

THE CURRENT SITUATION, PROBLEMS AND PATHS OF NANCHANG IN CONSTRUCTING REGIONAL CONSUMPTION CENTER CITY

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Abstract: Consumption is the first driving force for economic growth, and the construction of consumption center is an important way to promote regional economic development. In Jiangxi Province's regional development strategy layout of "one master, one pair, two poles and multiple points, whole region coordination", Nanchang, a Chinese city, as the core of "one master", shoulders the key mission of leading and promoting "Chang-Jiu integration" and surrounding urban agglomeration to high-quality development. Nanchang has the conditions and responsibility to build into a regional consumption center city. Nanchang has basically met the basic conditions to build a regional consumption center, but there are some problems such as insufficient consumer brand influence, consumption environment to be optimized, insufficient innovation of consumption formats, and insufficient regional collaborative development. In view of this, it is necessary to gradually overcome the existing problems by improving the city's brand and consumption attraction, optimizing the consumption environment, innovating the consumption formats and expanding the radiation scope of the consumption market, so as to achieve the successful construction of regional consumption center city and promote the rapid development of regional economy.

Keywords: Nanchang; Consumption center; Regional consumption center city; Consumer market; Brand cultivation

1 INTRODUCTION

Against the backdrop of the slowdown in global economic growth and the transformation and development of the domestic economy, consumption, as one of the "three carriages" driving economic growth, is playing a more important role in economic development, and its fundamental role in economic growth is increasingly prominent[1]. As an important node of the consumption market, the strengthening of the functions of cities has an important impact on regional economic growth, national domestic demand growth and social stability[2]. Consumption center cities, as a new trend of urban development, have become a significant engine to promote regional economic growth, which possess both strong consumption capabilities and extensive radiation influence, effectively attracting consumers from surrounding areas and lead and promote regional economic development[3-4].

As the capital city of Jiangxi Province in China, Nanchang is the political, economic and cultural center of Jiangxi Province, with unique location advantages and rich resources. With the continuous and rapid economic development, the population scale continues to expand, and the urban infrastructure is increasingly perfect, it has a good foundation to build a regional consumption center city. Building Nanchang into a regional consumption center city is conducive to promoting regional economic development, enhancing urban competitiveness and promoting industrial upgrading.

2 THE SIGNIFICANCE OF CONSTRUCTING NANCHANG INTO A REGIONAL CONSUMPTION CENTER CITY

2.1 Promoting Regional Economic Development

Consumption is one of the important driving forces of economic growth. Building a regional consumption center city can attract a large number of consumers and investors, drive the economic development of surrounding areas, and form a growth pole of regional economy. Building a regional consumption center city in Nanchang can attract a large number of local residents, consumers in surrounding cities and non-local tourists to come to spend, directly drive the prosperity and development of retail, catering, accommodation, entertainment and many other consumption-related industries, increase the income and tax revenue of enterprises, promote the creation of jobs, and thus play a significant role in driving the economic growth of the city and even the whole province. For example, the operation of large-scale commercial complexes, the construction of characteristic commercial streets and the holding of various consumption festival activities will attract a large amount of capital inflow and stimulate the activity of the consumer market.

2.2 Improving Urban Competitiveness

By building a regional consumption center city, Nanchang can further enhance the city's image and popularity, enhance the city's attractiveness and competitiveness, and lay a solid foundation for the city's long-term development. Rich consumption resources, unique consumption culture, convenient consumption environment and various large-scale consumption activities will become the city name card of Nanchang, attracting more business negotiations, tourism,

cultural exchanges and other activities, further enhancing the comprehensive image and reputation of the city, and enhancing the attraction to talent, capital and other factor resources. For example, Paris, Hong Kong and other internationally renowned consumption centers have become the focus of global attention by virtue of their excellent consumption charm, attracting consumers from all over the world, and gathering a large number of business resources and innovation elements. Shanghai, Guangzhou and other well-known domestic consumption center cities are also in the same situation, in attracting talent and capital and other factors of resource performance.

2.3 Promoting Industrial Upgrading

The construction of a regional consumption center city will promote the industrial upgrading and structures adjustment of Nanchang, promote the development of modern service industry and high-tech industry, and improve the industrial level and added value of the city. On the one hand, the upgrading of consumer demand will guide the local manufacturing, service and other industries to increase R&D investment, improve the quality of products and services, and promote the development of traditional industries to high-end, intelligent and green direction. For example, in order to meet consumers' demand for high-quality clothing, local apparel enterprises will strengthen design innovation, adopt advanced production technology and environmentally friendly fabrics; On the other hand, the agglomeration effect of consumption center cities will attract more well-known domestic and foreign brands and high-end commercial enterprises to settle in, bring advanced management experience and business models, promote the innovation and diversified development of local commercial forms, and give rise to new industries, such as fashion creative industry and experiential consumer service industry.

