

# Studying the Connection between the Growth of Chinese Service Industry and the Upgrading of the Consumer Structure under the Background of Supply-Side Structural Reform

Jianbo Bao\*, Jiajia Luan, Shiqi Zhang

School of Economics and Management, Tiangong University, China

Received September 8, 2022; Revised December 7, 2022; Accepted December 28, 2022

## Cite This Paper in the Following Citation Styles

(a): [1] Jianbo Bao, Jiajia Luan, Shiqi Zhang, "Studying the Connection between the Growth of Chinese Service Industry and the Upgrading of the Consumer Structure under the Background of Supply-Side Structural Reform," *Advances in Economics and Business*, Vol. 10, No. 4, pp. 72 - 79, 2022. DOI: 10.13189/aeb.2022.100402.

(b): Jianbo Bao, Jiajia Luan, Shiqi Zhang (2022). *Studying the Connection between the Growth of Chinese Service Industry and the Upgrading of the Consumer Structure under the Background of Supply-Side Structural Reform*. *Advances in Economics and Business*, 10(4), 72 - 79. DOI: 10.13189/aeb.2022.100402.

Copyright©2022 by authors, all rights reserved. Authors agree that this article remains permanently open access under the terms of the Creative Commons Attribution License 4.0 International License

**Abstract** In a new era of economic development, the growth of the service industry has made a lot of progress, and the consumption pattern of residents has also changed. Consumption has shifted from subsistence to development, and then to enjoyment. In contrast, China's service industry is obviously in short supply, thus there is a clear imbalance between the supply and demand structures. Currently, balancing consumption demand and service industry supply is imperative. China is vigorously promoting supply-side structural reform. In the background of supply-side structural reform, in order to better adapt the development of the service sector to the changes in the consumption structure, this paper presents an empirical analysis of the relationship between the consumption structure and the development of the service sector based on data from China for the period 1991-2020, studies the current situation and development trend of China's consumption, analyzes the problem of insufficient supply of service industry. The conclusion is that there is a long-term stable relationship between the consumption structure and the development of the service industry, and the change of the consumption structure can promote the development of the service industry. Based on this, we propose relevant policy recommendations for the development of the service industry and the promotion of the upgrading of urban and rural residents' consumption.

This is of great significance for promoting the development of China's economy, promoting the transformation and upgrading of China's consumption, and is also conducive to the development of China's service industry towards high-quality development. At the same time, it also provides some reference for the relevant research and practice of developing the service industry and promoting consumption upgrading in the world.

**Keywords** Supply-Side Structural Reform, Service Industry, Consumption Structure Upgrading

---

## 1. Introduction

At first, the main drivers of economic development were investment, exports and consumption. Initially, investment and exports played a major role, but as the economy developed, a number of problems became apparent and became increasingly prominent, so China began to take demand as the main indicator to drive China's economic growth and took various initiatives to stimulate consumption and expand the size of the consumer market, which led to remarkable results. In this new period of economic development, the people's needs have changed

and the social contradiction in China has changed to "the contradiction between the growing needs of the people for a better life and the unbalanced and insufficient development" [1]. At the same time, the lack of supply capacity has led to an "exodus of consumption" and "queuing for consumption", which indicates an imbalance in the development of Chinese industries. In response to the above situation, China has proposed the "supply-side structural reform", which is to carry out structural adjustment on the supply side to optimize the economic structure and match the effective supply and demand of the service industry. By implementing supply-side structural reforms to unleash consumption potential, China will be able to maximize the demand of its residents, stimulate consumption, create new areas of consumption and achieve a virtuous cycle of production and consumption.

At present, the service industry is an important driving force of China's economic development, but there is still a gap between the development of China's service industry and that of developed countries. China's implementation of the supply side structural reform, taking the service industry as an important object of reform, will further improve the development quality of China's service industry and meet the changes in consumer demand. However, in the context of reform, is there any relationship between the consumption structure of residents and the development of the service industry? Does the change of residents' consumption structure promote the development of the service industry? These problems need to be studied. Therefore, this paper analyzes the relationship between residents' consumption structure and the development of the service industry through empirical tests under the background of the supply side structure reform, so as to draw a conclusion that it can provide some reference for promoting the upgrading of the consumption structure and the development of the service industry.

