Analysis of the Role of the Internet in Stimulating Consumption by Demand in the Post-epidemic Era

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Abstract. The outbreak of the COVID-19 epidemic in early 2020 had a great impact on the economy and society, and the service industry, as the economic pillar, was the first to be affected. During the pandemic, the Internet industry played an important role and became an important part of people's lives. Although the epidemic has brought great challenges to the Internet industry, it also shows us the great potential of the Internet in promoting consumption growth. After the epidemic ended, demand stimulated consumption, and the Internet industry promoted economic growth. This paper discusses the demand-driven consumption scale after the epidemic, the impact of consumption scale on the economy, and the specific aspects of the Internet promoting economic development. Specifically, this paper analyzes how the Internet promotes economic development from three angles: Internet finance, online education, and online marketing. It also tells the development measures that should be taken in the future Internet industry. This paper finds that the increase in consumer demand after the epidemic has led to the expansion of consumption scale, which has promoted the development of the Internet, and the development of the Internet has promoted economic development.

Keywords: Internet economic, economies of scale, post pandemic.

1. Introduction

In China, the COVID-19 outbreak in early 2020 had a great impact on the consumer market. According to the data from the National Bureau of Statistics, the total retail sales of social consumer goods decreased by 20.5% in January and February 2020. However, the Internet industry has played a stimulating role in consumption through online consumption. On the whole, this epidemic is both a challenge and an opportunity for the Internet industry. From the consumption side, on the one hand, the COVID-19 epidemic has had a great impact on residents' lives. In addition to bringing inconvenience to residents' normal lives, the epidemic also caused consumers' psychological panic and behavior change, leading to a decline in consumption power; On the other hand, it also makes people see the potential of the Internet industry to promote consumption growth. From the supply side, on the one hand, it is necessary to solve the challenges faced by enterprises through technological innovation and business model innovation; On the other hand, it is also necessary to increase efforts to expand market share and promote consumption growth. After this epidemic test, residents' spending power and willingness will be improved. In this case, people can foresee the coexistence of opportunities and challenges faced by the Internet industry [1]. Second, to promote the resumption of work and production, and restore the smooth operation of the national economy, local governments issued electronic coupons to stimulate consumption, expand domestic demand, and boost the economy, that is, electronic coupons stimulated demand after the COVID-19 epidemic [2]. Third, the integration and development of Internet finance and e-commerce [3]. These documents only stay at the superficial theoretical analysis level, without in-depth generalization, that is, online marketing and internet finance promote consumption growth. In the post-epidemic era, this paper first discusses how internet finance can stimulate consumption growth in financing channels, financial services, and financial innovation, then tells how online education can promote economic growth in terms of employment opportunities and improving people's quality, and finally analyzes how online marketing can promote economic growth in terms of data driving. The rapid development of the Internet after the COVID-19 epidemic has had a great impact on the economy. It has promoted the transformation

and upgrading of the education industry, spawned the rise and rise of Internet finance, promoted the development of online marketing, and created a large number of employment opportunities. With the continuous progress of science and technology and the continuous evolution of the Internet, the impact of the Internet on the economy will continue to expand and deepen. People should make full use of the resources and opportunities of the Internet to push economic development into a new stage.

2. Analysis of Consumption Scale Driven by Demand after the Epidemic

2.1. The Release of Psychological Needs

During the pandemic, people were restricted from traveling, so they accumulated a lot of demand for going out for consumption. This pent-up demand was quickly released after the epidemic, which led to the expansion of the consumption scale. The epidemic has brought great pressure to people's lives, and consumption has become an effective way for people to release pressure.

2.2. Economic Factors

During the epidemic, people reduced their daily consumption expenditure and accumulated some wealth. With the relief of the epidemic, this part of savings is transformed into consumer demand. The increase in consumer demand has expanded the scale of consumption. After the epidemic, to promote the recovery of the offline economy, the government and enterprises introduced various stimulus measures, such as travel concessions and coupons, which further promoted the expansion of the consumption scale.

2.3. Policy Support and the Promotion of Technology

During the pandemic, many enterprises accelerated the pace of digital transformation, attracted customers through innovative ways such as online booking, virtual travel, and intelligent catering services, and increased the consumption scale. The government has launched a series of support policies, including financial subsidies, tax relief, and tourism promotion activities. By doing so, the consumption scale expands.

3. The Impact of Consumption Scale on the Development of the Internet

The scale of consumption reflects the development level of the Internet industry to some extent. And the expansion of the consumption scale has promoted the development of the Internet industry. The larger the consumption scale, the larger the number of Internet users. The greater the consumption scale, the greater the economic exchange between regions, and the more perfect the construction of the e-commerce platform and logistics system, that is, the faster the development of the Internet industry.

4. The impact of Internet Development on Economic Development

4.1. Development of Internet Finance

The vigorous development of Internet finance after the pandemic has brought new vitality to the traditional financial industry and more convenient and efficient financial services to people.

First of all, it promotes economic development by opening up broad financing channels. Traditional financial institutions often encounter difficulties and expensive financing when serving individual entrepreneurship and small and medium-sized enterprises. Through the establishment of the network platform, internet finance can quickly and effectively realize the information exchange between investors and borrowers, and reduce intermediate links, thus making the financing channels more convenient. Internet financial platform provides convenient financing channels for various enterprises and individuals and promotes rapid economic development.

Secondly, it improves the overall efficiency of China's banking industry. In traditional financing methods, borrowers often go offline to banks and other financial institutions, which is time-consuming and laborious. Internet finance has greatly improved work efficiency through online applications and online approval [4]. At the same time, the use of big data technology can more accurately assess risks, provide safer financial services for borrowers and lenders, and improve the quality and credibility of financial services.

