How Digital Retail Markets Recovered the China's Economy and Change the Consumer Behaviors During the COVID-19

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Abstract. As the COVID-19 pandemic swept the world, many countries' economies were hit hard. Isolation and working online have had such an impact on people's lives that even daily shopping is difficult to achieve. However, some countries like China, have stabilized people's mood, addressed people's needs and achieve a degree of economic recovery through e-commerce platforms. This paper analyzes the contribution of e-commerce to economic recovery by comparing and analyzing the changes of online and offline retail market purchases in China before and after pandemic. And by comparing the volume of different goods, it is better to judge the impact of the COVID-19 on people's consumption behavior, so as to put forward suggestions for the future market in China. As result, through research on online consumption in China, it was discovered that e-commerce contributed to encouraging consumption and restoring consumer confidence in the later stages of the pandemic. During the epidemic, consumers adopted new consuming behaviors, including hoarding and online buying.

Keywords: E-commerce; Retail market; Chinese economy; COVID-19.

1. Introduction

As COVID-19 has been discovered in Wuhan in China and delivered to every country in the world, which leads to unpredictable impacts on daily social and economic situations, many economies in the world have been crashed violently and accidentally. As a result, the airlines between countries are banned and the life of citizens has been accompanied compulsively with the words like "home isolation", "COVID-19 tests as daily routine" and "online teaching and working", during these harsh situations, the production of agricultural industries and manufacture industries had to delay as well, and even the service sectors were stalled completely. Therefore hundreds of factories went broke and thousands of families lost their financial support due to the loss of jobs of millions of citizens. Whether the developing, developed and even underdeveloped countries were facing challenges not only from the explosively increasing number of infected citizens but also from the crisis of the economy.

Therefore due to the ongoing psychological impact of the pandemic and loss of domestic income sources, consumer behaviors will be changed naturally and trigger the situations like hoarding and pent-up demand. For example, due to the lockdown policy in China, traditional consumption patterns were hindered, home became a daily scene for tons of thousand of Chinese citizens. Besides many citizens were hurry to store as many as necessities, the e-commerce platform has naturally become the main way to buy daily stuffs. However, the discretionary products or services like houses and appliances would be delayed to consume due to the uncertainty until the recovery of economy were appeared in 2020, May in China, the consumption of these products boosted. These changes in China's retail market is hard to measure and while the traditional retail market is declining due to isolation, the emergence of e-commerce also created more uncertainty for the future market. Therefore, the aim of this paper is to investigate how the e-commerce have the functional influence on recovery of economy in China and the changes in popularity of different types of goods after the pandemic and whether the changes are sustained or retaliatory by analysis of the changes in China's online and offline markets so as to give the recommendations for future market.

2. Literature Review

This paper established a data model to study the differences between third-party e-commerce platforms and self-run e-commerce platforms in the resistance to the impact of the epidemic, and through the analysis of China's retail industry, it was found that third-party e-commerce platforms played a major role in economic recovery after the epidemic [1]. In addition, due to the epidemic, the immobility of resources led to the economic recovery of the e-commerce platform in the severely affected areas

Some researchers view the COVID-19 pandemic as a fantastic chance for firms to switch to authentic and truthful marketing that may truly address urgent environmental and social concerns around the world [2]. This article uses data collected from 500 consumers to discuss the impact of digital marketing on consumers and their perceptions of digital marketing. The marketing climate and how large companies implement marketing strategies during the pandemic are further predicted.

This article reviews the changes in China's GDP, balance of trade, and import and export trade data since the outbreak [3]. Taking the Shanghai stock market as an example, it analyzed the impact of the epidemic on China's economy. And according to Kumar, R. andAbdin, M.S., this article seeks to determine whether epidemics and pandemics have any effect on the dietary habits of urban and rural Indian consumers [4]. The Covid-19 pandemic is used as a case study to examine how the pandemic has impacted Indian consumers' consumption patterns. It also examines whether there are any parallels or differences between rural and urban consumers' consumption patterns following the Covid-19 epidemic.

The article explains how the coronavirus epidemic has influenced the global economy and how consumers are adjusting to those effects and forming new spending habits [5]. It also discusses how mass lockdown and social isolation have affected people's buying behavior. The majority of the new behaviors will alter after the epidemic, but some will continue as technology develops, the population changes, and consumers find creative methods to deal with the blending of the lines between work and play and education.