## 2. Literature Review and Theoretical Basis

By reviewing the literature, taking the supply-side structural reform as the background, the research literature on consumption development and service industry mainly studied from the following aspects:

First, the supply-side structural reform and the upgrading of the industrial structure are mutually promoting development. For example, Li Ying [2] analyzed the connection between the structure of industry and the growth of the service sector with the supply side, and concluded that service sector promotes the optimization of the industrial structure. Mao Zhonggen and Yang Lijiao [3] pointed out that the in-depth supply-side structural reform has changed China's industrial structure. Wang Guanfeng [4] analyzed how supply-side structural reform has an impact on the service sector.

Second, the development of the service sector and the

structure of the consumption pattern support and promote each other. For example, Wang Qing and Zhang Guangzhu [5] analyzed the influence of all residents' consumption on the development of industrial structure, concluded that consumption upgrading will make a boost to the development and escalation of industrial structure. Pan Xiquan [6] studied the interactive connection between them, and put forward policy suggestions that the consumption demand should match the service industry supply. Zhao Shiyuan and Wang Lin [7] explored the interaction between them by building a model and concluded that if the consumption structure changes, then the industrial structure will also change accordingly.

To sum up, most of the existing literature is about the interaction between supply-side structural reform and service industry development, and there is a paucity of work that examines the connection between consumer behavior and the service sector development on the supply-side structural transformation view. The relationship between consumption structure upgrading and the growth of service sector against the supply-side structure reform so as to provide reference for promoting consumption upgrading and service industry development.

Based on the above literature review, to study the relationship between the consumption structure and the development of the service industry, it is necessary to clarify the changing laws of the industrial structure, the development laws of the service industry in the evolution of the industrial structure and the changes of the consumption structure.

It is taken the theory of industrial structure as the basis, it can be known that industrial structure is the share of each industry within a certain time and space and the technical and economic connections between industries. Clark put forward the law of industrial structure change and believed that with the prosperity of the economy, the proportion of the primary industry will decrease and become stable, and the proportion of the secondary industry and the proportion of the tertiary industry, namely the proportion of the service industry, will increase. In light of China's actual development, China's agricultural development has been in a stage of steady development, the proportion of its GDP has decreased and the change has been small, agricultural contribution to the GDP has not changed much. Therefore, this paper adopts the share of the secondary industry and the share of the tertiary industry is used to represent the changes in the industrial structure.

Engel studied the composition of consumption, and proposed Engel's law: with the increase of total household income, the proportion of food consumption expenditure in income will decline, which also reflects the change of people's consumption structure. Marshall believed that the change of consumption structure would have an impact on the economy and incorporated it into economic theory. Therefore, this paper uses Engel's coefficient to measure the change of people's consumption structure to study its relationship with the development of the service industry.

As China's economy develops and people's incomes increase, people's consumption needs change which in turn drives changes in consumption structure and the Engel coefficient decreases.

### **3. Examination of the Existing State of the Service Industry and the Consumption Structure in View of Supply-Side Structural Change**

Under the background of supply-side structural reform, the pattern of resident consumption has changed, and the service industry has ushered in a new development situation.

#### **3.1. The Current Situation of the Demand of Consumer**

After the implementation of the supply-side structural reform, China's economy has improved significantly, including development speed and quality. The economy has started a stage of rapid development, residents' living standards have improved and have more demands for quality, the scale of consumption has expanded rapidly, the structure of consumption has been optimized and a new round of consumption upgrading has been fully opened.

Since China entered a new period of economic development, residents' income levels have risen and their consumption needs have changed, with residents turning to developmental and enjoyment-oriented consumption, which in turn has led to a change in the structure of consumption and a gradual rise in consumption of high quality. At the same time, as China's domestic supply is not sufficient to meet the consumption of residents, many residents choose to spend abroad, and China's "consumption outflow" is a serious problem. The number of Chinese students studying abroad has been increasing, and education consumption has become a new trend.

#### **3.2. The Current Situation of the Service Industry Analysis**

After reform and opening up of China in 1978, the service sector has developed rapidly. The proportion of service output value created has been increasing. In 2013, the service sector created more output value than the manufacturing sector, and the proportion of output value created exceeded that of the manufacturing sector.

