

Analysis on the Impact of Internet Economic Development on Resident Consumption

Shi Yadi

Weinan Normal University, Shaanxi, Weinan, 714099, China

Keywords: Internet economy; household consumption; "Internet +"

Abstract: The continuous development of information technology has given birth to the rapid development of the network economy, and expanding domestic consumption is an important measure to promote the economic development of our country. Therefore, the development of the Internet economy has attracted more and more scholars' attention. The so-called Internet economy is a new economic model developed by connecting consumers and producers through the Internet. As a new economic model, the impact of the Internet economy on household consumption is huge and far-reaching. It not only changes the traditional consumption channels, but also changes the consumption patterns and consumption concepts of residents. Therefore, it is of great significance to study the impact of Internet economic development on household consumption.

1. The mechanism of the impact of Internet economic development on residents' consumption

Specifically, the mechanism of the impact of Internet economic development on household consumption is mainly reflected in the following aspects:

1.1 Promote household consumption by increasing social employment

The employment situation of residents will have a direct impact on the consumption power of residents. High-quality and sufficient employment can increase the per capita income of residents, thus driving residents' consumption [1]. In the Internet economic environment, the impact of the Internet on employment is mainly reflected in the following aspects: First, the development of Internet companies has increased the corresponding technical jobs, such as online store maintenance personnel, customer service personnel, etc. [2]. Secondly, the opportunities for residents to start their own businesses are also greatly increased, such as Alibaba's Taobao website. Ordinary residents can also start businesses and develop through this platform to increase their income [3]. Finally, the development of e-commerce has the greatest and most direct impact on the logistics industry. There is no doubt that e-commerce has multiplied the number of jobs in the logistics industry, promoting more employment and laying a solid foundation for residents' daily consumption [4].

1.2 Influencing Resident Consumption by Innovating Product Marketing Model

First of all, the Internet economy has greatly promoted the development of characteristic consumer services [5]. In the traditional marketing mode, the marketing is not well targeted. Enterprises, whether they produce products or market propaganda, target positioning is relatively comparative mode. In the Internet economic model, information technology can be used to obtain the browsing records of consumers. Through large data analysis, we can accurately understand the actual needs of consumers, so as to precisely push related products to consumers [6]. And enterprises can determine the design, opening and market opportunities of products according to the analysis of large numbers, which greatly improves the accuracy of enterprises from product design to marketing positioning [7]. Secondly, the Internet economy has improved the targeting of consumer services. Internet technology can obtain consumers' browsing habit data, and can also provide suitable products according to consumers' purchasing habit data, and timely and accurately push product information to consumers to improve consumers' click-through rate and purchase rate. [8]. Finally, companies can guide their consumption according to the sensitivity of consumers to

promotional activities, and promptly push various promotional information to consumers, such as coupons, buy one get one free, second half price, full reduction activities, etc. Consumer spending.

1.3 Internet economy affects trade and commerce to promote household consumption

First of all, the benign development of the trade and circulation industry will provide consumers with more high-quality and efficient services, so that online products can be quickly and conveniently delivered to consumers through efficient offline trade circulation [9]. Secondly, the development of the commerce and trade circulation industry will also change the consumption habits of consumers. For example, crayfish used to be consumed only in a small part of China, because its long-distance circulation is difficult, not only high cost but also unguaranteed quality [10]. The development of the commerce and trade circulation industry can make crayfish transport to a greater distance, so that more and more citizens have developed the consumption habit of eating crayfish. This can be said that the commerce and trade circulation industry has a typical impact on consumer spending habits. Case. Thirdly, the development of commercial circulation industry can deliver more kinds and quantity of products to consumers, and continuously improve the quality and level of consumption of residents. Finally, in the social production system, the commercial circulation industry belongs to the exchange link. Under the background of Internet economy, consumers mainly realize the final consumption demand through the commercial circulation industry. Therefore, commercial circulation industry is an important part of direct contact with consumers. It can timely understand the latest needs of consumers and provide timely feedback to producers on the needs of residents in order to better meet market demand.

