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ANALYZING A MIXED SUPPLY CHAIN WITH A WECHAT CHANNEL

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ABSTRACT

By combining traditional marketing methods with WeChat, this study introduces the WeChat channel into multi-channel supply chain systems. We analyze and compare the profit levels of different supply chain channels. Our results show that retailers tend to open the WeChat channel for increased profits. Whether manufacturers can benefit from the WeChat channel is determined by other factors though. In the multi-channel supply chain setting, when most consumers accept the Internet channel and the WeChat channel, or consumers are insensitive to service and adopt the new WeChat channel, then manufacturers will be able to obtain considerable profits. The results complement traditional supply chain research and offer significant guidance for supply chain channel design.

Keywords: Analytical modeling, demand functions, economics and e-commerce, firm strategy, multi-channel supply chain, numerical simulation, policy analytics, Stackelberg game, WeChat channel

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