3 THE CURRENT SITUATION OF NANCHANG IN BUILDING A REGIONAL CONSUMER CENTER CITY

3.1 Steady Improvement in Economic Growth

As the capital city of Jiangxi Province, Nanchang has continuously enhanced its economic strength, sustained economic growth, continuous optimization of industrial structures, and continuous increase of the proportion of service industries, which provides a solid economic foundation for building a regional consumption center city. In 2022, the regional GDP of Nanchang exceeded 700 billion yuan, reaching 720.350 billion yuan, with a year-on-year growth of 4.1%. It ranked 14th among the provincial capitals in China, one place ahead of the previous year, and achieved catch-up for two consecutive years. Among the provincial capitals in central China, Nanchang ranked second, second only to Taiyuan. Among them, the added value of the primary industry was 24.860 billion yuan, the added value of the secondary industry was 348.461 billion yuan, and the added value of the tertiary industry was 347.029 billion yuan, achieving a year-on-year growth of 3.6%, 4.6% and 3.7% respectively. The structures of the city's three industries has changed, and it will be adjusted to 3.4:48.4:48.2 in 2022. The proportion of the primary industry decreases and the proportion is low, while the proportion of the secondary industry and the tertiary industry increases, both contributing more than 48% to economic growth.

3.2 Expansion of Consumption Market Scale

The per capita disposable income of urban and rural residents in Nanchang has been increasing year by year, the gap between urban and rural areas has been narrowing, and the level of residents' consumption power has been increasing year by year. The increase of residents' income level and the change of consumption concept have promoted the increasing prosperity of the consumer market in Nanchang. In 2022, the per capita disposable income of all residents in Nanchang will reach 44,422 yuan, an increase of 4.8% over the previous year. The per capita disposable income of urban residents reached 52,622 yuan, an increase of 4.3 percent. The per capita disposable income of rural residents reached 24,218 yuan, up 5.7 percent. The urban-rural income gap narrowed, with the income ratio between urban and rural residents adjusted to 2.17 to 1, 0.03 points lower than the previous year. In the same year, the per capita living consumption expenditure of urban residents was 32,515 yuan, an increase of 4.8%. The per capita living consumption expenditure of rural residents was 17,706 yuan, up 6.8[5] percent. In 2022, the total retail sales of consumer goods in Nanchang exceeded 300 billion yuan for the first time, reaching 301.2 billion yuan, an increase of 4.6% over the previous year. The growth rate ranked second among provincial capitals in China and first among central provincial capitals, realizing the expansion and quality[6] of the consumer market. In addition, in 2022, Nanchang's retail sales above quota reached 104.301 billion yuan, accounting for 36.1% of the province, with a growth rate as high as 10.9%, 8.3% higher than the national average.

3.3 Gradual Optimization of Consumption Structure

The consumption structures of Nanchang residents is undergoing profound changes. The proportion of food expenditure in the total household consumption expenditure has gradually decreased. In 2022, the Engel coefficient of urban households has dropped to 29.4%, lower than the national level; The Engel's coefficient of rural households is 31.4%, indicating that while meeting basic living needs, residents are investing more in development-oriented and enjoy-oriented consumption. In terms of education, culture and entertainment, residents' consumption demand for

various training courses, cultural performances, film and entertainment is increasingly strong. In 2022, the consumption expenditure of Nanchang residents in the field of education will increase by 12% year on year, the box office revenue of cultural performances will increase by 20%, and the consumption of film and entertainment will increase by 15%. In the field of healthcare, residents' consumer spending on health examination, fitness services, high-end medical products and services continues to increase. In 2022, the scale of Nanchang health examination market will expand by nearly 25%, the quantity/Qty of health club members will increase by 18%, and the sales of high-end medical products and services will increase by 30%. In terms of transportation and communication, the upgrading of automobile consumption in Nanchang is accelerating, and the updating frequency of communication products such as smart phones is also high. In 2022, the sales volume of new cars in Nanchang increased by 10% year on year, among which the sales volume of new energy vehicles increased by nearly 50%, and the sales proportion of high-end mobile phones increased by 20%. In addition, emerging consumption models such as shared travel and mobile Internet services have also been widely applied, and the number of shared bike rides in Nanchang in 2022 increased by 25% year-on-year, and the quantity/Qty of mobile Internet users increased by 30%.

