises caused by false information, imperfect laws and regulatory systems, and a shortage of professional talent. This review systematically examines the theoretical foundations of new media marketing and its current applications in e-commerce, incorporating case studies such as Douyin E-commerce to analyze the root causes of these challenges from corporate, industrial, and governmental perspectives. Research indicates that these issues can be effectively addressed by establishing scientific evaluation systems, innovating marketing approaches through "content + technology + model" integration, implementing end-to-end information review mechanisms, improving multi-dimensional regulatory frameworks, and enhancing talent cultivation. Future research should further explore cutting-edge areas such as the convergence of emerging technologies, consumer behavior insights, and cross-border marketing regulation, providing both theoretical foundations and practical pathways for the synergistic development of new media marketing and e-commerce.

1 Introduction

In the surging wave of the digital technology and internet era, new media marketing has become an indispensable key driver within the e-commerce field. With its significant characteristics such as rapid dissemination, broad coverage, and strong interactivity, new media has completely revolutionized traditional marketing models, opening up vast market space for e-commerce enterprises and creating unprecedented business opportunities. However, in the process of deep integration between new media marketing and e-commerce, numerous complex and challenging dilemmas have gradually surfaced, severely constraining the pace and effectiveness of their synergistic development. Therefore, conducting an in-depth analysis of the dilemmas encountered by new media marketing in e-commerce practice and actively exploring feasible innovative countermeasures hold extremely important theoretical value and practical significance. This will not only help e-commerce enterprises break through development bottlenecks, enhance market competitiveness, and achieve sustainable development, but also provide strong support and guarantee for promoting the healthy, stable, and innovative development of the entire e-commerce industry.

2 Overview of New Media Marketing and E-commerce Related Theories

2.1 Connotation and Characteristics of New Media Marketing

New media marketing refers to marketing activities conducted on new media platforms, encompassing various forms such as social media, short video platforms, and live-streaming platforms. It exhibits significant characteristics like rapid dissemination, broad coverage, strong interactivity, and personalized customization. Taking social media as an example, information can spread globally in an instant, users can participate in interactions immediately, and enterprises can implement precision marketing based on user profiles. For instance, Xiaohongshu (Little Red Book) attracts a large number of young users to share shopping experiences through its User-Generated Content (UGC) model, helping brands accurately

reach their target audience. New media marketing also breaks the temporal and spatial limitations of traditional marketing, building a direct communication bridge between enterprises and consumers, greatly enhancing marketing efficiency and effectiveness.

2.2 Development History and Current Status of E-commerce

E-commerce has evolved over many years, transitioning from simple online transactions in its early stages to the complex ecosystem that integrates multiple business formats today. Although e-commerce started relatively late in China, it has developed rapidly and has become a leading force in the global e-commerce field. Currently, the e-commerce market continues to expand, and transaction models are constantly innovating, with emerging formats like social commerce and live-streaming e-commerce flourishing. According to relevant data, China's online retail sales reached 13.79 trillion yuan in 2024, a year-on-year increase of 10.5%. Major e-commerce platforms are fiercely competitive, continuously optimizing user experience and improving service quality to vie for market share. Simultaneously, the integration between e-commerce and the real economy is accelerating, promoting the development of the new retail model and bringing consumers more convenient and efficient shopping experiences.

2.3 Impact Mechanism of New Media Marketing on E-commerce

New media marketing profoundly impacts e-commerce across multiple dimensions. At the consumer behavior level, the rich information dissemination and interactive methods of new media have altered consumers' purchasing decision-making processes. Consumers now have more channels for obtaining information, their decisions are more rational, and they are significantly influenced by word-of-mouth and social recommendations. New media marketing provides e-commerce enterprises with diversified marketing channels, such as live-streaming sales and content marketing, effectively enhancing brand awareness and product sales volume. The massive data accumulated on new media platforms helps enterprises gain precise insights into consumer demand, optimize products and services, achieve precision marketing and personalized recommendations, thereby improving customer satisfaction and loyalty. For example, Taobao Live drives e-commerce transaction growth by having hosts demonstrate and explain products in real-time, stimulating consumers' purchasing desire.

3 Current Application Status of New Media Marketing in E-commerce

3.1 Widespread Application of New Media Marketing Channels and Strategies in E-commerce

In the e-commerce field, new media marketing channels and strategies are diverse and widely applied. In social media marketing, enterprises set up official accounts on platforms like WeChat and Weibo to publish product information, brand stories, and conduct interactive activities to attract fan attention and interaction, enhancing brand stickiness. Content marketing leverages high-quality graphics, videos, etc., such as "grass-planting notes" on Xiaohongshu and creative short videos on Douyin (TikTok), to attract user attention and stimulate purchase interest. Live-streaming e-commerce has become a hot trend in e-commerce marketing, where hosts achieve rapid product sales through real-time product demonstrations, usage explanations, and audience interaction. In 2024, Taobao Live's GMV reached 500 billion yuan, with numerous brands achieving significant sales growth through live-streaming e-commerce.

