

How China's Digital Economy Affects Service-Based Consumption—Based on Consumption Cost Theory

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Abstract

Service consumption is an inevitable trend in the process of consumption development, service consumption in the era of digital economy using the digital platform to expand the consumer group, but specifically from the perspective of the consumer how the digital economy affects the service consumption is still to be studied in depth. Therefore, this paper combines the 'information' attribute of the digital economy, in-depth investigation of the impact of the digital economy on the cost of consumption and residents' service consumption and mechanism, and verify through empirical analysis. The main conclusions of this paper are as follows: 1, the digital economy has a significant impact on both service consumption and the proportion of service consumption; 2, the digital economy affects residents' service consumption through the cost of consumption; 3, in terms of the urban-rural dichotomy, the digital economy has a significant impact on urban service consumption expenditures and the proportion of service consumption in the rural areas, but has no obvious impact on the proportion of service consumption in the urban areas and the proportion of service consumption in the rural areas.

Keywords

Digital Economy, Service-based Consumption, Consumer Information, Consumer Costs