

# ***Thoughts on the Development of Multi-dimensional Supply Chain for Mass New Economic Life***

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**Abstract:** Supply-chain is a chain for supply that transfers products and services from producers to organizations, people, technical activities, information and resource systems involving consumers. The supply chain is an invisible network, but it has tangible nodes. In the new economic era, the public economic life presents a new appearance. At present, how should we grasp the development path of supply chain in multiple dimensions, it is a challenge or an opportunity. According to the principle of supply chain, this paper attempts to take the demands as the orientation, thinking but not confined to the concept of global supply chain, considering the multi-dimensional supply chain economic development of mass life in the new economic life of our country, hoping to provide useful reference through serious exploration.

## **1. Introduction**

No matter what people do in life, we all hope to have a solid grasp of supply and demand, which is the best guide to guide life and commerce, as well as the development of our mass economic life. One by one is like a ring. Imagine that, like iron, we connect the rings one by one, and a chain will be presented. The chain connecting supply and demand and sales will naturally form the supply chain. To connect the supply chain through the supply chain economy, it is very important to know how to strike each hammer firmly and effectively [1].

A supply chain is a supply chain that transfers products and services from the producers to organizations, people, technical activities, information and resource systems involving consumers. Supply chain is an invisible network, but it has tangible nodes. Everyone in the mass life may be this node. The supply chain shows different states in different periods [2]. The rapid development of science and technology in the information age has accelerated the rotation of the world and the promotion of global supply chain economy. However, affected by multiple factors, production and public life have taken on a new and specific look in recent years. In the face of new economic form and the artificial intelligence information age, the development of the supply chain economy of public life presents how to match the pattern, to better ensure that our production and living standards continue to climb steadily. It is worth our serious consideration and constant search for answers [3].

## 2. General Analysis of the Living Demand of the Mass New Economy

As shown in Figure 1, according to relevant statistics, in 2020, the retail sales of grain, oil and food increased by 9.9%, beverages by 14.0%, tobacco and wine by 5.4%, cosmetics by 9.5%, daily necessities by 7.5%, Chinese and western medicines by 7.8%, cultural and office supplies by 5.8%, communication equipment by 12.9%, clothing, shoes, hats, needles and textiles by 6.6%, gold, silver and jewelry by 4.7%, household electrical appliances and audio-visual equipment by 3.8%, furniture by 7.0%, construction and decoration materials by 2.8%, petroleum and products by 14.5%. Automobiles fell by 1.8%.

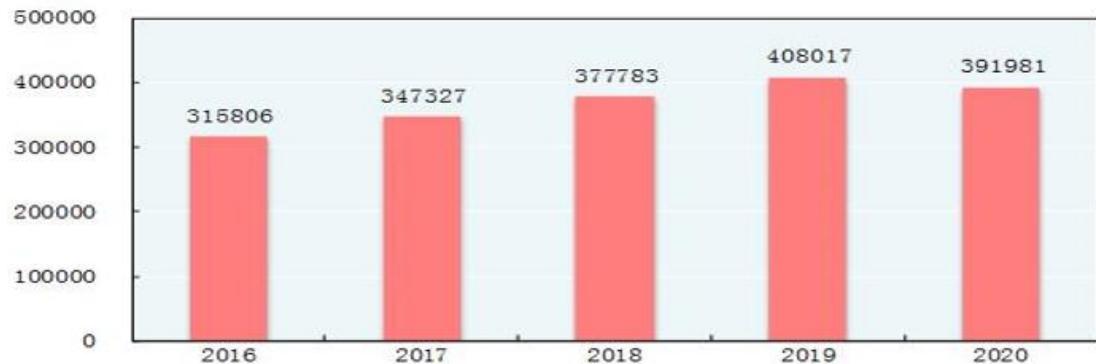


Figure 1: Total retail sales of consumer goods in 2016-2020

The rise and fall of sales volume of different types of products in domestic trade reflects, to some extent, the public's demand considerations based on health. Influenced by multiple factors in recent years, the mass living consumption generally presents the characteristics of rigid consumption and stable consumption. The demand for health and safety has become the fundamental starting point of the public demand at the present stage, which provides guidance for economic supply. Demand is the direction of consumption. Demand is the direction of production, living and economic development. Liquidity is the basic condition for the normal operation of economic life. How to pull the economy, stimulate the kinetic energy, start with the “demand”, and deeply understand and master the needs of the people's life may be a key link that we should pay attention to at the present stage.

In the field of economic life, it has been widely accepted that the core content of management is “people, financial, material, production, supply and marketing”. From the perspective of market, the key core of these six elements is “demand”, which is the direction of the development of production and living economy.

As shown in Figure 2, Maslow's hierarchy of needs includes a five-level model of human needs, i.e. the so-called pyramid hierarchy, which are physiological needs, safety needs, love and belonging, esteem and self-actualization, including cognitive needs, aesthetic needs and transcendence needs. It is called the eighth Maslow hierarchy of requirements.

From the hierarchy of demands diagram, we can see that the human demand is progressive layer by layer, the most basic level of human demand is physiological demand, and the second level is safety demand. No matter the five-level model or the eighth-level level, in the new economic period, people's demand for health and safety is stably located at the tower base, which has been widely concerned by the public.

