

A study on the Transaction Behavior of Circulation Industry in relation to the Norms of Competition Law under the Development of Digital Economy

Abstract

Keyword(s): online sales market, transaction behavior, competition law, digital economy

Although the e-commerce market and technology have matured day by day, with the development and popularization of the Internet, e-commerce has gradually become popular. But in fact, e-commerce still has a lot of room for growth in the types and development of products sold. The rise of the digital economy, facing the changes and transitions of the new and old industrial ecosystems under the digital economy, the digital economy is under the revolutionary effect of the Internet today, the Internet + Network 2.0 has led to a shift in consumption patterns, with enterprises taking the lead (one-way), two-way interaction between consumers and industry players. The business model of an enterprise is almost always customer-oriented. Further discover certain kind of appeal that can most impress consumer demand, create a "differentiated" advantage, and obtain its profit. The transformation of the circulation business in the digital economy, domestic overall channel type is changing. In addition to the existing physical channels, new types of circulation business channels are also emerging, with the advancement and transformation of Internet technology, the one-way model dominated by enterprises has evolved into a two-way interaction between consumers and businesses, and the circulation pattern appears to be rich and competitive. In the face of the changes and transitions of the old and new industrial ecosystems (Ecosystem) under the digital economy, what is the impact of the digital economy on the competition in the distribution industry?

This research analyzes the market trends, the current market competition and the marketing of individual companies in the retail sales and circulation of specific livelihood commodities (including retail sales, supermarkets, chain convenience stores, etc.) in the distribution business from the perspective of competition law. At the same time, the relevant reports of Japan and the European Union can be considered, and relevant suggestions can be made for the reference of the competent authority. According to our research, according to the current development of the circulation business, it can be summarized in the four major business formats, and the development overview can be obtained from the changes in turnover. In 2020, the format of chain convenience stores has surpassed the

turnover of department stores, becoming the format that contributes the most to the turnover of the general merchandise retail industry. From the overall market development of the circulation business, all-channel retail has become an important development direction and trend of the circulation business. According to the questionnaire survey, the ratio of consumers' online shopping platform amount to the overall consumption amount is between 10%-30%, which is relatively low to the physical purchase amount. However, after the epidemic, both the number and amount of online purchases have shown an increasing trend. It shows that consumers will rely more and more on online shopping. It shows that consumers will rely more and more on online shopping. According to in - depth interviews, the future development of manufacturers will be towards internationalization and digitalization, so the market definition will be blurred.

This research proposes to start the pre -work for the completeness of online data as soon as possible, and continue to pay attention to the subsequent development of digitization, collecting information related to the growth of e-commerce. Digital applications make enterprises need to accelerate their operations, increase agility, improve adaptability, and the urgency of digital transformation. At the same time, the scope of the market has become wider and the definition of the market has become vaguer. The development of the digital economy market is relatively dependent on the coordination of surrounding projects. For example, logistics and other companies can increase market share by multiplying effects. In order to expand the market, enterprises use various cross-industry developments through combination, alliance, and cooperation. These behaviors affect market competition, and fair Trade Commission should be prepared early.