3.2 Successful Case Analysis

Taking Douyin E-commerce as an example, it fully utilizes the advantages of short videos and live-streaming to build a unique e-commerce ecosystem. Numerous brands collaborate with Key Opinion Leaders (KOLs) to showcase product features through creative short videos, attracting user attention. During live-streaming sales, hosts promote user purchases through professional explanations and interaction. A cosmetics brand promoted a new product via a KOL live stream on Douyin, attracting over 10 million viewers during the stream and achieving sales exceeding 100 million yuan. Douyin E-commerce also launched various marketing campaigns, such as the "Douyin 618 Good Things Festival," integrating platform resources to help merchants boost sales. Through precise algorithm recommendations, it matches high-quality products with interested users, improving transaction efficiency and injecting strong momentum into e-commerce

development.

3.3 Specific Manifestations of New Media Marketing Driving Innovation in E-commerce

New media marketing drives innovation in e-commerce across multiple aspects. In terms of business model innovation, it has spawned new models like social commerce and community group buying. Users complete product recommendations and purchases during social interactions, reducing marketing costs and increasing user engagement. Regarding user experience innovation, new media provides immersive shopping experiences, such as 3D product displays and virtual try-on technologies, allowing users to perceive products more intuitively and enhancing shopping enjoyment. In terms of marketing method innovation, besides live-streaming sales and content marketing, novel forms like interactive ads and AR marketing have emerged, attracting user attention and improving marketing effectiveness. These innovations vigorously promote the continuous development of e-commerce and meet consumers' evolving demands.

4 Dilemmas Faced by New Media Marketing in E-commerce

4.1 Difficulty in Evaluating Marketing Effectiveness

The multitude of new media marketing channels and complex data make evaluating marketing effectiveness extremely challenging. Inconsistent data statistical standards across different platforms make it difficult for enterprises to accurately measure the Return on Investment (ROI) of each channel. Influencing factors in new media marketing are complex (e.g., content quality, user sentiment, dissemination timing) and difficult to quantify with a single metric. User purchase decisions are influenced by multiple channels, making it hard to accurately attribute a sale to a specific marketing activity. For instance, a consumer might first see a product recommendation on social media and later search and buy it on an e-commerce platform, making it difficult to determine the actual contribution of social media marketing to the final purchase. This hinders enterprises in rationally allocating marketing resources and optimizing strategies.

4.2 Information Overload and User Attention Fragmentation

In the era of information explosion, new media platforms feature massive and rapidly updated information. Users receive vast amounts of information daily, leading to extreme fragmentation of attention. Enterprise marketing messages easily get drowned in the flood of information, making it difficult to capture user attention. Fragmented attention significantly reduces the effectiveness of marketing content dissemination; even high-quality content might be ineffective if users don't have time to engage. Surveys indicate that the average time users spend viewing a piece of information on social media is less than 3 seconds, requiring marketing content to grab attention instantly, thereby increasing the difficulty of marketing.

4.3 False Information and Trust Crisis

In the new media environment, the barrier to information dissemination is low, making it easy for false information to proliferate. Some enterprises, pursuing short-term gains, publish false product information or exaggerate product efficacy, misleading consumers. Some influencers, seeking commercial benefit, recommend low-quality products, harming consumer rights. The spread of false information triggers a trust crisis among users regarding new media marketing, lowering purchase intention. According to a survey by the China Consumers Association, over 60% of consumers doubt the authenticity of new media marketing information. This severely hampers the healthy development of the new media marketing ecosystem and constrains the long-term growth of e-commerce enterprises.

4.4 Imperfect Laws, Regulations, and Supervision

As an emerging field, laws, regulations, and the supervision system for new media marketing are still imperfect. There are numerous loopholes in areas such as advertising standards, data privacy protection, and consumer rights safeguarding. Some enterprises exploit legal gaps to conduct non-compliant marketing activities, such as collecting personal information without user consent for precision marketing, infringing on user privacy rights. Regulatory bodies face challenges like outdated technical means and insufficient regulatory capacity in overseeing new media marketing, making it difficult to

effectively curb violations. Imperfect laws, regulations, and supervision increase market uncertainty, hindering the healthy and orderly development of new media marketing and e-commerce.

4.5 Shortage of Professional Talent

New media marketing requires versatile talents proficient in both marketing theory and new media technology and operations. Currently, such professionals are in short supply. Many enterprise new media marketing teams lack specialists in professional planning, data analysis, and content creation, leading to uncreative campaign planning and poor execution. The talent shortage also restricts enterprises' ability to apply new technologies and trends, such as insufficient mastery of AI marketing and big data precision marketing, making it difficult to gain a competitive edge in the fierce market. According to human resource agency surveys, over 80% of enterprises state that the shortage of new media marketing talent is a significant factor constraining their development.

