

The Economic Effect and Countermeasure of the Development of Network Retail Business in the New Era

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Abstract: With the improvement and progress of China's economic development level, China has gradually entered a new era of social development. Under this background, various fields have made great progress, especially the progress of online retail industry, which is amazing. Influenced by the progress of economy, science and technology, online retail industry has gradually become a new economic growth point in China, and occupies an increasing proportion in economic development. Its economic status has also been constantly improved and become more important. Different from traditional retail formats, network retail formats need the cooperation of logistics industry, capital flow and information resource sharing in order to operate well. At the same time, the economic benefits of the development of online retail formats are related to the main body of retail market, related industries and residents' consumption. In addition, in order to further the development of the online retail industry, we must focus on the coordinated development with the real economy and the network economy, domestic and foreign markets.

1. Introduction

Network retailing is one of the emerging industries in China. With the rapid development of economy, the advent of the era of big data on the Internet and the continuous improvement of people's living standards, network retailing emerges as the times require. Because of the network retailing format in the form of sales and traditional physical retailing formats, such as supermarkets, Department stores, etc. As a result, since its birth, the industry has a good development prospects and an irresistible momentum of development. There are two kinds of online retail formats in China, B2C and C2C. This paper expounds the market economic benefits of the network retail format in the process of its development, the effects of the industries related to the development of the network retail format and the specific benefits of the network retail industry on the consumption of residents respectively, and puts forward the corresponding strategies for the development of the network retail industry, with a view to the future development of the network retail industry. It can promote the development of online retailing in the new era.

2. Development Trend of Online Retail Business in China

As our country enters a new era, the development trend of online retailing is mainly divided into three aspects. Firstly, because of the rapid development of network technology, people's lives are closely related to the Internet. At the same time, purchasing goods on the Internet has gradually become the normal life of people. The development of online retail industry can not be separated from the progress of network technology, which promotes the formation of convenient, fast and accurate characteristics of online retail formats in the process of development. The other is to transform the single mode of retail sales into diversified mode of sales, adding new economic growth point [1]. Because of the expanding scale and good momentum of the development of the online retail industry in China, the investment in the online retail industry from all walks of life in China is increasing, which promotes the steady development of the online retail industry. Finally, with the

development of network technology and the problem of network virtualization, it is difficult for our elderly consumers to consume online retail. The expansion area of our online retail industry in the elderly market is not large, so we need to develop the elderly consumer groups [2].

3. Economic Benefit Analysis of China's Online Retail Industry

3.1 Economic Benefit Analysis of China's Online Retail Industry to Producers

First of all, it has changed the way of logistics circulation in China. The emergence of network retail format further reduces the logistics cost of our country. The essential reason for the reduction of logistics cost is that the circulation means needed by commodities are complex and simple. At the same time, due to the continuous development of network retail industry, the production and supply cycle of most commodities in our country is shrinking and the circulation process of products is lacking. Less intermediaries participate in it, thus reducing the cost of intermediaries in the process of commodity circulation. In addition, the means of circulation of commodities are no longer complex, and the process of transforming commodities into social values is simplified successfully in online retailing. Besides further reducing costs, it also saves more labor and time, and improves the efficiency of product supply [3].

In addition, it improves the service level of producers. With the continuous expansion of the scale of development of online retail industry in China, the requirements for producers are constantly increasing. In order to adapt to the scale of development of online retail industry and improve their service level, the service characteristics of producers have initially taken shape, mainly in accordance with the needs of businesses and consumers. Manufactured products. In the past retail formats, in order to reduce production costs and improve production efficiency, suppliers generally adopted scale and standardized production methods. At the same time, under the influence of traditional sales methods, generally speaking, the products produced are far from the needs of consumers and can not meet the needs of consumers, which leads to product volume. Pressure and overproduction. The emergence of online retail industry solves this problem. Through big data producers, they can understand the specific needs of consumers in advance, and on this basis, promote the innovation of production mode, and make it more personalized and customized [4].

3.2 Economic Benefit Analysis of China's Online Retail Industry to Consumers

Improve the search efficiency of consumers for favorite goods. Because of the limitations of traditional retail enterprises, a large part of consumers and enterprises will have the phenomenon of asymmetric grasp of commodity information, often enterprises will grasp more commodity information, while consumers are only half-informed about commodities, leading to consumers can not buy the desired commodities, and it is extremely easy. Make business into a crisis of trust. Therefore, before purchasing, consumers should collect commodity information in advance, which is to reduce the asymmetry caused by too little consumer information and merchants. But when consumers collect specific information, it is necessary to inspect and search the real stores. In the process of searching, they spend too much energy and time, and the search efficiency is low [5]. The emergence of online retail industry has solved this problem very well. Before online shopping, no matter when and where, just need to search the information and price related to the goods, we can find the goods that meet the expectations of consumers and improve the search efficiency.

3.3 Analysis of the Economic Benefits of China's Online Retail Industry to Enterprises

A unified retail market has been formed. Traditional entity retail industry mainly puts forward relevant sales policies and prices aiming at different consumption levels and conditions in different regions, which leads to different consumer feelings in different regions. At the same time, in the process of retail market competition, producers constantly raise prices in order to obtain windfall profits, while middlemen further distort the pricing mechanism in order to reduce the cost pressure, hoping to enable consumers to bear the relevant pressure. Under such circumstances, they can not

form a unified price, nor can they form a more perfect price. Complete retail market. In the process of the continuous development of network retail format and the gradual formation of a unified retail market with traditional retail format, it is necessary to conduct the whole economic activities and services of retail on the basis of the Internet. Therefore, network retail format has the advantage of spanning time and space that entity retail format can not reach, so in order to be able to change. In the past severely divided market environment, it is necessary to continuously develop online retail formats, break down the barriers to regional sales, promote cross-regional circulation of goods, and enjoy the same consumer treatment and services [6].