It outlines the effects of infectious diseases like malaria and tuberculosis on both developing and developed nations [6]. It examines changes in consumer expenditure by each home during the pandemic by analyzing financial transaction data [7]. It focuses in particular on China's trade, foreign direct investment, digitization and innovation, cooperation with key trading partners, and economic prospects for the Chinese economy despite epidemic slowdown and US-China tensions. In order to comprehend China's response in a broader context and the significance of culture and institutions in the process, it also discusses how other nations have responded to the pandemic [8].

3. China's Economic Situation During the COVID-19

a) The fatality and infection rate of COVID-19 in China

As this new coronavirus disease called COVID-19 has been discovered in Wuhan People's Republic China(PRC) in early January 2020, there are explosively increasing number of confirmed cases [9]. From the World Health Organization, it is clearly demonstrated that since the first confirmed COVID-19 case appeared in the end of January, the number of confirmed cases surged from 1,000 to more than 30,000 until the early February. And the trend of increasing confirmed number were not stabilized. At the end of February, there are 85430 confirmed cases and 2924 dead cases of COVID-19 in total 55 countries in the world. However, unluckily, the PRC as the origin of COVID-19 constituted approximately 93% of all confirmed cases and accounted for almost 97% of dead cases in the world. And because this rapid outbreak of COVID-19 happened to the lunar calendar spring festival in China which is the largest domestic migration in the world, the spread of COVID-19 is so quickly that the confirmed cases exceeded more than 80000 in one and a half of month. In addition, by comparing the COVID-19 with the other pandemic diseases like Ebola and SARS, although the fatality rate of COVID-19 (1%-3.4%)is much lower than that of these frightful pandemics(average 30%)，the infection rate of COVID-19 is higher than those pandemics. Combing those factors, the crisis on China's economy will be much greater than rest of economies in the world.

b) Economic impacts resulted by COVID-19

As a result, China's economic circumstances would undoubtedly be significantly impacted by this. And in fact, it did. In January and February of 2020 combined, China's imports decreased by 4% on a yearly basis to US$ 299.54 billion, and its exports decreased by 17.2% on a yearly basis to US$ 292.45 billion [10]. Aside from that, analysts' predictions and global macro models predict that China's imports would total US$ 1,600 billion by the end of the first quarter of 2020, US$ 1,740 billion in 2020, and US$ 1800 billion in 2021. By the way, forecasts for China's exports through the first quarter of 2020 are US$1850 billion, US$2,230 billion, and US$2210 billion, respectively.. Meanwhile, according to CEI data, the national GDP growth rate of China in 2019 was 6% but it was only 2.2% in 2020 which had deceased about 3.8%.All these data proved that China's economy was crashed violently. As a result, the national consumption level remain constant at 27.1 thousand yuan in 2020 compared with the 27.5 thousand yuan in 2019.

c)The economic situation of China in the recovery.

In addition, even if China's government took quick actions and came out proper lockdown regulations in order to save the damage to the economy, and certainly the China has shown their potential of recovery of economy. However, it was still hard at the beginning of recovery. The Chinese National Bureau of Statistics has estimated that China's GDP in the first quarter of 2020 was 206,504 billion yuan, a reduction of nearly 6.8% when compared to the same period in 2019.It is proved that as the origin of COVID-19, even if China is the world's second-largest economy, the recovery of economy situation still be quite difficult.COVID-19's severe effects on the foreign trade, tourism, movie theaters, and other industries. However, the most recent economic data from May 2020 indicate that China's economy has gotten back on a fast track to resume work and production. Major economic indicators are also improving and the recovery is still steady. The industrial added value climbed by 4.4%, 0.5% more quickly than the previous month, marking the second straight month of positive development. The services production index increased 1% from a year earlier in May, compared to a 4.5% decline the previous month, signaling that the services sector is also beginning to heat up. Demand-wise, the total retail sales of consumer products declined in May by 4.7 percentage points less than they had the previous month, and year-over-year, they decreased by just 2.8 percent, meaning that the scale of retail sales has been very similar to that of the same time last year. With quick implement of precaution policy, the economy of China had recovered since the resumption of production in May. And from the data collected, although there is a big economic crisis at the beginning of the 2020, the total consumption goods have also been recovered from 2644.99 billion yuan to 3197.28 billion yuan in March, 2020.Although the China's economy has already recovered, but due to the economic upheaval, loss of incomes in families and the isolation of individuals, the consumption behaviors are changed forever and even some new consumption patterns are improvised by citizens in China.

