

## Exploring New Consumption Growth Points in the Post-Epidemic Era: Evidence from Nanning City

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**ABSTRACT**—The COVID-19 epidemic, which lasted for a long time, changed the consumption and living habits of residents from both the demand and supply sides, brought a huge impact on the economic and social operation of China, and greatly inhibited offline physical consumption and service consumption.

This paper analyses the development trend and influencing factors of new consumption in Nanning, Guangxi, China in the post-epidemic era, and further analyses the problems of new consumption development, in the post-epidemic era, such as analysing the development of the home economy and the development trend of FMCG products in the post-epidemic era.

This paper proposes that to achieve rapid development of consumption growth in Nanning City, we should insist on government guidance and promotion, take the market as the guide, take small and medium-sized enterprises and individual operators as the main body, and focus on increasing the supply of network products and services, combine practical and multi-measures, and actively promote the "home economy" into the fast track of benign development in the post-epidemic era.

**Keywords**—Growth point, Home economy, Nanning City, New consumption, Post-epidemic era

### I. INTRODUCTION

After the outbreak of COVID-19, in order to cut off the spread of the epidemic as soon as possible, and resolutely win the epidemic prevention and control blockade, many places have been implementing reasonable closed management of the roads under their jurisdiction, some areas in the city to implement closed management of the district, in rural areas to implement closed management of the village, taking a variety of forms of foreign vehicles, people to implement stricter control, closed management is the most direct and the biggest impact on the lives of residents. As a result, a large number of enterprises delayed the resumption of work and changed their way of working. The closure will prevent people from going out freely and having normal social activities [1]. Objectively, this will directly lead to changes in the way people consume, such as a greater reliance on online consumption, and changes in the structure of consumption, such as a sharp increase in demand for fast-moving goods and a sharp decrease in demand for travel products.

In the Post-Epidemic Era, the changes in demand and supply have led to new consumption patterns in the consumer market. Consumer behaviour will be more rational and diversified, and higher demands will be made on the market. Consumption is the driving force of production, and consumption has a counter effect on production. Against the background of the complex and severe epidemic, the development of new consumption in Nanning City in the post-epidemic era cannot be separated from the driving force of consumer demand, and the increase of residents' demand for new consumption drives the development of the economy.

In this context, this paper explores the new consumption growth points in Nanning in the post-epidemic era, starting from summarizing the impact of the epidemic on the demand and supply of the new consumption market, focusing on the new consumption trends that will emerge in Nanning's consumption market in the post-epidemic era in combination with changes in consumer behaviour and market supply, and putting forward new requirements for Nanning's market in response to the new consumption and making suggestions to promote the development of new consumption.

## II. MATERIALS AND METHODS

### A. Concepts and trends of new consumer development in the post-epidemic era

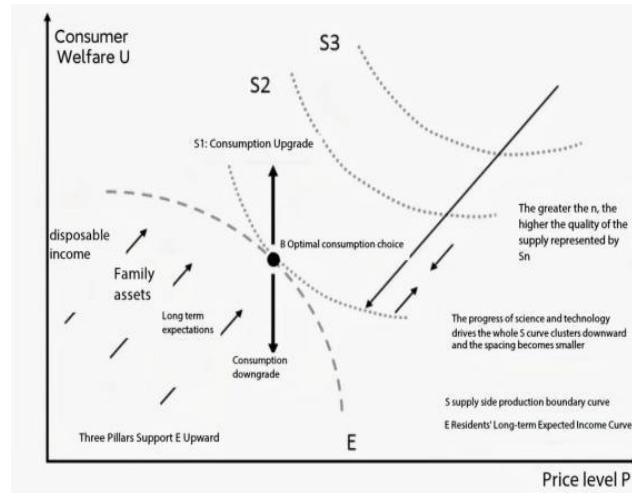


Fig. I Consumption growth Conceptual & Theoretical Framework

#### 1) Analysis of the income of Nanning residents

Income is the basis and prerequisite of consumption, and the level of income is the main factor affecting the level of consumption [2]. To analyse the impact of per capita income on the level of consumption, we must start from three aspects, namely current per capita income, future income forecast, and the gap between per capita income, etc. In the case that the rest of the conditions do not change, the more people's current total disposable income, the greater the impact on the number of products and services consumed by residents. When the income growth is fast, the consumption growth is also faster; conversely, when the income growth rate decreases, the consumption growth also decreases [3].