Thirdly, it promotes economic development by promoting financial innovation and optimizing economic structure. The rise of internet financial platforms has accelerated financial innovation and promoted the development of traditional financial businesses in the direction of digitalization and intelligence. Enterprises and individuals can choose financial products and services that suit their own needs more conveniently, and effectively meet the diversified financial needs of the market. At the same time, internet finance promotes the optimization and upgrading of economic structure, promoting the development of related industries, and promoting sustainable economic development.

In the long run, Internet finance will continue to play an important role. With the progress of science and technology and the continuous improvement of laws and regulations, the scope of internet financial services will be further expanded to provide more comprehensive and personalized financial services for more people.

4.2. Online Education

During the COVID-19 epidemic, online education rose rapidly, which not only became a hot topic among netizens but also promoted the overall development of the online education industry.

First, online education promotes economic growth by creating jobs. The COVID-19 epidemic has made everyone aware of the advantages of online education. A large number of students began to try online learning. Moreover, because online education has no geographical restrictions, it can become a global education system. Therefore, the user base of online education is growing, the market is growing, and there are more and more employment opportunities.

Secondly, online education can improve people's quality, thus promoting economic development. In online education, people can acquire knowledge and skills, thus promoting industry innovation and economic development [5].

4.3. Network Marketing

During the outbreak of the epidemic, online marketing was also done well. Enterprises have launched marketing activities to spread product and service information to users through the network. After the epidemic ended, many companies began to resume work, and some of them needed to resume work through online platforms. The network platform can solve the problems that users encounter in the process from searching for goods to placing orders, thus improving the work efficiency of enterprises.

First of all, data-driven marketing has promoted economic development. With the wide application of Internet and mobile terminals, consumer behavior and preference data of users have become an important basis for enterprises to obtain consumer information. With the help of big data analysis, artificial intelligence, and other technologies, enterprises can more accurately locate and promote products and services, and improve marketing effects. For example, through the analysis of user data, enterprises can monitor users' behaviors in real-time, to realize personalized recommendations and customized marketing to meet users' personalized needs, improve user experience, and then realize sales growth.

Secondly, webcasting also reflects the role of online marketing in promoting economic development. The live broadcast platform has now become a comprehensive platform, including advertising, content release, sales, and so on. With the help of a webcasting platform, enterprises can display product features, interact with users immediately, and provide after-sales service. In addition, many online celebrities and celebrities are promoting their products on the live broadcast platform, using their influence and user stickiness to quickly attract fans and guide consumption. Webcast

attracts users to participate in a real and vivid way, which effectively improves the purchase rate and trust of users.

5. Development Measures Taken by the Internet Industry

5.1. Internet Finance and Internet Marketing

First, society should strengthen the supervision of internet finance, guard against risks, and maintain the healthy and stable development of the financial market. In the period of economic downturn, the state should continue to strengthen the regulation of residents' income, especially paying attention to ensuring the basic living consumption of low-income people, promoting their income growth, and thus improving their spending power.

The second is to increase support for the Internet industry, which can help Internet companies reduce operating costs by introducing preferential policies. For example, the government can implement value-added tax relief for online marketing enterprises and tax incentives for e-commerce enterprises.

Third, after the end of the epidemic, the state should continue to increase investment in the Internet industry to further promote the development of the Internet industry. For example, Internet companies can be helped to transform and upgrade through policy guidance.

The fourth is to further improve the supervision system in the fields of online shopping and online education. This can prevent enterprises from using these fields to harm the interests of consumers, thus ensuring the stability of the market order.

5.2. Online Education

Facing the increasing demand of users, online education products must have their own teaching resources and service system if they want to develop for a long time, which is also the key to product research and development. On the one hand, it is the construction of teaching resources, on the other hand, it is the construction of a service system. High-quality teaching resources are one of the core competitiveness of online education enterprises. Only high-quality teaching resources can make users have the willingness to pay, thus driving the development of the whole industry. In addition, in terms of service systems, although with the development of the online education industry, various online education platforms have emerged. However, most online education platforms only provide teaching functions or counseling functions, and cannot provide consulting services. Therefore, to obtain a better development prospect, the online education platform must meet the needs of users by providing high-quality teaching resources, improving the service system, and strengthening the user experience. Only in this way can people gain more users and market share.

6. Conclusion

Through the study of the existing literature, it can draw the following conclusions: First, the combination of cultural consumption and the Internet has promoted the upgrading of cultural consumption. The Internet has become a new guide to help upgrade cultural consumption. Based on the previous research literature, this paper summarizes that after the epidemic, demand drives consumption, and the Internet industry promotes economic growth. From the perspective of internet finance, it is mainly reflected in three aspects: first, internet finance provides a broader financing channel for economic development; Second, Internet finance has improved the efficiency and quality of financial services; Third, Internet finance has promoted financial innovation and economic structure optimization. From the perspective of online education, it is mainly reflected in two aspects: one is to create employment opportunities to promote economic development, and the other is to promote economic development by improving people's quality. From the perspective of online marketing, it is mainly reflected in two aspects: one is data-driven marketing, and the other is an online platform to promote consumption growth.

Although there is some accumulation in literature reading in this study, due to the academic ability and the availability of data, there are still some shortcomings and areas to be improved and expanded in this study, including:

(1) This paper only studies the influence of consumption scale on the development of the Internet. The influence of consumption structure changes on the development of the Internet has not been studied. After that, it can conduct in-depth research on the consumption structure.

(2) This paper lacks relevant literature. There is not a lot of literature support, and only a brief description of the research situation of relevant literature is made.

(3) This paper lacks innovation. The advantages and innovations of this article compared with other articles are not pointed out.

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