



Research on the Pathway for Optimizing and Upgrading Industrial Structure Under the New Normal

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Abstract. As China's economy enters a new normal, relying on resources to develop the economy can no longer keep up with the pace of modernization in our country. Although the government has made significant progress in regional transformation and development in order to adapt to the development situation under the new normal, the lack of growth momentum in consumption under the new normal, concerns in the market environment, and the need to improve the macro policy system have always constrained the optimization and upgrading of the industrial structure. Therefore, this article analyzes the constraining factors and proposes specific paths to promote the optimization and upgrading of industrial structure from four aspects: expanding new areas of consumption, transforming consumption patterns, grasping market demand, creating a diversified industrial pattern, reforming institutional systems, optimizing policy support, strengthening credit construction, and optimizing the online consumption environment.

Keywords: New consumption, Internet+ industrial structure, Optimize and upgrade

1 Introduction

After 40 years of reform and opening up, China's economy has flourished, but at the same time, the problems brought by it have become increasingly serious. For example, today's society has a large gap between the rich and the poor in urban and rural areas, and the existence of a foam economy, which have brought great pressure to China's future development. Currently, China's economic development has shifted from high-speed growth to high-quality development, entering a new normal. In the face of the new normal of the economy, we should innovate our development concepts, transform our development mode, optimize our industrial structure, and use innovation to lead the transformation of China's economic structure. This will create a market

environment suitable for national entrepreneurship and innovation, and promote new supply and consumption^[1].

2 Factors Restricting the Optimization and Upgrading of Industrial Structure

2.1 Poor Growth Momentum of Consumption Under the New Normal

2.1.1 Low Income Level and Large Gap between Different Groups

As is well known, income is positively correlated with consumption. High income can meet the high-level needs of the masses, while lower income can suppress consumer demand. In 1978, the per capita disposable income of residents in China was about 171.17 yuan, the per capita disposable income in the United States was about 10587 US dollars, the per capita disposable income in the United Kingdom was about 23547 pounds, and the per capita disposable income in Japan was about 8000 US dollars; in 2001, the per capita disposable income of residents in China was about 4070.38 yuan, the per capita disposable income in the United States was about 37000 US dollars, the per capita disposable income in the United Kingdom was about 30049 US dollars, and the per capita disposable income in Japan was about 32352 US dollars; in 2010, the per capita disposable income of residents in China was about 12500 yuan, the per capita disposable income in the United States was about 36051 US dollars, the per capita disposable income in the United Kingdom was about 30000 pounds, and the per capita disposable income in Japan was about 44507 US dollars; in 2024, the per capita disposable income of residents in China is about 41300 yuan. The per capita disposable income in the United States is about 36500 US dollars, the per capita disposable income in the United Kingdom is about 3610.19 pounds, and the per capita disposable income in Japan is about 11478 US dollars. In 2010, China rose to become the world's second largest economy, but from the comparison of the above data, we can see that we still have a certain gap with developed countries. Secondly, with the development of urban and rural areas, there has been a significant income gap among various groups. In 1978, the per capita disposable income of urban residents in China was about 343 yuan, and the per capita disposable income of rural residents was 134 yuan; in 2001, the per capita disposable income of urban residents in China was about 6860 yuan, and the per capita disposable income of rural residents was 2366 yuan; in 2010, the per capita disposable income of urban residents in China was about 19109 yuan, and the per capita disposable income of rural residents was 5919 yuan; in 2024, the per capita disposable income of urban residents in China is about 54188 yuan, while that of rural residents is 23119 yuan^[2]. This shows that there is still a significant income gap between urban and rural residents. Finally, we generally use the Gini coefficient in economics to measure income inequality. In 1978, China's Gini coefficient was about 18%, in 2010 it was about 48.1%, and in 2024 it was about 46.7%, which is much higher than the global average. This also indicates that there is a large income gap between different groups. Moreover, due to the large proportion of middle-income and low-income groups, it is difficult to provide sufficient driving force for new con-

sumption under the new normal. Therefore, the biggest obstacle to optimize and upgrade the industrial structure under the background of the new normal proposed in this article is the issue of income. Therefore, in order to effectively lead the development of industries and economies, and promote the transformation and upgrading of industries, it is necessary to formulate reasonable measures.