In the first half of 2022, the average income of urban and rural residents in Nanning City was 193.16 million yuan, an increase of 0.5 percent year-on-year. Overall, the growth rate of per capita disposable income dropped significantly due to the severe impact of the COVID-19 epidemic. The net income from business operations was also greatly affected by the epidemic, while the resumption of work and production was severely delayed, and the gathering and circulation of employees were restricted during the prevention and control stage of the epidemic, and the tertiary industries, such as catering, tourism and transportation services, suffered great losses, making the net income from business operations of urban and rural residents in the tertiary industries dropped significantly, with the growth rate decreasing by 19.9 percentage points compared with the same period of the previous year, which directly affected the growth rate of total disposable income also decreased by The growth rate of gross disposable income was also reduced by one percentage point. As a result, the current income of Nanning residents decreased due to the epidemic, and the uncertainty of workers' future income due to the serious delay in the resumption of work and production, which led most consumers to focus on daily necessities and reduce their consumption of luxury goods [4].

Fig. II Year-on-year consumer prices in Nanning in December 2022

Year-on-year consumer prices in Nanning in December 2022			
Type	Data Type	Data	
		Rising	Decline
Dress	Year-on-year	4.1%	—
	Ringgit	0.9%	—
Other supplies	Year-on-year	3.4%	—

and services	Ringgit	1.9%	—
Food, tobacco, and alcohol	Year-on-year	3.2%	—
	Ringgit	0.9%	—
Traffic Communication	Year-on-year	2.4%	—
	Ringgit	—	1.2%
Household goods and services	Year-on-year	1.7%	—
	Ringgit	—	0.3%
Residence	Year-on-year	—	0.4%
	Ringgit	—	0.2%
Education, Culture and Entertainment	Year-on-year	—	0.3%
	Ringgit	0.1%	—
Healthcare	Year-on-year	—	0.1%
	Ringgit	0.1%	—

In December 2022, Nanning City, eight categories of goods and services prices year-on-year was "five up three down" trend. Among them, clothing, other supplies and services, food, tobacco and alcohol, transportation and communications, household goods and services prices rose 4.1%, 3.4%, 3.2%, 2.4% and 1.7%; residential, education, culture and entertainment and health care prices fell 0.4%, 0.3% and 0.1%, respectively. Nanning City compared to last year, prices have increased overall.

Medical housing and education prices fell, the burden in this area has been reduced, there is more disposable income for other aspects of consumption.

## 2) 1.2 Analysis of new consumer behaviour under the influence of the epidemic

During the epidemic of COVID-19, consumers consumed less outside the home, and the home economy created a new type of consumption behaviour under the epidemic. The home economy has contributed to the development of consumption of epidemic prevention goods, household food consumption behaviours and online leisure and education consumption behaviours. During the epidemic period, the consumption behaviour of ordering on vertical e-commerce platforms increased greatly; over three-quarters of the consumer groups increased the consumption of basic prevention and control drugs; nearly 60% of the consumer groups reduced the consumption behaviour of basic food and Internet take-out; over 30% of the consumer groups increased the consumption level of basic food-grade raw materials and reduced the consumption behaviour of personal image; over 0.5 percent of the consumer groups increased the consumption behaviour of online game recharge consumption behaviour, video network membership consumption and online education consumption behaviour.

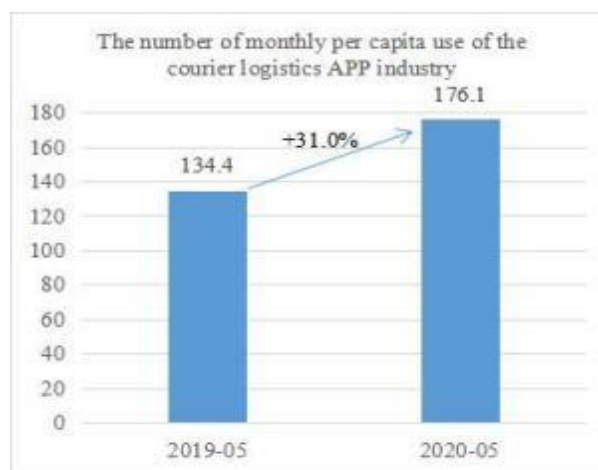


Fig. III The number of monthly per capita use of the courier logistics APP industry in Nanning

In May 2020, the monthly per capita use of the courier logistics APP industry increased by 31% year-on-year, the residents of the home online shopping, but also to stimulate the strong demand for express delivery, supporting logistics for the home economy to provide basic security.