2. The Impact of Internet Economy on the Characteristics of Residents' Consumption Behavior

Internet economy will have both subjective and objective impacts on residents' consumption behavior characteristics.

2.1 The Impact of Internet on Subjective Psychology of Residents' Consumption

First of all, the psychological needs of consumers have changed. Internet economy can maximize the sharing of consumer information. On the one hand, it can provide consumers with more abundant and timely consumption information to stimulate consumption. On the other hand, agglomeration demand and exchange demand further enhance residents' consumption motivation. For example, the interaction and exchange between consumers can accelerate the dissemination of consumer information, in this context, collective activities will produce more consumer demand. Secondly, residents' online consumption behavior is usually caused by their emotional motivation and rational motivation. Many consumers have satisfaction and curiosity about online shopping, which is the common role of multiple emotions. There are also some consumers who buy cheap and inexpensive products through the Internet on the basis of rational thinking, and gradually form the habit of online consumption. Finally, under the Internet economy model, the mentality of residents has also undergone a major transformation. The maturity of the market will provide a better environment for brand services, and the consumer experience will continue to escalate. In this case, consumers' consumption goals and consumption motives are also more clear, so as to better meet their individual needs.

2.2 The impact of the Internet economy on the objective environment

The impact of the Internet economy on the objective environment is mainly reflected in the following aspects: First, it will have an impact on product price factors. Product price is one of the decisive factors affecting consumer behavior. The sales channel built through the Internet is relatively cheaper than the physical store. Therefore, the sales price of the product can be further reduced. Under the same quality conditions, consumers are more inclined to choose a network channel with a lower price. Second, the security and reliability of network consumption have been better guaranteed. In the traditional concept of consumption, consumers have concerns about the

security of online shopping. With the continuous development of Internet technology and information technology, the security of online payment is getting higher and higher at this stage. This constantly improving and safe shopping experience makes consumers increasingly recognize online consumption. Finally, the Internet economy will have a direct impact on corporate image and brand elements. The development of Internet economy not only promotes the development of consumer market. In addition, it accelerates the dissemination of consumer information. In this process, enterprises can have more channels to establish a good corporate brand image. Under the guidance of this environment, consumers' brand awareness has been constantly strengthened, more and more attention is paid to the brand image of enterprises, and their purchasing behavior is also more inclined to products with good brand image and higher visibility. Therefore, the Internet economy has brought a broader development prospect for enterprises to establish a good image and follow-up brand building.

3. Strategies to Strengthen Internet Economy and Promote Residents' Consumption

Internet economy has a far-reaching impact on residents' consumption. In the new situation and environment, we can strengthen the role of Internet in promoting residents' consumption from the following aspects:

3.1 Promoting the strategic plan of "Internet +" in an all round way

"Internet +" is not simply a combination of traditional industries and Internet technologies, but a combination of ideas and resources. The government has fully realized the importance of the "Internet plus" strategic plan for the development of our economy. Therefore, the "Internet +" plan has been formulated and implemented in various industries, areas and regions. In this context, government departments should play an important role in guiding the implementation and implementation of relevant policies, and highlight the advantages of regional resources in the light of the actual situation of regional economic development. Accelerate the integration of Internet economy and traditional enterprises, and promote the transformation and upgrading of traditional industries by Internet technology. Using e-commerce platform to expand the sales channels of local enterprises, giving more support to such enterprises, making the "Internet +" can effectively inject vitality into the regional economic development. In the specific implementation process, government departments should establish a special e-government service platform, from county to village level, to create a good policy environment for the development of traditional industries and the sustainable development of emerging enterprises. In addition, government departments must strengthen the construction of information infrastructure to provide a good hardware environment for the development of the Internet economy.

