

Study on the Cooperative Development Model of Consumption Upgrade and Circulation Innovation

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Abstract: In the decisive period of building a well-off society in an all-round way, the completion of consumption upgrading and industrial upgrading is a key figure in the full development of social economy today. Due to the continuous development of the social economy, the overall improvement of the people's quality of life and the people's demand for the quality of life have been further improved, whether it is consumption upgrading or circulation innovation need to be further improved.

1. Introduction

Consumption and circulation are two closely related links, especially in the social reproduction, the relationship between the two more closely. Because there is a mutual promotion, mutual influence and common development relationship between consumption upgrading and flow innovation, it is necessary to make a concrete study on the relationship between the two, pay attention to the relationship between the two, and further explore their deep relationship and coordination mode, which can make the field of consumption and circulation interact and develop together, and further promote the improvement and development of economic level.

1.1 Factors affecting consumption upgrading

The improvement of material living standard and technology is the decisive factor affecting consumption upgrading, because of the overall improvement of material living conditions, the people's demand for quality of life is improved, and the consumption level and consumption requirements are further improved. In this way, the consumer sector to achieve consumer upgrading. In addition to the improvement of living standards and technology, the factors that affect the upgrading of consumption include the increase of population and the level of personal income. In the case of a large population, people's consumption demand will become larger, and further achieve consumption upgrading. And the improvement of personal income level will directly affect the consumption structure, make the consumption more reasonable, is an important driving force to affect the consumption upgrade. In addition, personal preferences, social trends also affect consumption upgrading [1].

1.2 Consumption upgrading has a general direction

In general, the direction of consumption upgrading is the overall trend from low quality consumption to high quality consumption, that is, the level of consumption level is gradually improved, and the quality of consumption demand is gradually improved. The factors affecting the direction of consumption upgrading and the factors affecting consumption upgrading are basically the same, although there is a situation contrary to the overall development direction, but only a few. The direction of consumption upgrading can be summed up from the basic consumption of basic food and clothing to the higher level of consumption to improve the basic quality of life, and then to the pursuit of spiritual or other levels of high quality consumption.



Figure 1 Consumption upgrade

2. The Connotation and Purpose of Circulation Innovation

2.1 The connotation of circulation innovation

In the process of continuous development of commodity economy, circulation innovation is an important process and way to promote product upgrading and innovation. To put it simply, the innovation of circulation is to change the traditional circulation form into the modern circulation form. The value of a product includes not only the value of the product itself, but also the value embodied in the process of circulation. Therefore, product upgrading not only involves upgrading the product itself, but also involves innovation in the circulation of the product and ultimately the formation of a trading cycle [2]. In addition, the consumer's experience of using the product also includes the experience brought by the product itself and the experience brought by the product circulation. Therefore, from the perspective of connotation, circulation innovation is a manifestation of product innovation, promoting product optimization and upgrading.

2.2 The purpose of innovation in circulation

As a form of product innovation, circulation innovation makes the product more in line with the needs of consumers, so the purpose of circulation innovation is to sell goods and promote the cycle between consumption and circulation. At the same time, circulation innovation is also a favorable weapon for enterprises not to be eliminated in the market environment. With the continuous development and progress of social economy, in the commodity economy, the position occupied by circulation is self-evident, and even circulation innovation can help enterprises grasp the competitive advantage of the market and stand out by virtue of their own advantages in the fierce competition of commodity economy.

3. The Status of Consumption and Circulation in Social Reproduction

Consumption is the ultimate goal of production, and it is also one of the important links of society in production. If consumption does not exist, production, exchange, circulation can not be realized, social reproduction will not go smoothly. It can be called consumption as the decisive link in social reproduction, creating possibilities for social reproduction and opportunities for continuous multiple cycles. At the same time, consumption is the purpose and motive force of circulation, further it can be inferred that consumption upgrading is the motive force and direction of circulation innovation. The essence of circulation inquiry is with the aid of currency exchange, which is one of the important links of social reproduction and the link and channel between production and consumption. Whether the success of circulation determines whether the value of goods is realized or not, as an important link in social economy, the role of circulation in social economy and society in production can not be ignored. In establishing the cooperative development mode between consumption upgrading and circulation innovation, we can refer to the position and role of consumption and circulation in social reproduction to make arrangements, and at the same time play the role and advantages of the two to achieve common development and promote the development

of social economy.