The post-epidemic era has given rise to a new type of consumption of fresh food. Fresh food, as another "dark horse" of consumption during the epidemic. The turnover of fresh food in JD.com has been as high as 400 percent compared to the same period in 2020. The daily freshness, box horse, more than buy vegetables and other goods transactions have also occurred significantly higher. WeChat's "Group Solitaire" applet statistics show that the number of communities in February exceeded 240,000 households, with total turnover exceeding 5.5 billion. From the product sales ranking, fruits and vegetables, meat, strawberries and other top three sales, sugar oranges, eggs, carrots, woks, noodles, seafood, and other package sales are also larger.

#### B. Consumption trends of Nanning residents in the Post-Epidemic Era

From January to February in 2020, the growth rate of retail sales of consumer goods was -23.4% nationwide and -26.5% region-wide, and the trend of consumer goods market in Nanning City was basically the same as that of the whole region, with the growth rate in February dropping 47.8% year-on-year. In the twenty-four kinds of products on the retail category value, to improve the people's basic living standards and products to solve the spiritual needs of the people during the epidemic retail growth have achieved rapid growth, such as grain and oil food category grew 15.7%, electronic books and magazines and audio-visual products category grew 953.6%, electronic communications equipment products grew 139.5%; due to the reduction of the market party, drinks, tobacco and alcohol The development of wholesale enterprises was relatively stable.

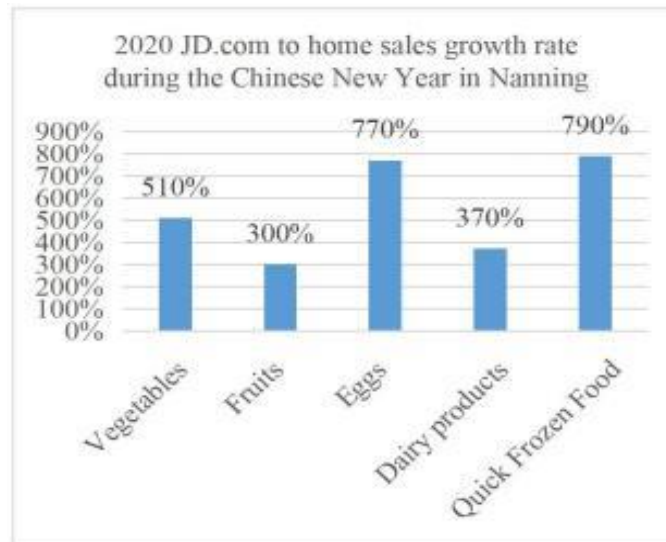
Wholesale enterprise development is relatively stable. 1-2 months, the city limits the above-mentioned hair industry sales fell by about 1.1% year-on-year, is the wholesale and retail catering four major industries affected by the epidemic in the smallest industry. With the epidemic gradually under control, wholesale enterprises gradually resume work and production, the business volume of enterprises can quickly return to normal levels [5]. People travel less, offline consumption is cold, and the retail industry is suffering. Under the requirements of epidemic prevention and control, residents of the city generally actively take self-isolation, the psychology of epidemic prevention is greater than the need to go out shopping, all kinds of consumer activities reduced [6], the flow of customers dropped significantly, while the retail enterprises adjust to shorten business hours, sales fell significantly.

##### 1) Analysis of the current situation of the development of the home economy in the Post-Epidemic Era

The "home economy" refers to the new phenomenon of people staying at home without leaving home and engaging in social activities such as business, part-time work, leisure, and residential consumption on the Internet, due to the continuous development of the Internet and technological innovation. The "home economy" is accompanied by the increasing changes in the way of human existence in modern society [7], the increasing maturity of network technology and the increasing popularity of part-time jobs and residential consumption through the Internet, and the progress of time and advanced technology, which has increasingly improved people's way of life and living standards. The emergence of the COVID-19 epidemic has given rise to new opportunities for the development of the "home economy". Firstly, the "home economy" has also given rise to several new industries. In addition to online purchasing, there are also new models such as online teaching, remote offices, online financial management, online medical care, and home-based financial services. Second, the "home economy" has also promoted the supply-side reform of China's manufacturing industry. The increase in consumer preference for e-commerce and offline entertainment has forced the company to actively explore the online consumer market, further change the market supply method through contact network transformation, technological innovation, and machine replacement, and gradually transform from a purely offline channel model to an integrated online and offline channel system [8]. Third, the "home economy" to the overall rise of China's macroeconomy, bringing new opportunities. In the context of epidemic prevention and control, the total revenue of enterprises in the restaurant, hotel, travel, entertainment, transportation, and other industries have fallen precipitously.