d) New consumer behaviors triggered by isolation and How e-commerce help economic recovery

Basically, all the consumer behaviors are anchored to time and location. Therefore based on the crisis in China's economy and social-distancing regulation during the COVID-19, consumers' choices is limited. Mobility shift and shortage occurred. Work, school, and shopping have all relocated to the house. At this time, the e-commerce explicitly fitted into the consumers' demand gaps, the online applications like Taobao and Jingdong could offer transparent and detailed information about all economic goods. Moreover, during the COVID-19, companies that have managed to maintain stable operations tend to be those that have already made digital transitions. From them on, digital operations through e-commerce platforms will become the norm. The e-commerce platform will take itself as the center to establish an ecological model connecting consumers, supply chains and small or medium-sized brands in order to break the boundary of traditional consumption scenes. Admittedly, the adaptability of e-commerce is largely responsible for this paradigm shift. In terms of demand, e-commerce platforms make it simpler for customers to look for and find products than in-person shopping, and suppliers have less restrictions when selling to customers via e-commerce platforms and digital distribution than when doing so in person. Due to this, e-commerce platforms play a critical role in enabling brick and mortar enterprises to endure unforeseen shocks like the COVID-19 pandemic. E-commerce platforms allow brick and mortar enterprises to transition from offline to online operations, avoiding disruptions brought on by shocks, because they are more flexible in balancing supply and demand. Therefore, in the following section, combing both China's offline and online retail markets as contrast cases will show how the consumption patterns are changed from offline to online market in China and give analysis of preferences of specific goods.

4. Chinese Retail Market Under the COVID-19

As this paper mentioned before, during the COVID-19 episode, although the China's government have taken proper regulations to limit the spread of infections, the crash on economy will still result in many uncertainties in China's market and further recovery of China's economy. Therefore, in order to catch the trend of changes of consumer preferences, this articles concluded plenty of data originated from Nation Bureau of Statistics of China and China State Council to analyse the change in China's retail markets during the COVID-19.

4.1 Case: the Impact of COVID-19 on Chinese Retail Market

In this section, Chinese retail market will be acted as a case and investigate how the consumption patterns and consumer preferences changed during the COVID-19 episode. It is divided into two parts: one is offline retail markets and another is online retail markets. And finally, the results will be given.

In order to get the specific and accurate results from the date. These date are collated by Iresearch company. It selected the research groups who had made offline and online consumption in last one year and did not interrupt these two consumption modes during the COVID-19. Among the research groups, the male accounted for 59% and rest of 41% citizen are female. Moreover, the persons who have graduated with bachelor's degree or above reached 77%.For ages, 50% of the investigated group were born in the 1990s, 36.1% in the 1980s, and 13.9% in the 1950s to 1970s.In the terms of income distribution, 76.8% of the research groups have a monthly income of more than 5,000 yuan, and 26.9% of them earn more than 10,000 yuan in one month.

4.2 Data Analysis

a) General descriptions and conclusions of changes and trends in retail markets.

In general, by considering the changes in specific products in both online and offline retail market, the trend of China's retail market will be concluded. According to the data, the most impacted categories were home appliances, sports and entertainment, gold, silver, and jewelry, while the least impacted categories were food, grain, and oil commodities and beverages. Among them, the categories of grain and oil food and drinks are negatively impacted in the lowest and most stable amounts before and after the outbreak, those of domestic appliances and essentials recover the fastest after the outbreak, those of communications equipment and office supplies are negatively impacted in the early stages of the outbreak but show a gradual recovery after the outbreak, and others saw a significant decline in retail sales during the early stages of the epidemic. As paper mentioned above, the consumer behaviors are anchored to the time, location and the policies come out. Apparently, necessities like food and water remained almost same, because people have their natural tendency to maintain their living standard, especially at the beginning of explosion of COVID-19, citizens tended to hoard the foods preventing from the long-lasting lockdown. However, after the most urgent period time, two months later, when the infected cases were lowered to a certain level. The sales of necessities will fall automatically. For the household appliances, sports and entertainment facility and jewelry shops, because the majority of these industries located their stores offline, when the lockdown policy are implemented, the sales will reduce sharply. Moreover, due to the isolation, working and schooling are all shifted and located at home.so buying a new cell phones or laptops or other working stuffs online was the best choice. In conclusion, based on the human psychology and other changing factors, anchor like price will easily influence the sales of human consumption choices. And if the business could analyze and find a way like e-commerce to solve the problem of isolation, the consumer behaviors will be changed a lot. That is why the both online and offline parts will be included in later analysis.

b) How could offline retail market sales shrunk so rapidly and moved to online during COVID-19.