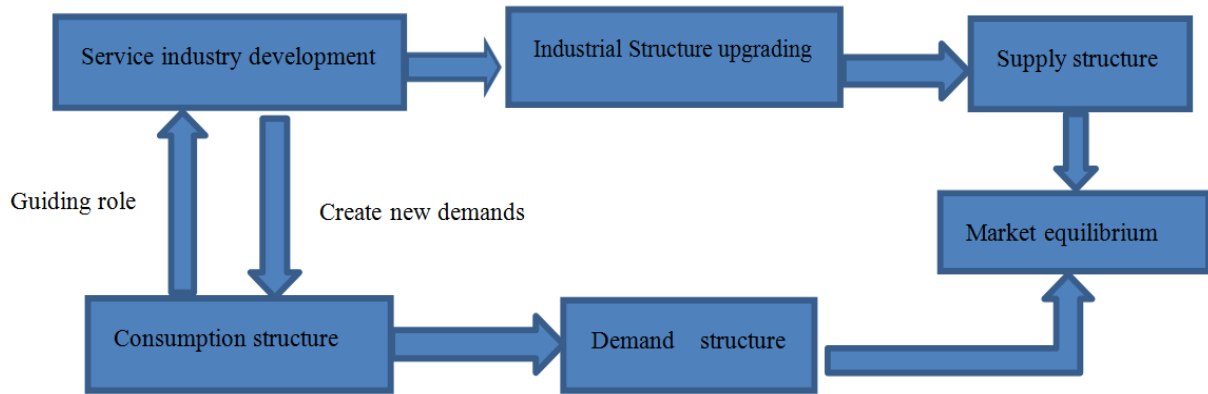
In 2020, the service sector will contribute 57.2% of the national economy, and the service sector will be increasingly linked to the manufacturing sector. On the one hand, the proportion of service products in the intermediate input products of the manufacturing industry becomes larger in the advances of the manufacturing industry ; on the other hand, the trend of service is becoming more and more obvious in the manufacturing industry, where knowledge and technology services accompany the

production and sales process. The services sector is contributing to a higher percentage of Chinese GDP, promoting the optimization of the industrial structure, the improvement of the economic growth model and the rationalization of the use of resources in order to conserve them; at the same time, the development of the services sector has given rise to new production sectors, with increasing requirements for human resources, absorbing the employed population and improving their quality.

On the one hand, Chinese residents' consumption demand has changed and the demand for service consumption is increasing; on the other hand, in China the quality of supply cannot meet the current consumption of the residents and the residents' consumption demand cannot be met, the contradiction makes the supply problem more prominent. From the perspective of output value, the proportion of output value of China's tertiary industry is low, among which the supply of service industry is seriously insufficient, which leads to consumption problems such as service consumption outflow and local consumption degradation. Therefore, it is necessary to further analyze the internal mechanism of supply and demand mismatch in service industry and its relationship with consumption structure.

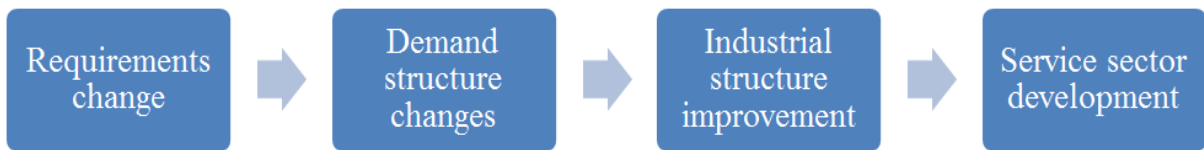
### **4. Mechanism Analysis of the Relationship between Service Industry Development and Consumption Structure against the Background of Supply-Side Structural Reform**

To some extent, industrial structure can represent the internal composition of production links in economic activities and determine the supply of the market. The consumption structure can represent the internal connection of consumption links in economic activities, indicating the demand direction of residents. As the service industry plays an essential part in the national economy, its growth is crucial to the change of the industrial structure, so the promotion of the industrial structure can be expressed by the evolution of the service sector. The consumption structure determines the demand structure and is a key factor in social reproduction. In the economic market, supply and demand interact with each other, and the interaction between them determines the market equilibrium. Since the industrial structure can represent the supply side and the consumption structure represents the demand side, there is a mechanism of demand and supply action between them, so the relationship between them can be analyzed according to the mechanism of supply and demand. Under the supply-side structural reform, promoting the growth of the service industry can stimulate residents' consumption and optimize the consumption structure. The relationship between them can be derived from the above (as shown in Figure 1).



