

摘 要

改革开放以来，我国经济持续发展，居民收入水平稳步提升。然而，消费需求不足长期困扰着我国经济发展，成为制约经济持续增长的一大瓶颈。当前，居民服务消费需求的迅速增长为服务业发展带来了前所未有的机遇，也预示着居民消费结构正朝着更高层次迈进。与此同时，服务业在我国经济中地位日益凸显，已然成为推动经济增长主力军。作为现代产业体系的重要支柱，服务业数字化转型不仅有助于提升服务效率和质量，更能有效促进居民服务消费增长，引导消费结构升级，从而实现经济可持续发展。因此，本文选取我国 2011 年-2021 年 31 个省（市、自治区）级层面的面板数据，深入研究服务业数字化转型对居民服务消费及消费结构的影响，探索如何借助数字化转型推动服务业发展、优化居民消费结构，以更有效地推动服务业与消费市场协同发展，实现经济的持续繁荣与居民生活质量的不断提升。

本文聚焦服务业数字化转型对居民服务消费与消费结构升级的影响，旨在通过深入分析与实证研究揭示其内在机制和规律。首先，通过系统回顾国内外相关研究成果，本文厘清了研究对象的内涵及研究思路，构建了理论分析框架。在此基础上，结合消费理论、消费结构理论、产业结构理论及马克思科学技术观，深入剖析了服务业数字化转型对服务消费影响的理论机制。在实证分析环节，通过构建随机效应及固定效应等模型，对服务业数字化转型与居民服务消费及居民消费结构的关系进行了全面分析。同时，为确保研究结果稳健性，本文采用了替换核心解释变量、被解释变量、剔除疫情年份、缩尾处理等多种方法进行检验。此外，本文还对不同消费类别及地区进行异质性分析，并利用工具变量探讨可能存在的内生性问题。经过深入研究，本文得出以下结论：（1）服务业数字化转型对居民服务消费具有显著的正向影响，并且这种影响在东西部地区尤为明显。其中，服务业数字化转型对医疗保健及教育文娱服务消费具有显著促进作用。（2）提升居民人均收入与优化产品供给是服务业数字化转型促进居民服务消费的两条主要路径。（3）服务业数字化转型对消费结构升级具有积极推动作用。医疗保健消费率增加是驱动消费结构升级的重要因素；东部地区在消费结构升级方面受数字化转型的影响最为显著。（4）优化就业结构与推动产业结构升级是服务业数字化转型促进居民消费结构升级的两条重要路径。

基于上述研究结论，本文提出如下针对性的政策建议：完善数字基础设施建设，强化服务业数字化转型动力；加强就业结构优化，助力居民收入持续增长；深化服务产业生态构建，优化服务产品市场资源调配；倡导数字化消费理念，普及数字知识新风尚。

关键词：服务业数字化转型；服务消费；消费结构升级

Abstract

Since the reform and opening up, China's economy has continued to develop, and residents' income levels have steadily increased. However, the lack of consumption demand has long plagued China's economic development and become a major bottleneck restricting the sustainable growth of economy. At present, the rapid growth of residents' demand for service consumption has brought unprecedented opportunities for the development of the service industry, and also indicates that the residents' consumption structure is moving towards a higher level. At the same time, the service industry has become increasingly prominent in China's economy and has become the main force to promote economic growth. As an important pillar of the modern industrial system, the digital transformation of the service industry not only helps to improve the efficiency and quality of services, but also effectively promotes the growth of residents' service consumption and guides the upgrading of the consumption structure, so as to achieve sustainable economic development. Therefore, this thesis selects the panel data of 31 provinces (municipalities and autonomous regions) in China from 2011 to 2021 to deeply study the impact of digital transformation of service industry on residents' service consumption and consumption structure, and explores how to promote the development of service industry and optimize residents' consumption structure with the help of digital transformation, so as to more effectively promote the coordinated development of service industry and consumer market. To achieve sustained economic prosperity and continuous improvement of residents' quality of life.

This thesis focuses on the impact of digital transformation of service industry on residents' service consumption and consumption structure upgrading, aiming to reveal its internal mechanism and law through in-depth analysis and empirical research. First of all, by systematically reviewing the relevant research results at home and abroad, this thesis clarifies the connotation of the research object and research ideas, and builds a theoretical analysis framework. On this basis, combined with consumption theory, consumption structure theory, industrial structure theory and Marx's view of science and technology, this thesis deeply analyzes the theoretical mechanism of the impact of digital transformation of service industry on service consumption. In the empirical analysis, through the construction of random effect and fixed effect models, the relationship between the digital transformation of service industry and residents' service consumption and residents' consumption structure is comprehensively analyzed. At the same time, in order to ensure the robustness of the research results, this thesis uses a variety of methods, such as replacing the core explanatory variable, the explained variable, eliminating the epidemic year, and shrinking the tail. In addition, this thesis also analyzes the heterogeneity of different consumption categories and regions, and uses instrumental variables to explore the possible endogenous problems. After in-depth research, this thesis draws the following conclusions: (1) The digital transformation of service industry has a significant positive impact on residents' service consumption, and this impact is

particularly obvious in the eastern and western regions. Among them, the digital transformation of the service industry has a significant role in promoting the consumption of health care and education, culture and entertainment services. (2) Improving residents' per capita income and optimizing product supply are the two main paths for digital transformation of service industry to promote residents' service consumption. (3) The digital transformation of the service industry has a positive role in promoting the upgrading of the consumption structure. The increase of health care consumption rate is an important factor driving the upgrading of consumption structure. The eastern region is most significantly affected by digital transformation in terms of consumption structure upgrading. (4) Optimizing the employment structure and promoting the upgrading of industrial structure are two important paths for the digital transformation of service industry to promote the upgrading of residents' consumption structure.

Based on the above research conclusions, this thesis puts forward the following targeted policy recommendations: improve the construction of digital infrastructure, strengthen the impetus of digital transformation of service industry; Improve the employment structure and promote sustained growth in personal income. Deepen the ecological construction of service industry, optimize the allocation of service product market resources; Advocate the concept of digital consumption and popularize the new fashion of digital knowledge.

Key Words: service industry digital transformation; service consumption; upgrading of consumption structure

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