

Improve People's Livelihood and Stimulate Consumption Potential

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Abstract: The times are changing, and the consumption structure of economic society is changing. Faced with the complex market environment, the economic growth of all countries in the world has slowed down. Based on this, this paper proposes to improve people's livelihood as a guide to stimulate consumption potential research. First of all, this paper analyzes the necessary requirements of stimulating consumption potential from the role of consumption in stimulating economic growth and alleviating external pressure. Then we find the factors that restrict the release of consumption potential, and finally put forward the measures to stimulate consumption potential guided by improving people's livelihood, in order to provide reference for solving the relevant economic problems.

1. Introduction

Consumption is the embodiment of the final demand of human production and life. It is not only the ultimate goal and the source of power for the process of production, but also reflects the vision of people for a better life [1-2]. With the improvement of national strength and comprehensive national strength, China has reached an important stage. At this stage, the consumption structure is accelerating the transformation and upgrading, and the basic effect of consumption on economic development is significant, which indicates that this is a new era dominated by consumption [3]. If the country and society can further stimulate people's consumption potential, it will help solve the contradiction between supply and demand in the actual production and life at a higher level [4]. In this way, we can promote the supply side to make structural reform from the consumer as the main body, so as to contribute inexhaustible driving force for the country and social economic development.

The development of the country and society, in the final analysis, is to improve people's livelihood [5]. For people's livelihood, some people may not know what it means. Only when people live a happy life and live and work in peace and contentment can the country enjoy long-term stability. The guidance of improving people's livelihood embodies the people-centered development idea. To stimulate people's consumption potential by taking the immediate real problems that people are constantly concerned about as a breakthrough point is conducive to the sustained economic and social growth, so as to further improve people's living standards and people's happiness [6].

Considering that there are many difficulties in the process of stimulating people's consumption potential and the uncertainty of people's economic life, this paper studies the stimulation of consumption potential in the direction of improving people's livelihood in order to create more effective solutions for the further development of China's economic society.

2. Necessary Requirements for Stimulating Consumption Potential

2.1 Consumption's Pulling Effect on Economic Growth is Increasing

Consumption is regarded as the first driving force of economic growth by the state [7]. In the

case of increasing consumption by residents, enterprises in various industries will increase production input to meet the consumption needs of the people. For example, in the field of manufacturing, the more goods the society consumes, the company can increase production, which is conducive to the normal profits of the company, and the wages of employees will also increase. When the salary and benefits of employees are improved, they are likely to purchase other required goods or travel. In this case, it will drive the development of other industrial chains. Under the influence of this interaction, the economic development of the whole society is promoted invisibly. Nowadays, the consumption concept of the younger generation is also quite different from that of the people forty or fifty years ago. The consumption has shifted from the satisfaction of paying attention to weight to the pursuit of high quality [8]. Therefore, it is wise to stimulate economic growth and consumption potential.

2.2 Consumption is the "Ballast Stone" to Resolve External Pressure

Due to the complexity and diversity of the international situation, the external environment of China's economic development has become a huge pressure. Under the influence of economic globalization, most of the world's economic development shows a trend of slow growth, and international trade and investment show a weak state. In addition, the existence of such disharmonious factors as unilateralism and protectionism makes the economic development of all countries more unpredictable [9]. Under the circumstances of trade frictions and reduced exports between countries, the strong role of consumption demand as a means to promote economic growth is even more highlighted. If we can stimulate individual consumption potential, increase people's purchasing power, rather than let the money exist in the bank to eat meager interest, then the social economic development will not be under too much pressure from the external environment at least. Increasing domestic demand can help social economy get through difficulties and resolve external pressure. No matter how complicated the external business environment is, by stimulating domestic consumption, the economy can have a better growth momentum [10].

3. Factors Restricting the Release of Consumption Potential

3.1 Imbalance of Commodity Supply and Demand

At present, China's commodity supply and demand has not reached an ideal balance. The relationship between the price and quality of goods is not well understood. Compared with the price and quality of foreign goods, it also shows some shortcomings. For example, in the same category of goods, overseas prices are more likely to attract customers to buy. Of course, some businesses may offer the same price as overseas products, but the corresponding products are likely to be low-grade goods. This can also explain why cross-border e-commerce has developed so rapidly in recent years.