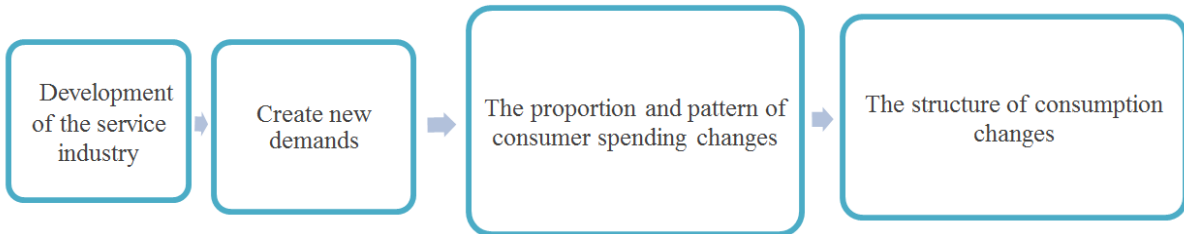
Source: According to the content of the text

**Figure 1.** Schematic diagram of the relationship between service industry development and consumption structure against the backdrop of supply-side structural reform



Source: According to the content of the text

**Figure 2.** The transmission mechanism of consumption structure to the growth of service industry



Source: According to the content of the text

**Figure 3.** The impact of service industry development on consumption structure

**4.1. The Impact of Consumption Upgrading on the Development of the Service Industry**

The market economy is characterized by the demand to determine production. Consumer demand plays a role in production. Only by deeply grasping consumers' demand preferences can we produce products what consumers need, and then optimize industrial structure and boost the growth of service sector. Based on the above, the transmission mechanism of consumption structure to the growth of service industry can be obtained as shown in Figure 2.

**4.2. Influence Mechanism of Service Industry on Consumption Upgrade**

The progress that the service industry made is often accompanied by the emergence of new technologies, new inventions and new products. It can create new demands and form new consumption hotspots. Thereby it can motivate consumption structure to change accordingly. In the new era, the service industry contributes more to the

improvement of the consumption pattern. Development-oriented and enjoyable consumption has become the main pursuit of dwellers, and the consumption pattern of dwellers shows diversified characteristics. Simultaneously, the introduction of high-tech technology in the service industry has increased the development rate of the service industry, created new consumption demands and expanded the size of the consumer market. It can draw a conclusion that the advances of the service industry can meet the consumption demands of residents and encourage the modernization of the consumption structure. According to the above content, the influence of the service industry on the consumption structure can be obtained, as shown in Figure 3.

**4.3. The Impact of Supply-Side Structural Reform on Consumption Structure and Service Industry**

After the implement of supply-side structural reform, the service industry has shown a thriving trend, and the service products can greatly meet the consumption needs of

residents.

The main force driving China's economic development has changed after the reform on the supply-side structure, which has been converted into consumption. It has brought about changes in the structure and mode of consumption, and a new round of consumption upgrading has been fully launched. At this stage, the consumption of Chinese residents is not limited to the material level, but more concerned about the pursuit of the spiritual level, and the consumption structure is further upgraded. Changes in consumer demand make industrial development need to make adjustments and changes to meet changes in residents' consumption demand, so supply-side structural reforms must be carried out to cope with changes in consumer demand.

From the service sector, it continues to absorb innovation points, and at the same time, its competition is fierce. If the service industry wants not to be eliminated, it must continue to innovate and increase investment on the supply side to bridge the gap in demand of residents. However, with the service sector growth, there have been problems such as uneven distribution of production factors, mainly manifested as excess production and obstacles to the circulation of production factors. Under the supply-side structural reform, resources have been rationally allocated, and the problem of excess capacity has been alleviated.

In a word, the development of consumption structure and service industry by supply-side structural reform can be summarized as (1) "implementation of supply-side structural reform-consumption demand change-consumption pattern and level change-consumption structure change-industrial structure improvement-service industry development"; (2) "supply-side structural reform - changes in the allocation of production resources - growth of the service sector - changes in consumer demand - changes in consumption structure". These two paths form a cycle, and the service industry and the consumption structure promote each other and develop together.