However, the "home economy" activities such as online shopping, online ordering and online entertainment were more active, and some companies were able to counteract the negative impact of the epidemic. While many developed countries experienced negative macroeconomic growth, China's GDP rose by

2.3percent year-on-year in 2020, largely due to new industries and models arising from the "home economy. In particular, the "home economy" has promoted the digital transformation and upgrading of real enterprises, cultivated and improved the online live ecosystem, built online multi-network platform traffic matrix construction, led to the development of the "online live video economic society" "Netflix economy", agricultural e-commerce, etc. [9], bringing new opportunities for the sustained growth of our economy.



**Fig. IV2020** JD.com to home sales growth rate during the Chinese New Year in Nanning

Prevention and control of "home" during the epidemic of COVID-19. The "home economy" "was pushed up sharply in 2020, when outdoor activities were cancelled due to the outbreak of COVID-19, and the "home economy" emerged, with a significant increase in online consumption, fresh food delivery, online medical care, online education, telecommuting, and other demands. At the same time, new delivery modes such as unmanned delivery and contactless delivery have emerged and been promoted. Data from the JD.com, for example, may highlight the fervour of the "home economy" during the epidemic: the Spring Festival sales data of JD.com Home Delivery, a leading provider of same-city delivery, show that during the Spring Festival in 2020, platform-wide sales increased by 470% compared to the same period last year.470%.

### C. Analysis of the current situation of new consumption in Nanning

#### 1) Home economy becomes the wind

a) The quality of the products still needs to be further examined. With the booming development of the Internet, online shopping will be able to solve a lot of people's daily needs, but at the same time the virtual nature of the network also appeared the phenomenon of uneven quality. Therefore, there will be some problems with the products bought. In 2020, there is a large backlog of products that are in a hurry to be sold, which will also lead to some products of varying quality due to the emergency stocking.

b) Internet users also appear to be blindly following the trend. At present, the network has formed a new trend of selling goods, merchants around the hope of eliminating inventory problems and capital flow back, and increased incentives. Some stores even throw even "double 11"are not low prices for a limited time marketing, in the hope of achieving the best sales. And then because of the anchors and product side of the live broadcast with each other and make the atmosphere at the time was further rendered and set off, and thus brought to the netizens can be in a limited time to grab the number of bright products under the number of places and giveaways people can earn the psychology, but did not seriously consider what they really need this product, and this will invariably produce a blind follow the trend of the phenomenon.

c) The new industry is uneven. In recent years, live streaming seems to have become a phenomenon that can be seen everywhere, and many people can be found live streaming from themselves. The increase in the number of live videos and the variety of products, to a certain extent, can also reduce the high level of mental tension of

modern people, so that people feel a short period of relaxation. However, because of the highly open nature of the Internet and the zero threshold for live streaming, the number of network anchors is gradually increasing while the professionalism is also uneven [10]. As many people stay at home due to the new pneumonia epidemic in 2020, short videos are becoming the main tool for people to receive information from the outside world and to relieve their tension, and the recommendation of the content of online hosts also has a certain influence on people. For those online hosts who are not very professional, they tend to make a variety of unconventional challenges, fraudulent clips, incessant vomiting, and consume a lot of food to get a high number of visitors to attract and retain many fans [11]. The online environment for live streaming is therefore uneven [12].

d) Internet access should also slowly improve. Because of the increase in the amount and duration of Internet access during the epidemic, you may occasionally experience poor Internet access and lagging when watching videos or working. Although according to the Chinese Ministry of Industry and Information Technology, the coverage rate of fiber optic and 4G network in administrative villages in China has reached 98% in 2018, people still found that children in some areas had to climb to the top of the mountain to carry out teaching and lectures because of the poor network signal in their own homes during the epidemic. At the same time, in the live learning or work, there will be too many people and lag, or be squeezed out of the live situation, also serious network system crashes sometimes. As five G technology has been applied and gradually widely used in many industries, it will be faster and better to meet the challenges, and our network software and system production industry will also be further enhanced [13].