Note. If Maslow's level of demand can be measured by spirit and material, then the current demand for health and safety should be said to have a strong material nature, which is the most basic requirement of mass life.

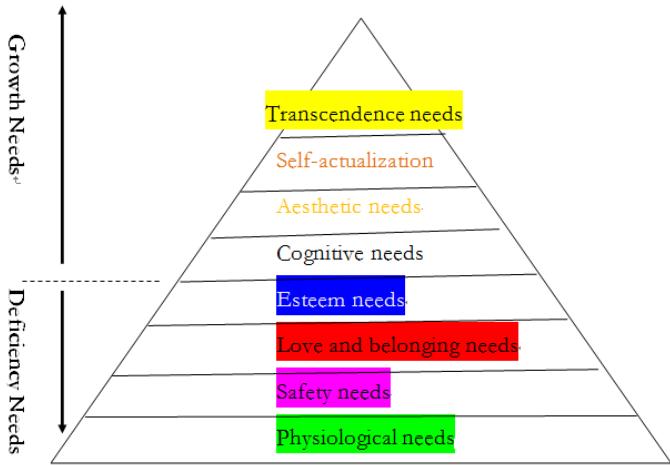


Figure 2: Maslow's motivation model

### 3. New Life and New Economic Development Trend Matching the Needs of the Public

#### 3.1. Slow Recovery of Consumption and in Pursuit of High Added Value

After enduring the test of the epidemic for too long, the production and living order has gradually returned to normal, and the consumption is gradually warming. However, in view of the impact of the epidemic, the recovery of consumption is conducted in stages and slowly, and the consumption habit is rational and conservative. While the development always conforms to the cycle of economic law. After a certain period of consumption, consumption will enter a period of rapid and explosive growth again. While people are consuming and getting reasonable supply exchange, the desire for higher added value is stronger within the scope of rules. People often say that “there is no free lunch in the world”, but some phenomena show that with the progress and development of society, people's thinking mode is gradually relaxed. While reasonably realizing free, they attach importance to their own participation. While getting free supply, it is also possible to take their own participation as resource cost and get corresponding form of return [4].

#### 3.2. Resurrection of Entity Industry, Pursuit of Returning to Nature

In recent years, people have paid close attention to the transformation of old rural houses and their derived rich agricultural products and short videos, which show the public's yearning for farming and comfortable living. “The world's smoke is the most satisfying to ordinary people”. The visibility of physical stores, the experience of pursuing consumption and the sense of multi-dimensional participation are in line with people's stable psychological needs. Perhaps, face-to-face bargaining is a fun and value embodiment. Money should be well spent, bubble consumption has been sharply reduced, comfort has become people's basic requirements for clothes, food, housing, use and travel, and the idea of thrift, simplicity and nature, advocating economy and opposing waste and consumption concept have realized the universal return.

#### 3.3. Favorite Craftsman Spirit, Return of Traditional Industry

“Silence and wisdom can be born. For a long time, it makes people pay more attention to the self-perception of internalization. The thinking after slow action is active in advance. The other side

brought by returning to nature is personalized highlighting. The pursuit of non-mainstream personalized consumption is strengthened, and people are more pursuing the quality sense of consumption and the precipitation of time training.” The model consumption trend, which rejects the ineffective homogenization, is very significant. People often say that “nostalgia is the appearance of aging”. Under the tide of global social aging, archaeology and related disciplines are greatly appreciated. People’s devotion to gold, from their passion for gold bars and bricks to the enthusiasm for golden beans, and the persistent strong speculation of wine stocks, all show that people pay more attention to the preservation and inheritance of products. People are more in pursuit of feelings; nostalgia is no longer the appearance of aging, but also a fashion trend of the voice [5].

#### **4. Design of Supply Chain Economic Development Adapting to New Life and New Economy**

##### **4.1. Take Sports Economy as the Supplier of Supply Chain Economy to Break the Static Circle of Commerce**

For a period of quiet business, liquidity is an effective way to break the game. People's continuous attention to body and health and safety makes us interested in creating sports community life circle consumption with the help of interests. The study and participation of interest is not confined to the activities of skill learning of the student group, but to develop it into an important part of the new life of the whole people. People yearn to establish, seek to expand the circle of life, stay in the warm life circle, interests, sports and entertainment, is the best choice, construction, exploration of the tools of the circle of life. 2022 is the year of camping, 2023 is the year of Frisbee, escape is the past, and play-killing is not the future. The future belongs to Frisbee, surfing, paddle-boarding, rock climbing, hiking, biking, yoga, dance, martial arts and, of course, square dancing and farming. Interest market, marriage market, learning market, tourism economy, sports-driven derivative services, sports economy development supply chain economy [6].