## 5. Empirical Analysis

In the context of supply-side structure reform, this chapter uses China's statistical data from 1991 to 2020 to analyze the relationship between changes in consumption structure and the growth of the service industry.

### 5.1. Variable Selection, Data Sources and Analysis Steps

The variables involved in this paper are the modernization of consumer pattern and the growing of the service sector. The change in the quality of residents' consumption demand has led to a change in the structure of consumption. The proportional relationship between various consumption expenditures of residents represents the consumption structure. Therefore, this paper selects the Engel coefficient (TEC) to represent the change of residents' consumption structure. Here it uses the share of the secondary industry in GDP (SNP) to represent the development of non-service industries, and the share of the tertiary industry in GDP (TNP) to represent the development of service industries, and uses these to measure their impact on the consumption structure.

Since the research in this paper is to study the relationship between the development of China's service industry and the consumption structure in the context of China's supply-side structural reform, the data selected are from the China Statistical Yearbook for the period 1991-2020, and the model is built from these data. Since the related data may be in heteroscedasticity, the logarithm of the relevant variables will not change the stability of the sequence. Therefore, this paper takes the logarithm of each variable and expresses it as LNTEC, LNSNP and LNTNP respectively.

In this paper, the relationship between consumption structure and service sector development is examined in three steps. The first step is to conduct a unit root test. The second step is to conduct a cointegration test, mainly based on the Johansen test of the regression coefficients. The third step is to conduct a variance decomposition to analyse the degree of influence of consumption pattern on the growth of the service sector.

### 5.2. Test of Variable Stationarity

Since each variable may not be a stationary sequence, the original sequence needs to be tested, so this paper performs an ADF test on each variable, the results are shown in Table 1, it can draw a conclusion that the original sequence is not a stationary sequence at a significant level of 5%, and differential processing is required to obtain a stationary sequence, and the results after differential are shown in Table 1, and the stationary sequence is obtained after the first-order difference.

**Table 1.** Variable Unit Root Test Results

variable	ADF test values	1% critical value	5% critical value	Smoothness
LNTEC	-2.307	-4.371	-3.569	not smooth
D (LNTEC)	-5.608	-3.730	-2.222	smooth
LNSNP	-0.935	-3.743	-2.997	not smooth
D(LNSNP)	-4.324	-3.730	-2.992	smooth
LNTNP	-0.260	-3.743	-2.997	not smooth
D(LNTNP)	-4.389	-3.730	-2.992	smooth

Source: Stata software runs

### 5.3. Cointegration Test

Based on Johansen's vector autoregressive model, this paper performs a cointegration test on variables and performs a cointegration test based on maximum likelihood estimation to analyze the long-term stable relationship between variables.

Select the maximum hysteresis order 2 according to the Information Criteria (AIC). After performing the Johansen cointegration test, the results are shown in Table 2.

**Table 2.** Johansen cointegration test results for each variable

eigenvalue	Trace statistics	The significant level is a cut-off value of 5%.	Number of cointegration vectors
0.7842*	67.8352	29.7971	0
0.5312	26.7521	15.4947	1
0.3264	11.0532	3.8415	2

Source: Stata software runs

Note: \* indicates rejection of assumptions at the 5% level

As shown in Table 2, at the significance level of 5%, trace testing rejects the null hypothesis, so there is a significant cointegration relationship between the variables. After further regression of each variable, the cointegration equation is obtained (See Formula 5.1):

$$LNTEC = -0.6091LNTNP - 0.3404LNSNP + e \quad (5.1)$$

(-24.7523)      (-3.2781)

F=7532.8642      R<sup>2</sup>=0.9573

Formula 5.1 shows that there is a negative correlation between the Engel coefficient and the share of the tertiary industry, that is, the growth of the service sector, and the smaller the Engel coefficient, the smaller the consumption structure indicates that the consumption structure is upgrading, and there is a negative correlation between the Engel coefficient and the consumption structure, which can be concluded that the growing of the service sector is highly associated with local citizens' spending patterns. Its elasticity coefficient shows that the Engel coefficient falls by 0.6091 percentage points for every 1% rise in the share of the tertiary industry. The negative correlation between

the Engel coefficient and the secondary industry's share suggests that the growth of the manufacturing industry and residents' consumption patterns are positively correlated with the secondary industry's share, that is, the development of manufacturing industry and the consumption structure of residents, and its elasticity coefficient indicates that for every percentage point increase in the secondary industry's share, the Engel coefficient decreases by 0.3404 percentage points. And the t-value is substantially higher 2, and the F-value is also large, indicating that the equation fits well.