2.1.2 Traditional Industries are Unable to Meet the Multi-level Consumer Demands of the New Normal

With the gradual improvement of people's living standards, the purpose of consumer consumption is twofold: firstly, to consume essential goods; secondly, to produce products that meet their comfort and diversity needs. For example, before the 20th century, people wore clothes to cover up for shame, resist cold, and so on. If clothes were worn out, they would sew them themselves or go out to find tailors to repair them; in the new era, people pay more attention to comfort and aesthetics in their clothing, and the premise of consumption is to meet their aesthetic and comfortable needs. At this time, producers' production must meet the diverse needs of consumers. However, the products produced by many producers cannot keep up with the changes in consumer demand and cannot meet the multi-level needs of consumers; at the same time, the market is also flooded with some low-end industrial products, and consumers always cannot buy the products they expect the most at their most anticipated prices, which has led to some consumers choosing to purchase overseas. Therefore, the untimely adjustment of traditional industries seriously affects the multi-level consumption demand under the new normal.

2.2 The Macro Policy Framework Requires Further Refinement

In the new consumption environment, the use of macro policies is also crucial for promoting the adjustment of industrial structure. At present, China's macro policies are not yet sound and there are still many problems, which are manifested in the following aspects: firstly, enterprises lack innovation mechanisms, and many products do not inject innovative elements, resulting in a large number of products produced by enterprises lacking competitiveness and difficult to stimulate consumption; secondly, there is a shortage of financial products in the financial sector, which to some extent cannot meet the needs of consumers; in addition, China's fiscal policy is not perfect enough, and the country's supervision and guidance capabilities cannot be effectively utilized. The inappropriate distribution of investment areas by the Chinese government has hindered the development of consumption, thus limiting some innovative models of new consumption.

2.3 Challenges and Risks in the Market Environment

2.3.1 Low Consumption Level

In today's society, with the development of the economy, consumers' purchasing power is gradually increasing, their consumption level is also gradually improving, and

their consumption categories are gradually pursuing diversification. However, overall, there is still a phenomenon of low consumption levels. This phenomenon is also caused by various factors. Firstly, people have poor expectations for the future and tend to engage in behaviors such as frugality and storage when consuming. They are unwilling to spend large amounts of money in advance, especially for some elderly people who only purchase essential items in their daily lives. Most of the money is chosen for savings, and their consumption level is very low, making it difficult for them to make new attempts. Secondly, for product producers, they lack innovation consciousness and produce relatively single products, making it difficult to stimulate diversified consumer demands. Over time, this has lowered the consumption level of our society.

2.3.2 Incomplete Social Service Systems

Public services and public goods have two characteristics: non competitiveness and non exclusivity. Due to their inherent characteristics, there is a serious imbalance between supply and demand, especially in the case of public services. For example, with the improvement of economic development level, people's demand for spiritual and cultural needs, education, medical care, etc. is constantly increasing, but there is a shortage of public services that meet the corresponding needs, and sufficient supply of these public services has become a challenge.

2.3.3 Weak Credit System

The current demands of economic entities pursue diversification, but the cost of credit products in China is high, lacking innovation, and there are relatively few types of credit options available, making it difficult to meet the objective needs of sustainable economic development. In our personal credit consumption environment, there are also many concerns, such as limited credit coverage, imperfect personal credit chain, and difficulties in upgrading residents' consumption.

2.3.4 Cybersecurity Risks

In fact, the Internet is a virtual space, which has the advantages of quickness, convenience and efficiency. It can enrich our spiritual world and broaden our horizons. The emergence of the Internet has changed our more traditional way of life, bringing great convenience to our lives. We can enjoy the online library without leaving home, and can achieve the effect of flying pigeons passing books in a few seconds. Even today's Internet has also spawned many new models, such as live class, which uses the Internet to connect remote education. With the continuous development of the Internet, it is doomed to face many unsafe factors. At present, some anti-virus software can only deal with some simple junk information, but if it is a security loophole, it is impossible to start. It seems that everyone is in a semi transparent state. You can know every bit of your life from the chat process, you can know your taste preferences from the takeout information, you can know your preferences from the online shopping browsing records, and it is easy to leak the payment password in today's life. Saboteurs can easily use some inducement software to achieve their goals, such as fake web pages, fake apps, fake phones, etc. If consumers fail to promptly recognize this danger in their daily

lives, they may fall prey to these destructive individuals. By allowing these vandals to gain access to their passwords, kind-hearted consumers often suffer specific economic losses. This underscores the numerous security risks present in today's online information environment.

3 Countermeasures for Optimizing and Upgrading Industrial Structure in the New Normal

3.1 Expand New Areas of Consumption and Transform Consumption Patterns

At present, China's consumption field is relatively narrow, and we need to explore some new consumption fields. We can understand the specific situation of the development area, such as population, consumption preference, etc., establish sales channels, and make reasonable use of the Internet, logistics and other advantages to create a sales market with sufficient information and convenient transactions. At the same time, we should also change the concept of upgrading, have an innovative spirit, build products from both the quality and appearance aspects, improve the market competitiveness of products, and better comply with the policy of supply side structural reform, so as to lay the foundation for expanding the consumption field. The consumption environment has been greatly optimized in the Internet era, opening up online consumption; the modernization and efficiency of logistics have been rapidly developed under the promotion of the Internet of Things and third-party logistics, which has improved the professionalization level of logistics services^[3]; based on the continuous improvement of infrastructure and the exploration of e-commerce platforms, we can continuously optimize consumption methods according to new consumer demands. For example, we can improve corresponding systems, provide personalized consumption methods for consumers, and create consumption methods that are suitable for consumers according to their needs, in order to better meet their consumption needs, provide consumers with a better consumption experience, and create a sustained driving force for new consumption growth.