## 2) Stable growth of FMCG products

The FMCG industry, as the industry that has been marketed in China for a long time and has the largest degree of marketization, has been characterized by high market demand, low barriers to entry, high level of product homogeneity, and strong market competition. With the large population base and the continuous increase in average disposable income, the FMCG industry in China is still showing a relatively stable growth trend. Although the overall development momentum of China's food industry is good, due to the severe macroeconomic situation in the world and the fierce international competition, the overall pattern of China's food industry is also gradually changing. According to the light industry analysts of Shampoo Consulting: China's FMCG market development is basically dominated by the larger global multinational groups, such as Procter & Gamble, Unilever, L'Oréal, Nestlé, etc., but China's independent high-speed consumer enterprises do not have the stable market influence of internationally renowned brands, while the ability to innovate in product design is also greatly inferior to the above-mentioned foreign companies. However, as the market space continues to open and the management philosophy of Chinese FMCG companies continues to mature, it is possible to seize the opportunity for further market expansion. At the challenge level, FMCG companies in China do face a lot of problems that need to be solved. Firstly, the Chinese FMCG industry is generally negligent in brand building and has no creative spirit, which is the core reason for manufacturers to pay extra attention; secondly, the Chinese FMCG industry has a scattered channel structure, and the market positioning is not clear. The key to profitability for China's FMCG industry is to establish effective channels, and sales channels are almost the lifeline of the industry, so manufacturers must follow the market trend and choose to establish flat channels to squeeze profit out of the channels. Therefore, companies need to pay more attention to the humanized services for consumers and be closer to the actual needs of consumers [14].

However, in terms of market positioning, China's FMCG industry can gradually expand to the second and third tier cities, where it will have an absolute market share, and then use the scale and branding operation mechanism to guide the company. In addition, due to the rapid development of e-commerce, Chinese FMCG companies must also pay attention to the development of Internet marketing channels, while ensuring the quality of goods to carry out a variety of new marketing methods, such as network marketing, using these strategies will inevitably be a large impact on the market share of multinational companies.

## 3) Online office proliferation

In the industry today, the rapid development of the online office field has also produced some urgent problems to be solved. Wang Peng, an assistant researcher at the Beijing Academy of Social Sciences, said,

"Although China's major network companies are increasing their online office market, but in terms of the overall development of the industry, the degree of integration of various office industry supply chain is not high, and the degree of resource sharing is relatively small [15]. If each company has different platform services, it will cause incompatible platforms when communicating within the company." For the enterprise network office business, relevant experts have also noted the security aspects of the problem [16]. In 2020, there was a security incident within a Chinese network enterprise, where a business director was found to be infected with a virus in a remote office tool and spreadsheet document shared to an internal operation group, resulting in more than two hundred staff computers being infected with the virus. When the online office electronically, security will become the main concern of all users," said Zhang Yi, executive officer of Ai media Consulting, to the news reporter. Online office network platform for information communication, often contains information about customer secrets and company secrets, which also provides more stringent conditions for the online office network platform for confidentiality." In addition to information security, the stability of after-sales service is also crucial [17]. In the case of increased demand during the epidemic, some telecommuting applications have also been unable to log in, application lag, cannot receive messages, video conferencing suspended. Because of the differences in the working methods of each company, the relevance and practical value of telecommuting applications has been a pain point. But Zhang Yi believes that the current network office industry, for a company's customized applications or industry involved in the deep business services, in general, is still relatively lacking. "But such commercial innovation, is still a threshold in front of the entire industry [18]."

#### 4) Online education is hot

a) The overall general effectiveness of online live teaching is obviously lower than offline. The online live classroom originally had a breakthrough in the promotion of offline teaching multimedia teaching methods, entertainment education methods, community-based education methods, did not see the lecturer well used in the classroom, but the application of online teaching tools into a psychological burden of the teacher in class. This problem will be alleviated as the teaching time grows [19]. Because the online courses must be rolled out on a larger scale, the online platform is not doing enough.

b) The live video network platform for online lectures has instability and lagging conditions. Of course, this is related to the Internet habits of the listeners, but in general, the online live video network platform in the current Internet environment is a big chance of lagging, because the lag leads to the teacher in the lecture PPT display content incoherent, thus affecting the continuity of the entire classroom teaching. And as more and more videos are used, the lagging phenomenon is also becoming more and more prominent. The lag in a better network platform will not affect the teaching effect, while the lag in a worse network platform will cause the teaching to stop.