5 Innovative Countermeasures for E-commerce to Address New Media Marketing Dilemmas

5.1 Building a Scientific Marketing Effectiveness Evaluation System

Enterprises should build a scientific and comprehensive evaluation system for new media marketing effectiveness. Integrate data from multiple platforms, unify data statistical standards, and establish standardized evaluation metrics such as impressions, click-through rate (CTR), conversion rate, and customer lifetime value (CLV). Utilize data analysis techniques to deeply mine user behavior data and accurately measure the impact of marketing activities on various stages of user cognition, interest, and purchase. Introduce attribution models to reasonably allocate the contribution weight of each marketing channel to sales conversion, providing a scientific basis for marketing decisions. Leverage machine learning algorithms to predict marketing outcomes and optimize strategies proactively, improving marketing resource utilization efficiency.

5.2 Innovating Marketing Content and Formats to Capture User Attention

Enterprises need to innovate marketing content and formats to attract user attention in the information-overloaded environment. Create personalized, differentiated content that combines brand positioning with user needs, developing unique, interesting, and valuable content such as customized stories and creative interactive content. Utilize new technologies like Virtual Reality (VR) and Augmented Reality (AR) to enhance content appeal and create immersive marketing experiences. Innovate marketing formats by conducting cross-border marketing, event marketing, etc., to generate buzz and spark user attention and discussion. For example, a sports brand collaborated with a renowned gaming company on a cross-over, launching co-branded products. Through in-game advertising and offline events, it attracted significant attention from young users, enhancing brand awareness and product sales.

5.3 Strengthening Information Review and Management to Establish Trust Mechanisms

Enterprises must strengthen the review and management of marketing information to ensure it is truthful, accurate, and legal. Establish a strict content review process involving multi-level scrutiny of published product information and advertising copy to prevent the spread of false information. Enhance interaction with users by promptly responding to inquiries and handling complaints to build user trust. Industry associations should play a self-regulatory role by formulating industry norms and standards to guide enterprises towards ethical operations. Regulatory authorities should intensify efforts to combat false information, establish reporting mechanisms, and impose serious penalties on non-compliant enterprises to foster a healthy and trustworthy new media marketing environment.

5.4 Improving Laws, Regulations and Supervision Mechanisms

Government departments should accelerate the improvement of laws and regulations pertaining to new media marketing, clearly defining legal responsibilities regarding advertising standards, data privacy protection, and consumer rights safeguarding. Strengthen supervision of new media platforms, urging them to fulfill their primary responsibilities and establish sound information review and violation handling mechanisms. Employ technological tools like big data and

artificial intelligence to enhance regulatory efficiency, enabling real-time monitoring and precise enforcement of new media marketing activities. Strengthen international cooperation by learning from advanced foreign regulatory experiences to jointly address the challenges of cross-border new media marketing supervision, providing a solid legal foundation for the development of new media marketing and e-commerce.

5.5 Strengthening Professional Talent Cultivation and Recruitment

Enterprises should enhance the cultivation and recruitment of new media marketing professionals. Collaborate with universities and training institutions to develop customized talent cultivation programs, setting courses according to enterprise needs to foster practical talents. Strengthen internal training by regularly organizing employees to attend new media marketing courses and seminars to improve their professional skills. Formulate preferential policies to attract outstanding external new media marketing talents to join and enrich the enterprise's talent pool. By improving talent incentive mechanisms, such as salary incentives and career development plans, retain excellent talents and provide human resource support for the innovative development of the enterprise's new media marketing.

6 Research Conclusions and Outlook

6.1 Summary of Research Conclusions

This study conducted an in-depth analysis of the application status, dilemmas, and innovative countermeasures of new media marketing in e-commerce. New media marketing has become a vital driving force for e-commerce development, promoting innovation through the application of various channels and strategies. However, it faces dilemmas such as difficulty in evaluating marketing effectiveness, information overload, false information, imperfect laws and regulations, and a shortage of professional talent. By implementing innovative countermeasures like building scientific evaluation systems, innovating marketing content and formats, strengthening information management, improving laws and regulations, and cultivating/recruiting talent, these dilemmas can be effectively addressed, fostering the synergistic and healthy development of new media marketing and e-commerce.

6.2 Outlook on Future Research Directions

Future research could focus on the deep integration of new media technology and marketing, such as innovative applications of Artificial Intelligence and Blockchain in marketing. Deeply explore the changing patterns of consumer behavior in the new media environment to provide more precise theoretical support for precision marketing. Strengthen research on new media marketing in emerging markets and cross-border e-commerce to assist enterprises in expanding into international markets. Further refine research on the new media marketing ecosystem to promote the synergistic development of all participating entities. As new media and e-commerce continue to evolve, related research will deepen continuously, providing more theoretical guidance and practical references for industry development.

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