3.2 Enterprises should further improve their marketing system and trade circulation system

As mentioned above, the Internet economy has had a crucial impact on the marketing and trade circulation of traditional enterprises, and the enterprises are in the process of actual development. At the same time, we must base ourselves on the new market environment, actively update the marketing concept based on our own actual situation, and fully play the role of the Internet economy. To some extent, the Internet economy is a new concept. The traditional enterprise management must go out of the "comfort circle" of its own development, use the good opportunity of the Internet economy to break through the bottleneck of enterprise development, comprehensively understand the development characteristics of the Internet economy, and be good at exploring more opportunities. The development of big data technology can provide a new idea for the development of "Internet +" of traditional enterprises. Enterprises should constantly learn the relevant knowledge of big data, and form a correct and objective cognition of them, so as to give full play to their true value. Enterprises should invest more in the construction and management of databases, establish a perfect system of big data management and storage, and use big data technology to improve the accurate positioning of product design and research. And precise marketing for specific consumers can not only improve the marketing effect, but also reduce the

marketing cost.

3.3 Playing an Important Role in the Circulation System of Commerce and Trade

The development of commercial circulation industry has obvious influence on residents' consumption. Therefore, we should fully play the role of commercial circulation system in promoting residents' consumption, and promote the systematic development of logistics centers throughout the country by using network technology. In particular, the rural trade and circulation system can encourage rural enterprises to develop leading enterprises, fully utilize the radiation belts of leading enterprises, and realize the modernization of the upstream and downstream of the supply chain. Strengthen the infrastructure construction, realize the unified dispatching and management of logistics and distribution from rural to urban, realize the digital management of the whole logistics process, reduce the logistics cost and optimize the inventory. Improve the comprehensive service level of Internet companies through the improvement of the trade circulation system.

3.4 Take measures to protect the legitimate rights and interests of consumers

On the one hand, it is necessary to strengthen the education and publicity of laws and regulations, and raise the awareness of self-protection of residents. In the face of illegal business operations and the sale of counterfeit products, consumers must learn to take legal weapons to protect their rights and interests. On the other hand, it is necessary to further improve the existing laws and regulations for the Internet economy, improve the protection measures for the online consumer market, maintain a good network market order, and strengthen the supervision of the network economy. In the case of consumer disputes, we should simplify consumer litigation procedures, improve the network of consumer complaints, improve the efficiency and quality of solving consumer disputes, and provide more timely, reliable and effective protection for consumption. In addition, enterprises can unite to establish trade associations, consumer protection associations and so on to strengthen self-discipline and self-protection.

References

- [1] Pan F, Wang Y. [IEEE 2018 International Conference on Robots & Intelligent System (ICRIS) - Changsha, China (2018.5.26-2018.5.27)] 2018 International Conference on Robots & Intelligent System (ICRIS) - Internet + Community Home Care: A New Model of Smart Home Care [J]. 2018:194-197.
- [2] Wang H, Han H, Liu T, et al. "Internet +" recyclable resources: A new recycling mode in China [J]. Resources, Conservation and Recycling, 2018, 134:44-47.
- [3] Ping H. Research on the path of transitional development of liquor industry based on the background of "Internet +"[J]. Ecological Economy, 2017(02):74-82.
- [4] Zhang Y, Yong C, Zhixing W U, et al. A Study on the Operating Model of Internet + QQ Farm [J]. Asian Agricultural Research, 2017(6):11-12.
- [5] Jiang H, Jiang H. Study of Sports Communication Rules and Characteristics in Internet + Era [J]. Journal of Computational & Theoretical Nanoscience, 2016, 13(12):10094-10098.
- [6] Yuanyuan. Zhaosha.com Internet+yarn strengthens structural balance of the supply front [J]. China Textile, 2016(2):20-21.
- [7] Zhongxuan L, Zhang Zhi'an, Liu Y. Self as enterprise: digital disability practices of entrepreneurship and employment in the wave of 'Internet?+?disability' in China [J]. Information, Communication & Society, 2018:1-16.
- [8] OECD. The future of the internet economy [J]. Diabetologia, 2014, 47(9):1493-1501.
- [9] Tian, Hao. China\'s Internet Real Economy Economic Management Network Based on

Information Resources [J]. Advanced Materials Research, 2014, 971-973:2297-2300.

[10] Powers S M, Jablonski M. The real cyber war: The political economy of internet freedom [J]. Journal of Communication, 2015, 65(5):1119-26.