c) Live teaching platforms are widely purchased or modified to a limited extent by third-party organizations, resulting in a user interface that is almost universally available, with an unanticipated proliferation of stunning new components or elements on live video education development tools. If there is a teaching tool with a shape that is comparable to the current standardized tools such as Apple to Nokia, the contrast, the effect can be imagined.

d) The objective evaluation standard of the effect of online live teaching has not been established. Moreover, many courses have poor results and lack reasonable multi-dimensional evaluation criteria to illustrate the effects. To understand the offline teacher's years of teaching experience and training accumulation, it is easy for people to make a comprehensive assessment of the teacher from multiple perspectives [20]. Without such objective evaluation criteria, it is difficult to speak of word-of-mouth marketing.

e) The current online live teaching is too simple and does not achieve the ideal situation of combining online and offline teaching activities, organic combination of live and recorded process, organic combination of live classroom and examination and homework system, and other organic combination of classroom forms and tools, which makes it more difficult to achieve the classroom effectiveness in the concept. The combination of several models and education systems is the way to the future development of online education in China.

f) The current process of opening classes varies from one online platform to another, but in general, it is not perfect compared to the offline teaching and customer service systems that have been developed over the years. After observing each online platform, a famous American professor summarized a very basic assertion about

HUE and Transcripts: "HUE is the daughter of a foreign language man, and Transcripts is the son of a technology man." It is as if people can thus see the huge difference in the business processes of the major online platforms.

g) The quality of teachers on online live video platforms varies. The probability of students meeting the right teacher on an unfamiliar and well-known teaching platform is usually not greater than 50percent. And many live platforms lack the relevant teacher management committee to monitor the quality of teachers, which is one of the main factors that online teaching reputation has been difficult to say.

### III. RESULTS AND DISCUSSIONS

#### A. Recommendations to promote Nanning's consumption development in the post-epidemic era

##### 1) Improving residents' financial management consumption capacity and increasing consumption conditions

The most intuitive and efficient way to enhance the financial management consumption power of citizens is to improve the living standards of urban residents by improving the requirements for residential consumption, and to raise the actual purchasing power of citizens. We strive to raise the total disposable income of the middle and lower income classes by taking initiatives such as raising the national standard of minimum wage and income tax deferral reform [21]; we make use of the strategies of national precise assistance and new rural revival to raise farmers' income and actively promote the process of agricultural marketization; we deeply promote the implementation of Guangxi province with the platform of "Gui Jian Tong" and so on to ensure the smooth payment of migrant workers' salaries. Simultaneously improve urban residents' consumption level forecast, promote preferential policies such as special increase in personal income tax credits, further improve the government guarantee system for residents' pension, medical care, housing, children's quality education, etc., further expand the immediate consumption of urban residents in Nanning City to stimulate residents' consumption; strengthen local mobile development, more skewed to farmers and low-income groups, and timely transformation to urban and rural people The actual social problems such as the growth of transfer income gap.

##### 2) Enhance the financial management consumption function of social residents and promote the harmony of input and consumption

In addition to enhancing the function of individual citizens' consumption, enhancing the function of society's consumption in general is also an important part of cultivating and developing new growth points for Nanning's consumption. To enhance the public's awareness of residential financial management consumption, it is necessary to reasonably balance the relationship between input and consumption and promote the development of both [22]. Accelerate the strategic change and reform of investment promotion, actively attract private capital to invest in enterprises, focus investment on health care and health, elderly services, travel and leisure, culture and entertainment, electronic information and energy saving and environmental protection, which are closely related to the daily life of ordinary citizens, and pay close attention to industries that are prone to overheating detection of enterprise investment, such as beauty care, construction, automobiles, etc., and through economic means, promote Enterprises to improve the level of technology, improve product upgrades, reduce excess resources and duplication of investment, to achieve a dynamic balance of investment and consumption of enterprises.

##### 3) Strengthen social security mechanisms and promote service development to empower individuals and communities

To give full play to the social security function of social security and services. Through the further establishment of national health insurance, urban pension insurance, new rural cooperative medical care and other social security mechanisms to protect the basic interests of the majority of urban and rural residents, will help solve the majority of urban residents' life worries, enhance the consumption capacity of urban residents, while promoting the expansion of employment, and the advantages of Nanning's tertiary industry resources, the development of modern service-oriented industries, especially small and medium-sized micro business



enterprises and the project will help to make it the largest labour market "absorber" in the country. Innovative methods of service provision are needed to broaden the scope of government purchases in the areas of health, recreation, sports, health, and information, and to improve market supervision and incentive mechanisms when encouraging consumption. Make good use of social security funds, by adopting methods such as franchising and public-private construction, and gradually fully mobilize social funds for the construction of public service facilities, providing a practical guarantee for economic development and cultivating new growth points for social consumption.