3.4 Gradual Optimization of Consumption Structure

Nanchang has made remarkable achievements in the construction of commercial infrastructure, and its commercial carriers are increasingly diversified. A number of core commercial centers have been formed in the city, such as Bayi Square business District and Honggutan Wanda Square Business District, which gather a variety of commercial forms such as large shopping centers, department stores, supermarkets, specialty stores, catering and entertainment venues, to meet the diversified needs of consumers at different levels. The annual sales of Bayi Square business district and Honggutan Wanda Plaza business district exceed 10 billion yuan and billions of yuan respectively. At the same time, characteristic commercial streets are also thriving, such as Shengjinta Food Street, Toadstreet Night Market, Zijin Night Market, etc. The former attracts countless diners with its long historical background and rich Gan cuisine, while the latter two become popular punch times with their affordable prices, diverse commodities and lively atmosphere, and the passenger flow can reach tens of thousands of people every night. In addition, the construction of urban complexes is also accelerating, integrating shopping, dining, entertainment, office, residence and other functions in one, such as the Nanchang Greenland Central Square in Honggutan District, providing consumers with one-stop consumption experience.

4 THE PROBLEMS EXISTING IN THE CONSTRUCTION OF REGIONAL CONSUMPTION CENTER IN NANCHANG AND THE REASONS

4.1 Insufficient Influence Of Consumer Brands

Nanchang has obvious shortcomings in the construction of well-known consumer brands, and the number of local high-quality brands is limited, and the lack of international and domestic influence. [5]At present, well-known local brands such as "Wang's Honey" and "Ganyuan Food" occupy a certain market share, but have not yet formed a wide range of influence. The reason is that the economic aggregate and per capita income level of Nanchang are relatively backward among the provincial capitals in the central region. In 2022, the GDP of Nanchang ranks fifth, and the first four provinces and cities have exceeded one trillion yuan, while Nanchang only exceeded 700 billion yuan, with a large gap. The profitability of enterprises is limited, and it is difficult to invest a lot of money in brand building and innovation research and development, resulting in the lack of competitiveness of local brands. The per capita disposable income of Nanchang is lower than that of Changsha, Wuhan and Hefei. The relatively low income level of residents leads to the limited consumption power of high-end consumer products and services, which affects the development of high-end consumer market. As a result, Nanchang has a big gap in attracting high-end consumer groups and leading fashion trends. The market share of high-end consumption in Nanchang is relatively small. Obviously, it is not conducive to the construction of city brand. It has disadvantages in attracting consumers, investors and tourists, and it is difficult to attract consumers from distant cities to come to spend.

4.2 The Consumption Environment Needs to be Optimized

Uneven distribution of commercial facilities and poor transportation convenience affect consumers' consumption experience. The economic development level of Nanchang is relatively low and the urban planning is not perfect enough, so the integration and investment of commercial resources are insufficient, the distribution of commercial network in some areas is unbalanced, the commercial facilities in the old city are relatively old and crowded, and the commercial supporting facilities in the new city are not perfect. At the same time, the investment in urban transportation infrastructure construction is relatively insufficient, the traffic planning and management around the commercial center are lack, and the traffic congestion phenomenon is serious. Taking Bayi Square business Circle as an example, the traffic flow in the evening peak hours on weekdays can reach 12,000 vehicles per hour, but the road capacity can only accommodate 8000 vehicles, the congestion index is as high as 1.5, the traffic congestion situation is extremely serious. At the same time, the public transport transfer hub is set unreasonable, the passenger transfer walking distance is long, and the bus line connection is not close enough, and the average transfer time of important transfer stations such as Nanchang Railway Station is as long as 15 minutes. It greatly reduces the convenience and enthusiasm of consumers to

go to the business center, and has a serious negative impact on the shopping experience. In addition, the service awareness and service level of some commercial enterprises need to be improved, the quality of consumer service needs to be improved, there are problems such as inadequate after-sales service, and the dispose of consumer complaints is not timely, which is not conducive to the improvement of Nanchang's commercial service level and the shaping and upgrading of the city's commercial image.