3.2 Grasp Market Demand and Create a Diversified Industrial Pattern

Accurately grasping the current market demand, changing the economic model of directly selling primary products, increasing the industrial chain, producing various organic and fine chemical products, and finely processing low-end products to enable them to enter the sales channels of mid to high end products. Get rid of relying on coal, oil and other industries to develop the tertiary sector, strive to develop new alternative pillar industries, establish new high-tech leading industries, choose emerging industries with high technological content and added value, extend the industrial chain, enhance competitiveness, form a diversified industrial pattern, reshape industrial advantages, and take the initiative in industrial structure adjustment. For example, vigorously promote the development and growth of strategic emerging industries such as environmental protection and energy conservation, information consumption, and pro-

cessing and manufacturing industries, and give priority to supporting the development of characteristic advantageous industries. Resolutely abandon industries and products with high costs and no competitiveness in the market^[4].

3.3 Reform the System and Optimize Policy Support

The optimization and upgrading of industrial structure are based on the construction of systems. Therefore, to eliminate institutional barriers that are not conducive to the optimization and upgrading of industrial structure under the new normal, we can focus on these two aspects. Firstly, we need to improve the corresponding rules and regulations to provide institutional guarantees for consumption; secondly, we need to pay attention to the public service sector, especially in some underdeveloped areas such as rural areas, promote their modernization, and thus stimulate the consumption capacity of underdeveloped areas. At the same time, under the new normal, we need to actively leverage the guiding role of policies to coordinate China's consumption structure and address the drawbacks brought about by market failures. Firstly, more policies should be introduced to promote the development of new consumption patterns under the new normal, and to facilitate the growth of small and micro enterprises; secondly, for the green, environmentally friendly, and public goods industries, the government should demonstrate its attitude of encouraging development in fiscal and tax policies and provide appropriate support; thirdly, we should introduce scarce and high-quality talents to innovate systems in areas such as environmental protection and investment^[5], optimize the allocation of talents and government investment directions, punish industries that hinder environmental improvement and sustainable economic development, optimize policies and systems, and ultimately form a policy network that can automatically adjust, thereby promoting the optimization and upgrading of industrial structure.

3.4 Strengthen Credit Construction and Optimize the Online Consumption Environment

Currently, our society is still filled with many false information and websites that affect the interests of consumers and the optimization and upgrading of our industrial structure. Therefore, we can make efforts in the following aspects to improve our consumption environment and promote the optimization and upgrading of our industrial structure; firstly, from a legal perspective, we should improve corresponding laws and regulations and introduce corresponding online laws to restrict online fraud, such as improving the Consumer Rights Protection Law; then, in terms of social atmosphere, we should create a good online atmosphere and provide a healthy online consumption environment, so that every consumer no longer has consumption concerns; secondly, from the perspective of publicity, we can use new popular communication methods, such as Tiktok, micro video, big TV forwarding, celebrity endorsement and other methods to promote the knowledge of safe consumption, so as to improve people's awareness of hardship and prevent attackers from taking advantage of the opportunity; finally, in terms of punishment intensity, we should strengthen the cost of punishment,

increase the severity of punishment, give heavy blows to those who undermine network security, and make them accept higher costs of violations. This will also help us optimize the online consumption environment and provide great assistance.

4 Conclusion

In summary, we should comprehensively implement the innovation strategy, fully mobilize the power of the whole society, improve the level of public services, enhance the ability to govern according to law and scientific governance, and open up the huge potential space for scientific and technological innovation and management innovation through substantive institutional innovation, promoting accelerated transformation and development. The transformation and development of resource-based economy is a reconfiguration of social and economic resources. The government needs to use more energy and strength to plan, promote, and implement the transformation and development, which is related to the sustainable development of regional social and economic development^[6]. This article analyzes the constraining factors of industrial structure optimization and upgrading under the new normal, explores the difficulties faced by industrial structure optimization and upgrading under the new normal, and provides corresponding countermeasures according to their characteristics. It adjusts the existing industrial structure, explores and develops new industries, attracts high-tech talents, and promotes industrial structure optimization and upgrading under the new normal.

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