For the offline retail market, which affected by the COVID-19, the offline consumption behavior of users has shrunk overall, especially in household goods, clothing, shoes and hats, automotive supplies, beauty care and health products which consumption enthusiasm of citizens in China has shrunk by more than 32%. At the same time, fresh food and other categories also appeared different degrees of decline. In addition, what the most surprising thing is that almost all the declining areas are moving to online areas like e-commerce, live streaming, private domain sharing and other ways. Brands and merchants have opened up online markets and integrated into digital consumption. And from the perspective of data analysis, after the COVID-19, the sales of all different kinds of goods declined approximately more than 10%.And the growth rate of sales are lower than -20%.That robustly showed that the isolation has already separate the consumers from the real retail markets. And offline markets are no longer a major market for mass consumption in China during the COVID-19 episode. With the advent of information era and the promotion of e-commerce, the online shopping has amassed a large user base through their convenient door-to-door delivery and user-friendly services. And because the long term of COVID-19, consumers' sentiment will be periodically unstable. This gave a chance for online shopping platform appeared to fill the demand gaps of consumers. Therefore the sales of offline retail markets are reduced so badly and moved to online markets which will be discussed later.

c) Extreme increase in sales of online retail market

For online market, China's online retail sales from March to May 2020 reached 2,646.4 billion yuan, a 7.3% increase from the same period last year. Despite being lower than it was during the same period last year, the growth rate was 16.4 percentage points better than the overall retail sales of consumer goods (-9.1%) over the same period. This illustrates that during the epidemic, the offline commercial market's stagnation forces consumers to switch to online buying, and online consumption in China displays a considerable increase in opposition to the country's economic trajectory. Compared with before and after the epidemic, users' attention to and use of online consumption increased significantly. The largest difference was between fresh fruits and food and beverage products. The number of users who purchased these two types of goods through online channels increased by 27.6% and 17.3% respectively before and after the epidemic, which was caused by the consumption shift caused by the closure of many offline places during the epidemic. Secondly, the online penetration of health products and automotive supplies also increased significantly, with growth rates of 6.8% and 5.2%, respectively. This is because the emergence of the epidemic has raised public health awareness, and more people avoid using public transportation within their ability. Long-term effects are more significant than the short-term effects of the epidemic's rise, which in turn delivers tremendous traffic to online platforms. People have a greater understanding of the benefits of e-commerce in terms of resource allocation, mode of circulation, efficiency, and cost thanks to the transfer of specific types of consumption channels. In addition to serving as the "backbone of securing supply and stabilizing people's emotions," e-commerce platforms have also led to a significant number of offline company forms moving online as a new export. According to data research, despite China's economy being in decline, most goods sales were positive despite this.

Furthermore, National Bureau of Statistics data show that consumption upgrade goods in the outbreak age growth faster, household appliances and daily necessities class consumption after a short time of decline, later appearing obviously upward trend. Household appliances and audio-visual equipment class year-on-year growth of 4.3% and the commodity class year-on-year growth of 17.3% in May have been basically restored, which was 7.1 percentage points and 20.1 percentage points higher than the growth rate of retail sales (-2.8%) in the same period last year. In addition, data from the National Bureau of Statistics showed that due to factors such as the large increase in the number of people working from home during the pandemic, the retail sales of cultural office and communication equipment showed a counter trend growth in the early period of the pandemic, but slowed down in the later period. The year-on-year growth rate in March to May was slightly higher than that in the same period last year. In May 2020, the retail sales of cultural office goods reached 23.78 billion yuan, up 1.9% year on year, 4.7 percentage points higher than the growth rate of social consumer goods retail sales; China's retail sales of communications equipment reached 37.96 billion yuan, up 11.4% year on year, 14.2 percentage points higher than the growth rate of consumer goods (-2.8%).

d) Online shopping has already helped consumers regain confidence.