### 5.4. Variance Decomposition Analysis

In order to further investigate the correlation seen between growth of the service industry and local citizens' consumption structure, this paper carries out variance decomposition on the relevant variables, and the results are shown in Table 3. According to Table 3, the proportion of the tertiary industry, that is, the contribution ratio of the growing of the service sector to the Engel coefficient was 14.67% in the first phase, and increased to 32.96% in the second phase at a faster rate. Since then, the percentage of tertiary businesses to the service industry's Engel coefficient has increased slowly over time, reaching 72.18% in the tenth phase. The proportion of the secondary industry and the effect of the growth of the manufacturing industry on the overall consumption pattern of the population ranged from 22.86% to 31.22%. Specifically, the contribution rate gradually increased from the second phase to the highest level of 31.22% in the sixth period. This shows that in the long run the tertiary sector share has a greater influence on the Engel coefficient and the secondary sector share has a smaller contribution to the Engel coefficient. The development of the tertiary sector, that is, the service sector, and the growth of the secondary sector, that is, the manufacturing sector, plays an essential function in encouraging locals to upgrade their consumption patterns, but there is still a certain difference in their contribution to the consumption pattern, with the expansion of the service industry playing an increasing part in encouraging the citizens' consumption structure to be upgraded.

**Table 3.** Results of variance decomposition

Period	S.E	LNTNP	LNSNP	LNTEC
1	0.018634	14.67874	22.86643	54.52975
2	0.032764	32.96535	24.97545	39.76232
3	0.046244	48.86553	26.95190	26.97422
4	0.052751	57.87323	28.62978	20.59621
5	0.063474	60.86242	30.62974	14.67824
6	0.067521	63.19764	31.22874	10.86725
7	0.069082	66.01846	30.05245	8.739780
8	0.070811	68.97235	29.26432	7.597252
9	0.072168	70.86425	28.48635	6.440820
10	0.740281	72.18546	27.06244	5.658620

Source: stata software runs

### 5.5. Summary

This chapter analyzes the relationship between consumption structure upgrading and service industry development by constructing empirical model. The following conclusions can be drawn: (1) As a result of supply-side structural reform, which is causing the Engel coefficient (TEC) to decline year after year, Chinese citizens' consumption patterns have altered. The proportion of the tertiary industry (TNP) is strengthening, the service sector is expanding quickly, there is a certain relationship between the consumption structure and the service sector's growth, and the modernization of the consumption structure and the service sector's growth reinforce one another. (2) There is a long-term and stable association between the consumption structure (LNTEC) and the growth of the service sector (TNP), the service sector has a beneficial effect on enhancing inhabitants' consumption structures, and the share of the tertiary industry and the development of the service industry have an increasing part in promoting the modernization of residential consumption patterns at this stage, and their contribution to the interpretation of residents' consumption structure is increasing. In summary, there is a long-term and stable relationship between the upgrading of consumption structure and the development of the service industry, and the two promote each other, which also provides a new direction for China to stimulate consumption and promote the development of the service industry.

## 6. Policy Suggestions

According to the above analysis, it can be seen that in the context of supply-side structural reform, the change in consumption pattern and the service industry promote each other, but there is a time lag in the promotion. Based on this, the relevant recommendations are as follows:

Firstly, improve supply capacity and quality. At present,

China's supply does not match the consumption demand of residents, and corresponding adjustments must be made in terms of supply. First, the government should give full play to its functions and build a welcoming environment for the consumer market. Secondly, the government can take corresponding measures to provide strong support for the modernization the consumption system and promote the consumption upgrading of residents. Finally, based on high-quality development, fundamentally change the internal structure of supply and encourage the modernization of the consumption pattern.