Figure 2 Consumption and circulation

4. Collaborative Development Model between Consumption Upgrading and Circulation Innovation

4.1 Give full play to the role of circulation innovation in promoting consumption upgrading

As a link of social reproduction, circulation and production and consumption link up and influence each other. At the same time, circulation innovation affects many links such as economic structure innovation, industrial upgrading and consumption upgrading. Expanding domestic demand with the help of the role of circulation innovation, stimulating consumption in a reasonable range of growth, and guiding the people to carry out rational consumption and high-quality consumption can not only improve the quality of life and living standards of residents, but also promote the effective and healthy growth of the national economy. Especially for the lower consumer group, the circulation innovation can make the lower consumer group achieve the improvement of consumption level and life happiness without changing the investment of funds. In this way, the consumption gap can be further narrowed, in the short term, it is conducive to the formation of a harmonious and stable society, and in the long run, it can not only promote the stable development of society, but also narrow the gap between the rich and the poor. Referring to the change of consumption object from grain to manufactured goods during the period of reform and opening up, it can be found that the effect of circulation innovation on consumption upgrading is mainly reflected in the increasing number of industrial industries and supply and marketing cooperatives at that time [3]. Consumers' consumption preferences are relatively stable and difficult to change, but consumption patterns can change through the guidance of circulation innovation, which is also a breakthrough in circulation innovation. However, in the process of carrying out circulation innovation, enterprises should follow the market rules and guide consumers to carry out legitimate and reasonable consumption within the legal and reasonable scope, thus laying the foundation for the upgrading of new consumption. Only enterprises adhere to reasonable circulation innovation, can obtain market competitive advantage, only enterprises adhere to legal circulation innovation, can establish an effective consumption upgrade and circulation innovation coordinated development model, otherwise the coordinated development will be impossible to talk about.



Figure 3 Online shopping

4.2 Give full play to the guiding role of consumption upgrading in circulation innovation

The circulation innovation promotes the consumption upgrade, and the consumption upgrade can guide the circulation innovation to form a complete cycle, so the guiding role of the consumption field to the circulation field can not be ignored. First of all, consumption upgrading provides innovation impetus for circulation innovation, in the process of circulation, the ultimate goal is not circulation, but consumption. The purpose of circulation innovation includes realizing consumption quantity promotion, consumption quality improvement, consumption further upgrading and so on, so circulation innovation should take consumption upgrading as a reference. Circulation plays an important role in the buyer's market, linking up production and consumption, the upgrading of consumption is the inexhaustible motive force of circulation innovation, the delivery of products to consumers, the completion of the final consumption link is the ultimate purpose of circulation. Therefore, in the context of the full development of various industries, enterprises in order to occupy a favorable position in the market and avoid being eliminated in the fierce market competition, they should realize the optimization innovation in the industrial field. In addition, consumers' consumption demand and consumption preference also have a certain guiding effect on circulation innovation. In the lower level of consumer demand, circulation level is also relatively backward, it is not difficult to find that there is a close relationship between circulation innovation level and consumption demand. Therefore, the establishment of consumption upgrading and circulation innovation coordinated development of a good model also needs to play a leading role in consumption upgrading to promote circulation innovation, so as to further achieve a virtuous cycle of production and consumption.

5. Conclusion

Through the above analysis, it can be concluded that consumption upgrading has a guiding effect on circulation innovation, while circulation innovation has a promoting effect on consumption upgrading. In view of the relationship between the two, play the role between the two, innovate the interactive development model, and establish a benign interaction between the two, we need to combine the actual situation of social and economic development to set up, rationally arrange the interactive development model, and jointly develop within the scope of not violating the provisions of the market economy. I believe that in the near future, our country will establish a set of perfect and sound consumption upgrade and circulation innovation interactive development model. In the decades since the reform and opening up, the consumption capacity and consumption level of the residents have been continuously improved, and the currency circulation and currency appreciation have brought huge consumption upgrade opportunities to the market. So we need to keep trying to find suitable consumption growth point.

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