3.2 Poor Consumption Experience

When customers buy goods, they pursue a higher quality of life. In this process, the consumer experience is an important part. As mentioned earlier, the consumer groups in the new era pursue high-quality consumer demand. After purchasing the corresponding product, if the customer feels that the experience of the product is very poor, it is likely to choose not to use the product in the future, or even return the purchased product.

3.3 There is Obvious Contrast between Time and Space Mismatch

Today's people, the work pressure is huge, many people even if not in the company overtime, is also on the way to the company overtime. Usually there is no idle time for consumption. Therefore, when the national statutory holidays come, more than 80% of the families in the country choose to spend on holidays, such as traveling, shopping and transportation. This will lead to excessive concentration of consumption, which will lead to problems in the consumption process.

3.4 Risk of Over Consumption

Nowadays, the young generation's consumption concept has also changed greatly, and leading consumption has become the choice of many people. Some people see that people around them often buy things, and they will have strong desire to buy things. With the help of credit card and other payment methods, people are likely to lose their reason to consume, and eventually fail to pay off the accounts in time, which increases the financial risk.

3.5 Release of Printing Consumption Due to Insufficient Investment

In the past, our country mainly used investment and export to promote economic growth, but did not pay attention to the role of consumption in promoting economic growth. Because of the previous focus on investment and exports, this has led to a low level of focus on domestic consumer infrastructure. The management cost and pressure are beyond the normal range, resulting in the local government's insufficient investment in consumption, and then the consumption potential of residents is restrained.

4. Measures to Stimulate Consumption Potential Guided by Improving People's Livelihood

4.1 Increase Effective Supply and Supply Quality, and Expand Consumption

It is a prominent structural problem that the supply and demand structure is not matched, the industry is low level of repeated surplus and the high-quality product is short. Around the consumer demand of the people, improve the supply system and quality, and increase the effective supply of high-quality products. Due to the transformation of the concept of consumption, the residents pay more attention to the improvement of the quality of life, from the pursuit of material consumption to the pursuit of spiritual consumption and service consumption. It used to be simple food, accommodation and transportation, but now it focuses on diversified life pursuits such as spiritual culture. Therefore, efforts should be made in sports and fitness, cultural creativity, elderly services, family doctors, tourism and other aspects. In order to improve people's livelihood, it is actually required to promote people's consumption in the direction of upgrading residents' consumption of food, clothing, housing and services.

4.2 Effectively Improve The Income Level of Residents

Efforts should be made to keep the growth of residents' income in step with the economic development, the increase of labor remuneration and the increase of labor productivity. First, we need to increase residents' income through multiple channels, narrow the income distribution gap, promote fair distribution of social income, benefit the low and middle-income groups, and improve household mobility. At the same time, we should make the profits of enterprises grow faster and provide the basis and support for consumption upgrading. Second, we should control and supervise the real estate loans. In view of the problem of high leverage ratio of residents, it is suggested to strengthen the guidance of residents' de leverage policy, so as to provide guarantee for the stable development of the real estate market.

4.3 Strengthen the Construction of Public Service System

Social security work must be more comprehensive and in-depth. Social security measures such as endowment insurance, medical insurance, unemployment insurance and maternity insurance will be extended to the majority of urban and rural workers, including the floating population. In this way, it can reduce the worries of residents' consumption and make people dare to consume in daily life. We should speed up the establishment of sound quality standards and post consumption evaluation systems, strengthen the construction of credit systems for enterprises and individuals in the field of consumption, improve the awareness of consumers and their ability to safeguard their rights, and create a safe and secure consumption environment.

4.4 Create a Good Consumption Environment

There is a lot to be done in creating a good consumption environment. First of all, the relevant departments should establish a good market order and firmly say no to fake and inferior products. The protection of consumers' rights and interests is an important part of building a good consumption environment. In addition, the beautification of natural ecological environment also needs to be considered. The natural environment is the material space for human production and life. We should protect the nature well. In this way, people live and work in a beautiful and comfortable natural environment, and the ecological consumption demand can be met, which can make the sustainable development of economy, society and natural ecological environment.

5. Conclusion

The ultimate goal of economic development is to make people live a better life. To stimulate consumption potential guided by improving people's livelihood can continuously improve social economy, and also improve people's sense of participation and happiness. Improving people's livelihood is not simply the supply of public service facilities, but should be considered from the aspects of urban security, ecological protection, and improving income, so that people can better share the fruits of economic and social development.

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