4) Promote the upgrading of consumption, improve the quality of life of the public Consumption development

In the new residents' consumption to advocate the principle of consumer interests first, to residents' consumption upgrade as the guide, focus on expanding the supply of quality products and public services, to further activate the potential residents' consumption capacity, to further meet the public in multiple areas, multi-dimensional, all-round consumption needs, strengthen the protection of consumers' legitimate rights and interests, and effectively enhance the sense of consumer get, happiness, security. At the same time, will strengthen the protection of the legitimate rights and interests of consumers, the use of "Love Nanning" APP and other mobile network platform to build the city's unified public credit information database and public publishing platform, to improve market supervision of multiple calibres, to further improve consumer protection and legitimate rights and interests management mechanism, to further improve the quality of people's daily life and consumption, to achieve the people's growing pursuit of a better life.

5) Promote structural reform on the supply side and enhance the supply of goods and public service products

Cultivate the ability and development of urban residents to consume new economic growth points, but also need to adhere to the supply-side structural transformation of the main line to make up for the system is not sound, unreasonable market and other issues, while for Nanning City personnel to Shenzhen City, Hong Kong and Macao to inject imported viruses and other issues, but also need to rely on in-depth transformation, stimulate market vitality, improve the quality of consumer goods, take the initiative to expand new consumption to stabilize traditional consumption, explore the potential Consumption. Similarly, the supply-side structural reform also needs to further clarify the link between the market economy and policy "two hands", by stimulating the market economy dynamic, using the policy of the market economy macro-control instruments, to cultivate a more perfect residential consumption market segments, to promote the quality of residential consumption growth. At the end of 2020, the total resident population of Nanning was 7,254, 100, and the average monthly salary of urban and rural workers in the city was 80,269 yuan. After the structural reform on the supply side, the consumption capacity of urban residents will be gradually liberated, and the demand for high-quality residential consumption in education, pension, tourism, recreation, and sports will be rapidly increased.

6) Construction of "one city, one product" to promote the marketing of Nanning specialties nationwide

The overall growth rate of China's FMCG market in 2019 will be more than 5.5%, while the sudden new crown epidemic in early 2020 will have a significant impact on the development of FMCG industry, the total consumption scale of FMCG will be reduced by 6.7% in the first quarter of 2020, and the share of consumers' e-wallets will be in redistribution. There are several suggestions to promote the consumption of FMCG products: first, vigorously carry out activities to promote the consumption of FMCG products. The organization has organized consumer shopping festival, happy consumption season and other activities to promote consumption, has carried out a total of more than 500 "double hundred" to promote consumption activities; help local brands "go out", and organize enterprises to participate in the 2019 China Central and Western region famous specialty products (Guangxi province) exhibition and sale; combined with Nanning City's special industries, to create "one city, one product" to promote the city's specialty products marketed nationwide. Second, actively promote the consumption of department stores and supermarkets. Last year and the annual sales of more than one billion yuan of department stores, supermarket companies to promote consumption activities, in accordance with the provisions of the activities of the organization, publicity and other aspects of the investment of 30% of the subsidy, the maximum subsidy for each enterprise does not exceed 100,000 yuan. Third, support the government

to carry out household appliances to exchange for new ones [23]. For the previous year's annual sales of 500 million or more, and the organization of household appliances trade-in activities of household appliances distribution companies above the limit, according to its activities, promotion and publicity and other aspects of the funds to subsidize 30% of the government, the maximum subsidy for each enterprise up to 100,000 yuan.

## CONCLUSION

In the Post-Epidemic Era, China has seen the emergence of many new businesses of consumption. For example, the new consumption model of the home economy under the epidemic preparedness; the emergence of new business models such as online office and online education. Starting from the theory of new consumption, this paper discusses the influencing factors of new consumption in Nanning City in the post-epidemic era, explores the problems of the house economy, online office, and online education under the epidemic, and further outlines some problems in the development of new consumption growth in Nanning City in the Post-Epidemic Era and proposes suggestions for improvement.

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