In general, internet consumption has re-established user and market awareness as well as helped consumers regain their confidence. More than 68.5% of users think that e-commerce platforms have a significant influence and that they have served a useful purpose throughout the pandemic. More than 99% of people agree with this. In terms of specific functions, 59.8% of users think that e-commerce platforms have significantly helped to secure people's livelihoods, while 49.9% of users claimed that during the outbreak, they primarily bought home-related materials on e-commerce platforms. The outbreak substantially strengthened the reputation and social influence of e-commerce platforms, increased market confidence, and not only accelerated the expansion of online consumption.

The survey also found that the frequency of users' use of various e-commerce platforms has been significantly improved after the outbreak of the epidemic. Especially for the direct-operated platforms led by JD.com and Tmall, the frequency of users has increased significantly. The number of users who use the platform three times or more per week (high-frequency users) increased by 0.5%, with a growth rate of 3.0%, the number of users who use it twice per week increased by 2.6%, and the number of users who use it once per week increased by 1.2%. The number of users who use the platform three times or more per week increased by 3.0%, with a growth rate of 16.7%, the number of users who use it twice per week increased by 2.3%, and the number of users who use it once per week increased by 1.7%. At the same time, users' consumption behaviors in different frequencies on Taobao and Pinduoduo also have different degrees of growth, which may be due to the brand trust of the head platform and the advantages of its life categories.

Furthermore, in order to promote economic recovery, around 6.18(China's online shopping carnival), A new cycle of consumption growth has been largely fueled by government joint businesses, which rely on the high transformation effect and synergy of new forms such big promotion, consumption coupons, and live broadcasting. According to the poll, users who regularly engaged in live streaming activities grew to 36.2% after the pandemic, up 15.3% from before, while users who seldom engaged in such activities declined by 15.8%. Additionally, at the same period, the proportion of users who regularly used consumption coupons rose to 47.3%, up 11.3% from before the outbreak. In order to reach more people and increase their acceptance and choice of new media, it gives growing room for the integration of new media forms with e-commerce consumption, including live streaming and consumption coupons.

4.3 Problem Analysis

a) Polarization of consumption

As a result, generally, in China's retail markets, except the necessities like foods and other beverages remain almost stable, the other goods are sharply declined in total sales. However, Due to factors such as during the outbreak of the surge in telecommuting, cultural office and communication equipment class early in the epidemic present commodity retail sales grow, consumption upgrade goods in the outbreak age growth faster, household appliances and daily necessities class consumption after outbreak during a short back late outbreak presents obvious upward trend. For offline retail markets, it is found that there is no existing superiority for it to sell more products compared with the convenience of online retail market.

b) Whether the new consumer habits picked up during the COVID-19 will be kept down

Although those newly formed consumer behaviors are argued if they can be existed forever or the original consumer behaviors will return. Actually, majority of newly formed behaviors will die in a short time after canceling isolation. However, the online shopping is not included. Because during the COVID-19, consumers' attitudes regarding consuming gradually shifted from panic and commotion at first to calm and logical behavior. Online avenues for consumption are crucial. More than 50% of users feel that normal online consumption has been restored, while 34.8% of users claimed that following the outbreak, their online consumer behavior had skyrocketed. In contrast, 35.5% of users claimed that offline consumption had decreased prior to the outbreak. Consumption under the orderly organization of online users swiftly recovered the consumer's confidence. The survey found that the frequency of use of various e-commerce platforms has been significantly improved after the outbreak of COVID-19.Especially for the direct-operated platforms led by JD.com and Tmall, the frequency of users has increased significantly. The number of users who use the platform three times or more per week(high-frequency users) increased by 0.5% with a growth rate of 3.0% the number of users who use it twice per week increased by 2.6% and the number of users who use it once per week increased by 1.2%.The number of users who use the platform three times or more per week increased by 3.0%, with a growth of rate of 16.7%, the number of users who use it twice per week increased by 2.3% and the number of users who use it once per week increased by 1.7%.At the same time, users' consumption behaviors in different frequencies on Taobao and Pinduoduo also have different degrees of growth, which may be due to the brand trust of the head platform and the advantages of its life categories. Overall, the rapid response of online consumption has helped users overcome the most difficult period of psychological panic, and market stability and consumer confidence have improved significantly. All these data shows that no matter during the COVID-19 episode or in the future, the online shopping will play a essential in recovery and development of China's economy.