##### **4.2. Take Innovation Economy as the Developer of Supply Chain Economy to Break the Traditional Supply Circle**

In the late stage of the epidemic, new changes have taken place in the demand for people's life. The matching new life and new economy are changing rapidly. Continuous innovation is an important link to ensure the continuity, stability and good development of the supply chain economy. Liu Cixin said in his science fiction novel The Three Body Problem: “I have nothing to do with you to destroy you.” Business competition in the new economic era is unlimited. People often say with a slight joke that it is a smartphone that beats Nikon, a take-out platform that defeats Master Kong, and a shared bike that beats a bicycle store. Although it's a joke, it's a fact. According to the national shipment statistics, in 2018, the shipping volume of digital cameras was only one-tenth of that in 2008. Today, the share of one-tenth of the digital cameras is not guaranteed. The cake of mass demand has not been cut, but the smartphone has completed the occupation with super-high speed. The rapidly changing market and the rapid development of technology make the enterprise face the opportunity and challenge all the time, especially in the face of the changing public demand. Innovation and change is the cornerstone of pursuit of invariance, and change is immutable. Strength, cooperation and continuous innovation are magic weapons for the supply chain economy to stand in the tide [7].

#### **4.3. Take Virtual Economy as the Economic Point of Supply Chain to Develop Humanistic Dream Circle**

People have infinite yearning for the wealth of spiritual life, and have infinite imagination and expectation for the virtual world of the meta-universe. In a sense, the positive supply chain economy is not only a kind of commercial behavior, but also a kind of humanistic work [8]. Nowadays, the virtual economy mainly uses the computer technology, the Internet technology, the satellite technology and the development of human consciousness potential, and puts the human in the virtual non-real environment through the medium such as the mobile phone, the computer and the virtual helmet. As the pioneer of virtual economy, animation, cartoon and games are the main forms of animation and game industry. From these, there are toys, hand-made, stationery, clothing, shoes and hats and other industries, which are praised as the sunrise industry in the 21st century. According to the statistics of China Game Industry Report in 2021, the actual sales revenue of China's game market in 2021 is 296.513 billion yuan, an increase of 17.826 billion yuan compared with that in 2020, with a year-on-year growth of 6.4%. The domestic game user scale is 666 million, and the development of virtual economy is rapid. However, we should also see that the current development of virtual economy consumers has become saturated, accelerating the development of national style products, guiding positive education, cultivating and injecting high-quality professional large-scale teams, developing and expanding overseas markets, and introducing the supply chain management of high-quality positive energy industrialization into the development of virtual economy. Very important [9].

#### **4.4. Take the Green Economy as the Ballast Stone of the Supply Chain Economy to Create a Comfortable Life Circle**

People have long been longing for green economy. Supply chain economy is the development link of green economy. The characteristics of green economy are environmental protection, health and sustainability. The rapid development of science and technology has enhanced people's strong concern and positive investment in green economy. In line with the needs of development, we can see the rapid expansion of the global new energy industry, wind energy, solar energy, hydro-power energy and bio-energy industries, power generation, transportation, food and daily living, and the renewable energy has entered ordinary people's homes. The development of green economy reflects the responsibility and mission of human beings for their own destiny and future generations. It is related to everyone's vital interests and needs, and is a strategic exploration and enrichment of ecological civilization construction in the new era [10]. Our country vigorously develops Carbon Capture, Utilization and Storage (CCUS) carbon capture, utilization and storage, and the supply chain economy of environmental transformation, which takes the construction of green mountains and clean water as a typical example, is developing rapidly. Synchronous with the development of new energy, the efficient green supply chain will continue to assist, providing the foundation and guarantee for the development of green economy [11].

#### **4.5. Take Digital Economy as the Foundation of Supply Chain Economy to Realize the Collaborative Sharing of Resources**

In the new economic era represented by digital economy, digital economy is the foundation of supply chain economy. The signal of demand will be effectively captured by interconnected information network through digital representation symbols, so as to effectively avoid blindness, uncertainty and other problems, and provide extremely important information for economic development [12]. The importance of digitalization centralized procurement and the synergistic

effect of the Internet of things make it possible to manage and trace the whole life cycle. The flattening of Internet makes the production and consumption intuitively feels the real existence of “zero marginal cost”. Collaborative sharing makes the supply chain economy on the track of benign development [13].

## 5. Conclusions

The supply chain connects the sports economy, the innovation economy, the virtual economy, the green economy and the digital economy, the supply chain connects us, and the world, and people provide basic symbols for big data in their breath. The new era of the digital supply chain economy, on the one hand, according to the consumption demand on the supply side, the supplier will be more close to the manufacturing and service behavior to the consumer, but also more concentrated service in the growing scale of the super cities. “Bring products closer to consumers through localized production and personalized design,” in pursuit of higher profit ratios at reduced costs. On the other hand, the direction of supply chain economy will be further use the human-machine platform to take the information as the action route of new business development in the future, and realize the transition from vertical to flat development of supply chain economy. The new economic outlook and demand of mass life economy put forward the demand of developing supply chain economy from the perspective of safer, stable, long-term and high-quality development. Chinese martial arts emphasizes that the world's martial arts must be fast and unbreakable. At present, we need to borrow this concept, grasp the opportunities brought by the innovation of machine productivity represented by information and artificial intelligence to the supply chain economy, and bring lasting development and consolidation to the supply chain economy of mass life with high speed and high quality.”

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