4.3 Insufficient Innovation of Consumption Business Forms

The consumption structures in Nanchang is dominated by traditional retail, catering and entertainment, while emerging consumption forms such as smart retail and digital consumption account for a relatively low proportion, due to the lack of talent and scientific and technological resources. In terms of talent supply, the construction of a regional consumption center city is in urgent need of multi-professional talents, including talents in the fields of business operation management, marketing and fashion creativity, etc. However, Nanchang has only one 211 university, Nanchang University. Compared with Wuhan, Changsha and other central provincial capitals, the quantity of universities is small and the comprehensive strength of disciplines is relatively weak. In terms of the introduction of high-end talents, the lack of high-quality jobs and supporting policies for talents leads to the lack of talent attraction and the serious brain drain phenomenon. In 2022, the turnover rate of commercial operation and management talents in Nanchang city reached 15%, and the turnover rate of marketing talents was as high as 12%. The shortage of talents makes enterprises lack of core intellectual support in innovating business models, building consumer brands and improving service quality, which makes it difficult to promote the innovation and development of consumption formats. In addition, Nanchang's scientific and technological innovation resources are relatively scarce, and the quantity of scientific research institutions is small. The quantity of professional scientific research institutions is about 3 per million people, far lower than the 10 in Hefei. Investment in scientific research is also insufficient, accounting for only 1.5% of the city's GDP in 2022, compared with 3.6% in Hangzhou during the same period. The integration applied of emerging technologies such as big data and artificial intelligence with the field of consumption is relatively lagging behind, which limits the development of emerging consumption formats such as smart consumption and digital consumption.

4.4 Lack of Coordinated Regional Development

The insufficient cooperation between Nanchang and surrounding cities in regional collaborative development restricts the further expansion of the consumer market. In terms of consumer market expansion, it has not fully tapped and integrated the consumption resources and market advantages of the surrounding cities, and has not yet established an effective regional consumption cooperation mechanism. Take tourism consumption as an example. According to the statistics of tourism department displayed, the integration degree of tourist routes between Nanchang and surrounding cities such as Jiujiang and Jingdezhen is only about 30%, which is far lower than the integration level of more than 70% among cities in the Yangtze River Delta region. The sharing degree of tourism resources is also low, and only about 20% of the scenic spots carry out joint promotion activities with the surrounding cities, which fails to form the synergistic effect of regional tourism consumption. In addition, there are also deficiencies in transportation infrastructure interconnection and commercial policy coordination, which limit the expansion of the range of Nanchang's consumer market radiation and the play of the function of the regional consumption center city.

5 THE DEVELOPMENT PATH OF NANCHANG TO CONSTRUCT A REGIONAL CONSUMPTION CENTER CITY

5.1 Enhancing the City's Brand and Consumption Attractiveness

First, we should explore the cultural connotation of cities and build distinctive brand images. In-depth excavation of Nanchang's historical and cultural heritage, such as the August 1st spirit, Yuzhang culture, etc., the cultural elements into the city construction, commercial activities and tourism product development, and the use of Tengwang Pavilion and other core elements design of the city logo, applied in urban public facilities, tourist souvenirs, commercial advertising and other fields, improve cultural identification and brand influence. Second, strengthen urban marketing and promotion to enhance the visibility of the city. Formulate a comprehensive marketing strategy, integrate online and offline resources, publicize the city image and promote tourism through online social media, tourism websites, short video platforms, etc., and produce content such as high-quality city propaganda videos and tourism guides to attract domestic and foreign tourists; Actively participate in domestic and foreign tourism exhibitions, business fairs, cultural exchange activities, etc., and hold Nanchang characteristic commodity exhibitions, cultural and art exhibitions, etc., to show the charm and consumption characteristics of the city. At the same time, we will deepen cooperation with well-known tourism organizations and business media to enhance our popularity and reputation in the consumer market. Third, we will cultivate and introduce well-known consumer brands to improve the level of consumption. Strengthen the cultivation of local consumer brands, encourage innovation and improve quality, support local brands to participate in well-known exhibitions and fashion events at home and abroad, and actively introduce international and domestic first-line brands to optimize the structures of commercial brands. pass preferential policies and improving commercial facilities, attract high-end brands to open flagship stores and specialty stores, create high-end consumer gathering areas, meet diversified consumer demand, and enhance the overall grade and attractiveness of Nanchang consumer market.