5. Recommendation and Limitations

In general, compared with the seasonal impact of SARS, the economic impact of the COVID-19 is more globalized and normalized. Therefore, in the current situation of repeated epidemic and economic fluctuations, it is unlikely that the retaliatory explosive consumption will occur, but the restorative stable consumption will definitely occur. Therefore in order to catch the trend of recovery of economy, there are several ideal strategies.

a) Funding domestic industries is new trend for future market

Firstly, since the outbreak of the pandemic, global economic and trade fluctuations have hindered cross-border import consumption, which has given more opportunities to the long-dormant local supply chain. With the gradual recovery of national confidence after the epidemic, domestic brands are gradually moving towards high-end quality and attracting the attention of young mainstream consumers. Meanwhile, in recent years, Chinese brands have had an obvious effect of "improving quality and increasing speed", gradually becoming the first choice of users. More high-income consumers and young people born after 1995 have gradually increased their attention and purchase intention to Chinese brands. Therefore in several years, the Chinese domestic products can be a boosting point for China's economy. Funding by government can improve the quality of products and image of product in order to sell the domestic products in the world.

Secondly, the innovation of new service system in online applications can attract more potential consumers. As online consumption progresses to different stages, a series of changes have taken place in the focus of e-commerce services. From the early focus on price wars to the current focus on user experience, the growth of online consumption popularity and user penetration has facilitated the evolution of services. In the late period of the epidemic, online consumption entered a new stage of channel integration, which further promoted service innovation. Supporting services related to commodities, such as free trial, limited time delivery, on-site installation and other full-link value-added service system. Service goods, including online consultation, psychological counseling, international hotel reservation and other service orders, have also achieved significant growth on the platform.

b) Building connection of online and offline retail markets will boost the economy

Thirdly, linkage between online and offline to improve the overall transaction volume and influence. For instance, 6.18 online shopping carnival plays a more obvious role in promoting online and offline linkage and integrated development, and is no longer a relationship of one side increasing and the other decreasing. On the one hand, online drives overall sales and helps the real economy create growth space in terms of industrial chain intelligence and digital transformation. On the other hand, the traditional real economy has taken the initiative to expand the online market space and made new exploration and attempts in digital transformation.

b) Limitations on functions of e-commerce in helping economy to recover

However, although this study provided a more thorough understanding of the role that various EC platforms had in helping brick and mortar stores withstand the COVID-19 shock, there are still certain restrictions and unanswered questions that need to be addressed. The absence of data is obviously a problem. Due to the impossibility of using more complicated empirical models when the degrees of freedom are constrained, a more in-depth investigation of the effects' heterogeneity cannot be carried out. This issue would be lessened if it were possible to increase the sample size and accurately include more unlisted enterprises in the analysis. This essay's external validity is another drawback. The empirical framework for examining the issues of interest was adequately supported by the well-defined sample of Chinese listed shops, but the results' implications were limited by the artificial scarcity of the sample's different types of participants. Future studies should focus on how various EC platforms increase the resilience of brick-and-mortar firms by taking into account the shifts brought on by each shock. For instance, the impact of the COVID-19 pandemic on bars and supermarkets, as well as the technological challenges of digitizing these enterprises, were not the same [3,4]. If more data from various brick-and-mortar companies can be gathered, it will strengthen the external validity of the circumstances in which EC platforms can help brick-and-mortar companies become more resilient.

6. Conclusion

By objectively describing the damage caused by the COVID-19 to various industries in China and its impact on the economy as a basis, this paper analyzes the help of e-commerce to economic recovery and the changes in people's consumption behavior in the post-epidemic era. Through case analysis of online and offline retail markets in China, it is found that most of the companies that can survive in COVID-19 have integrated into large e-commerce platforms to avoid excessive economic losses. For consumers, due to policy factors such as quarantine and in order to meet normal consumption demand, most of them have changed their traditional offline consumption mode to online consumption, so that the online and offline industrial chain has been better integrated through the epidemic. Moreover, for the future market, online consumption has become a lifestyle of people. The only way to gain a firm foothold in the future market is to integrate more e-commerce platforms and develop more convenient consumption methods such as online medical care.

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