Secondly, accelerate the growth of the service sector and make up for the lack of supply. At present, in the low-end product market, residents' consumption demand has been met and the supply is greater than the demand, and the problem of excess is more prominent. In the high-end product market, the demand of residents is far from being satisfied, and there is a problem of insufficient supply, so necessary measures should be taken to encourage the growth of the service industry, boost supply both qualitatively and quantitatively and solve the above structural problems. Specifically, the main measures and suggestions are as follows: Optimize the service sector, improve technology and encourage innovation, introduce new production factors, improve the productivity of production factors, and enable the service industry to provide products and services that meet the demand of residents. And we should implement relevant policies and measures for service industry innovation, improve relevant legal systems, and utilize technological and scientific advancements. In the evolution of the service sector, the overall level of industrial innovation will be improved.

Thirdly, stabilize the consumer market environment. Consumption is volatile, when the internal and external environment changes, consumption will also be affected and change in a brief amount of time, so grasping the consumption demand of residents is of great significance to stabilize the consumer market environment. On the one

hand, we should aim at the consumption demand of residents, give targeted policy support to the service industry with strong demand of residents, promote the development of the service industry, ensure that residents' consumption is properly met, and promote the rationalization of the consumption structure. On the other hand, we should improve the security mechanism, improve the consumer credit mechanism, strengthen market supervision to solve consumers' worries, improve residents' consumption ability and promote the modernization of purchasing patterns, and then the service industry will also get a certain development.

## Subject Information

Research on the mechanism and path to promote the development of Tianjin's service industry under the background of supply side reform (Project approval No.: tjyy17-007, Tianjin philosophy and Social Science Foundation Project)

---

## REFERENCES

- [1] Xi Jinping., "Decisive victory in building a moderately prosperous society in an all-round way and win the great victory of socialism with Chinese characteristics in the new era", The 19th National Congress of the Communist Party of China, Beijing, China, July, 2017.
- [2] Li Ying., "An Empirical Analysis of Tourism Consumption and National Economic Growth—Taking the Tourism Consumption and Regional Economic Growth in Shaanxi Province," *Business Economics Research*, vol.36, no.20, pp.50-52, 2017.
- [3] Mao Zhonggen, Yang Lijiao, "Supply-side reform and household consumption structure upgrading under the background of economic globalization," *Finance and Economics*, 1.61, no.1, pp.72-78, 2017.
- [4] Wang Guanfeng., "Research on the innovation and development of high-end service industry in the Yangtze River Economic Belt—Based on the perspective of supply-side reform," *Shanghai Economics*, vol.38, no.2, pp.42-55, 2021.
- [5] Wang Qing., "Zhang Guangzhu. Industrial structure optimization and upgrading to meet the needs of consumption growth—based on SDA structure decomposition technology," *Economic Research Reference*, vol.39, no.3, pp.41-50, 2017.
- [6] Pan Xiquan., "Consumption upgrading leads industrial upgrading: mechanism of action and operational orientation," *Contemporary Economic Management*, vol.41, no.3, pp.11-16, 2019.
- [7] Zhao Shiyuan., "Wang Lin. Analysis of the impact of changes in residents' consumption structure on the transformation of industrial structure," *Business Economics Research*, vol.39, no.3, pp.51-53, 2020.
- [8] Dong Jia., "The impact of industrial structure changes on the development of urban and rural service consumption," *Business Economics Research*, vol.39, no.23, pp.178-181, 2020.
- [9] Xin Benlu., Liu Yanqi., "Exploration of the internal mechanism and path of service consumption and high-quality economic development in China," *Nanjing Social Sciences*, vol.31, no.11, pp.16-23, 2020.
- [10] Li Wenxuan., Li Xiaohua., "Research on the Impact of Industrial Structure Change on Rural Service Consumption—Based on the Perspective of Spatial Measurement," *Consumer Economy*, vol.35, no.6, pp.33-41, 2019.
- [11] Li Guijing., "An empirical study on the adjustment of residents' consumption structure to promote the upgrading of industrial structure," *Business Economics Research*, vol.39, no.5, pp.57-59, 2020.
- [12] National Bureau of Statistics. *China Statistical Yearbook*. Beijing: China Statistics Press, 2020.