In addition, it can promote the development of scope economy more rapidly. In retail enterprises, the existence of scope economy can promote enterprises to form greater economic benefits. Entity retailing needs to expand the scope of economic benefits by increasing commodity categories, but increasing commodity categories will necessarily occupy the shelf resources of entities. At present, the scale of development of entity retailing is restricted by business area. Under a certain business area, too many commodity categories can not occupy goods. As a result, the scope of economic benefits can not be further expanded. Different from the traditional retail formats, the increase of commodity categories is not limited to the real business area, which promotes the expansion of the scope of economic benefits.

4. Analysis of the Economic Benefits of China's Internet Retail Business on Relevant Industries

4.1 Promoting the Development of Logistics Industry

The development of network retail format has promoted the forward progress of logistics industry. Logistics industry, as a multi-functional and complex service industry, includes information pages, warehousing and transportation industries, which is in line with the development trend of China's online retail industry. Relying on Internet technology, the transaction between sellers and consumers is basically carried out in the network, but in the stage of goods distribution, it needs the participation of real economy. Therefore, it is necessary to improve the quality of logistics services and promote the competitiveness of retail enterprises. Because logistics service can directly affect consumers' shopping experience, there are various logistics service quality and experience, and it also promotes the continuous innovation of logistics mode. Using these methods to operate is to make use of our country's relatively perfect logistics information system, at the same time using professional logistics personnel and equipment to complete together, so that enterprises can put more human costs into the service for consumers, and improve the core competitiveness of enterprises.

4.2 Promoting the Development of Payment Industry

With the continuous development of China's online retail industry and the increasing amount of online payment, the demand for financial payment is getting higher and higher. Under this background, third-party financial payment institutions have emerged, which are designed to seize market share, comply with the requirements of market development, and improve the network zero. Business ecology of sales mode. Generally, it is shown that the bank card of UnionPay completes the payment of funds online and offline, which reduces the transfer process of enterprise bank account. At the same time, third-party payment has gradually changed from a single online retail payment to payment in all aspects of people's daily life, such as paying water and electricity, loan repayment, booking air tickets and so on, which provides great convenience for people's life [7].

5. Strategies for the Development of Online Retail Business in China

5.1 Coordinating the relationship between physical retailing and online retailing

At present, there are two different trends in the development of retail industry in China, namely, physical and virtual. The rise of online retail industry has a great impact on the real retail industry. However, due to the diversity of consumer demand, the development of the real retail industry will be

affected, but the real retail industry will not disappear, and the online retail industry can not completely replace the real retail industry. Therefore, the two forms of retail industry will coexist for a long time. It is necessary to fully coordinate the online retail industry and the physical retail industry so as to ensure that the online retail industry and the physical retail industry can become complementary and mutually beneficial industries in the process of development, and that the convenience and price advantages of the online retail industry can be matched with the services of the physical retail industry. Combine with experience to promote the coordinated development of the two industries.

5.2 Distinguishing between mobile and fixed PC terminals

With the continuous development of China's economy, the fixed PC computer market has become saturated, and consumers' enthusiasm for PC computers is gradually decreasing. Therefore, the fixed PC terminal shopping market presents a relatively stable development trend. However, due to the continuous development of smart phones and network technology, China's mobile terminal shopping market Showing amazing speed of development, therefore, the main direction of the development of China's online retail industry is the mobile-end shopping market with a large number of users. The PC-end shopping market exists as a complementary role of the mobile-end. In addition, China is about to enter the 5G era, further promoting the mobile-end shopping market-based network. The development of network retail format.

5.3 Deepening both domestic and international markets

At present, the users of the online retail industry in China are mainly concentrated in the first and second-tier cities, which are also the main market competition places of the online retail industry. However, the residents' consumption capacity and the degree of development in the first and second-tier cities in China can not meet the requirements of online retail enterprises. Therefore, these enterprises gradually turn their attention to the rural areas with the improvement of urbanization and consumption capacity. The network retail market in rural areas has great potential for development, so we should focus on developing the network retail market in rural areas. In addition, due to the continuous development of China's economy, the continuous improvement of people's living standards, the corresponding consumption capacity is constantly strengthened, the demand for foreign goods is increasing, and the purchase of foreign goods is generally conducted through the network. Therefore, relevant enterprises should devote themselves to the development of cross-border network retail industry. Expand the market [8].

6. Conclusion

After entering a new era, China's economy, network technology and communication technology have developed rapidly, and gradually formed the network retail business as opposed to the traditional retail business. The rapid development of online retail industry has become one of the important growth points of China's economic development, and its momentum is rapid. In addition, due to the development of online retail industry, other related industries are also growing with the development of online retail industry, and at the same time, other industries and main bodies have brought about related economic benefits. Through the concrete analysis of the economic benefits that the network retail business can bring to enterprises, consumers and markets, as well as to the related industries, this paper puts forward specific countermeasures on how to develop the network retail business, in order to promote the network retail business to maintain a certain rate of growth, and then for me. China's social and economic development is the most active and rapid powerful economic force.

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