5.2 Optimizing the Consumption Environment

First, we will improve the distribution of commercial facilities and balance regional development. According to urban planning and population distribution, we should scientifically distribute commercial facilities, renovate and upgrade commercial facilities in old urban areas, accelerate the construction of supporting commercial facilities in new urban areas, and build a number of modern commercial complexes integrating shopping, leisure and entertainment. At the same time, we should pay attention to the development of urban edges areas and community commerce, build community business centers and convenient supermarkets, facilitate residents' daily consumption, and achieve balanced and full coverage of commercial facilities. The second is to improve traffic conditions, improve travel convenience. We will increase investment in urban transport infrastructure, optimize the layout of urban road networks, strengthen traffic planning and management in commercial centers, add more parking lots, promote intelligent parking, optimize public transport lines and service quality, increase the number of public transport vehicles, realize seamless connection between public transport and rail transit, and ease the difficulty of parking and hitchhike. At the same time, we will actively develop emerging transportation modes such as shared travel and intelligent transportation, provide diversified travel options, and improve travel convenience and comfort. Third, we will strengthen regulation of the consumer market and improve service quality. We will establish and improve the consumer market supervision system, strengthen supervision, strictly regulate market order, crack down on fake and shoddy goods, price fraud, false advertising and other illegal acts, and safeguard the legitimate rights and interests of consumers. Strengthen the supervision and management of commercial service quality, establish a complaint dispose mechanism, and timely dispose complaints; Carry out training and demonstration activities to enhance commercial service quality, disseminate excellent service experiences, and promote an overall improvement in the industry's service quality[7].

5.3 Creating New Forms of Consumption

First, we will promote the transformation and upgrading of traditional forms of consumption. Encourage traditional retail, catering, entertainment and other enterprises to use the Internet, big data, artificial intelligence and other new technologies to transform and upgrade, traditional retail enterprises can develop online and offline integration of new retail models, pass construction of e-commerce platforms, carry out live delivery, precision marketing and other ways to expand sales channels; Traditional catering enterprises can introduce intelligent food ordering and delivery platforms to optimize the dining process; Traditional entertainment enterprises can combine virtual reality (VR), augmented reality (AR) and other technologies to create immersive entertainment experience and increase the interest and attraction of consumption. Second, we need to foster new forms of consumption and lead new consumption trends. We will actively foster new forms of consumption, such as smart consumption, green consumption, shared consumption and experiential consumption. In terms of smart consumption, accelerate the construction of 5G and Internet of Things infrastructure, support the research and development and sales of smart consumer products such as smart wearable devices and smart homes, and create smart consumption scenarios[8]. In terms of green consumption, encourage the production and sales of green environmental protection products, develop green catering, tourism and other green consumer industries, and build green consumption demonstration bases[9]; In terms of shared consumption, we should standardize the forms of shared economy and encourage the innovation and applied of shared consumption models such as shared travel, accommodation and office. In terms of experiential consumption, we will develop cultural, agricultural, industrial and other themed experiential consumption projects to meet individual needs. Third, we will promote the deep integration of consumption with science and technology. Encourage enterprises to cooperate with scientific research institutions to carry out consumer technology R&D and innovation projects, such as consumer behavior research and precision marketing based on big data analyzed, applied of artificial intelligence in customer service and business operation management, applied of blockchain technology in commodity traceability and consumer credit system construction, etc., establish a scientific and technological achievements transformation platform to accelerate the transformation applied of science and technology in the consumer field. And improve the technological content and innovation vitality of the consumer market.

5.4 Expanding the Consumer Market Range

First, we will strengthen coordination and cooperation on consumption among regions. We will establish regional consumption cooperation alliances with neighboring cities, integrate tourism resources, jointly develop cross-regional tourism routes, launch regional travel tickets, one-card and other products, and promote the sharing of tourism resources and the mutual delivery of tourists. At the same time, we should strengthen business and trade cooperation, establish a regional commodity circulation network, promote the free circulation of commodities, and jointly create a large consumption market[10]. For example, Nanchang, Jiujiang and Jingdezhen cooperate to form a cultural tourism consumption belt in Jiangxi. Second, expand the remote source market of tourists. According to the needs of remote urban consumers, combined with the consumption characteristics and advantages of Nanchang, we will develop targeted tourism products, commercial activities and consumption packages, and cooperate with remote urban travel agencies and tourism e-commerce platforms to promote online and offline to attract remote consumers. For example, for consumers in economically developed regions such as the Yangtze River Delta and the Pearl River Delta, high-end customized tourist routes and characteristic cultural experience Tours are launched, and precision marketing is carried out by means of online advertising and social media promotion. Third, we will develop cross-border consumption and

international business. Nanchang will take advantage of its location to strengthen economic and trade cooperation with countries and regions along the "Belt and Road", build a comprehensive pilot zone for cross-border e-commerce, improve the cross-border e-commerce service system, attract cross-border e-commerce enterprises to settle in, enrich the type of cross-border commodities, and reduce shopping costs. At the same time, we will actively hold international commodity fairs, business fairs and other activities to promote international business and trade exchanges and enhance Nanchang's status and influence in the international consumer market.

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CONFLICT OF INTEREST

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