

网络消费： 理论模型与 行为分析

何明升著



黑龙江人民出版社



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出版说明

在幅员辽阔的中国大地上,黑龙江省虽地处边陲,但经过改革开放的洗礼,还是春色满园,各项事业蓬勃发展。在党中央科教兴国的战略方针指引下,各领域各学科的学术科研活动也空前活跃,硕果累累。

值此之际,我们推出《黑龙江博士文库》丛书,目的是进一步促进更广泛的学术交流,使专家学者们的学术科研成果得以迅速推广,并尽快转化为现实生产力,更好地为社会主义物质文明和精神文明建设服务。

《黑龙江博士文库》丛书,首批编辑出版了黑龙江省8名博士的学术专著,引起了社会学人的好评,为满足广大读者的需求,我们推出了第二批博士的学术专著,内容仍然是涉及经济、政治、哲学、历史、法律、文学等学科领域,我们真诚地欢迎更多的专家学者将你们的学术专著送到我社编辑出版,黑龙江人民出版社愿意成为你们真挚的朋友。

内 容 提 要

本书运用理论分析、数学分析、实证分析等方法,对网络消费理论及其分析模型、网络消费形成与发展的微观机理、网络消费发展变化的宏观规律、网络消费的测度与管理等问题进行了研究,对我国的网络消费发展状况进行了定量分析,并提出了调控我国网络消费的管理对策。本研究可以对网络经济学的形成做一些学术积累,可以对信息时代的实证经济学研究取得一些新经验,可以为网络管理提供一定的决策支持。

传统经济学对于解释工业社会以前的人类消费活动是准确而有效的,但随着信息时代的到来,尤其是在网络经济领域,却受到了来自网络消费实践的极大挑战。理论分析及数学模型显示,网络消费是一个“生产——消费”复合过程,也是一个边际效用递增与边际效用递减相继起的复杂过程。由于引入时间资源的概念,本书的理论模型突破了传统经济学关于资源要素的界域;由于边际效用递增阶段的存在,该理论模型突破了传统消费理论关于边际效用递减的定论;由于消费与生产的合一,该理论模型在总体上打破了传统消费理论与生产理论的分野。另一方面,本书的分析也印证了传统经济学的诸多科学成份,理论模型的一些分析结果如网络消费效用最大化的条件、投入要素之间的替代规律等,与经典经济学的结论是一致的。

网络消费方式是由网络消费行为、网络消费意识、网络消费资料三个结构要素组成的稳定结构,三个结构要素之间存在着互为

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依存的功能耦合关系。网络消费方式形成的标志是在三个结构要素之间确立相应的功能耦合关系,它一般要经历初始要素→功能耦合→结构稳定三个基本环节。由于初始要素的不同,网络消费方式会出现不同的动力机制和形成过程。网络消费方式的形成,即三个结构要素之间功能耦合关系得以确立,是一个质的变化,但它还仅仅是一个有待长大的“核”。在此后的一个时期内,网络消费方式将经历其由小规模到大规模、由低水平到高水平、由效用不多到效用良多的三个生长阶段,即加速生长阶段、减速生长阶段和平稳阶段,这是一个各结构要素功能输出量不断提高的动态扩张过程。利用网络消费方式演化函数及其曲线,能够较好地说明网络消费方式形成与生长过程,并得到一些富有价值的分析结果。

宏观层面的网络消费并不是个体网络消费的简单相加,而有其自身的特点和规律性。它主要表现为三种形式:网络消费总量、社会结构变化,以及制度化过程。本书提出的网络消费总量增长模型显示,网络消费总量的增长与IT业的发展密不可分,并以不断推出活力更强的新网络产品为动力。由于网络消费是一种新质的结构要素,因此其快速发展必然引起生产力结构、产业结构、社会分层结构、市场组织结构等方面的变化。网络消费由兴起到确立其社会地位要经历一个逐渐制度化的过程。在网络经济中,制度稀缺是一种普遍现象,网络消费制度创新的条件是创新者预期的纯收益为正值,而一旦创新成功,则会产生不断自我强化的所谓“首创效应”。

虚拟认同是人们在网络生活中承认和接纳虚拟现象,并将其融入自身生活体系的过程。对“虚拟”的认同程度,是影响网络生活质量的关键性因素之一。虚拟是一种存在,虚拟是一种有中介的真实,虚拟是真实的表现形式之一,虚拟反映着真实的角色关系,由此所构成的虚拟真实观是虚拟认同的观念前提。在此基础

上,虚拟认同还要经历一个或长或短的行为调适过程。

本书提出的测度网络消费的四种具体方法,即支出法、系数法、结构法、指数法,具有多方面的管理意义。本书探讨了发达国家在网络市场的管理目标、国家政策、立法、内容管制、管理体制等方面的异同,总结了其理论与实践可资借鉴的成果和经验。在此基础上,分析了网络消费的管理模式、网络市场的运作、网络消费的控制方法等问题,试图概括出网络消费管理的一般理论与方法。

统计分析显示了中国网络消费目前的发展状况:从网络消费水平看,虽然支付能力不足是较普遍的现象,但我国网民在收入不高的情况下愿意承担较高比例的网费,其上网时间近年来有了成倍的增长。从网络消费结构看,电子邮箱是人们最普遍的网络消费项目,各类信息服务功能也已较广泛地被使用,而商务类网络服务的利用程度则居后。从网络消费的主体特征看,现阶段我国网络消费者以男性、年青人、文化程度高者为主,在发达地区较为集中。从时空特征看,我国网络消费的跨地域特征较为明显,并开始出现打破传统作息规律的所谓“全时域”现象。就发展速度而言,中国的网络消费取得了不小的成绩。但与发达国家相比在网络资源、网络市场、消费者素质等方面,尚存在不足,距网络经济的内在要求也有较明显的差距。

发展中国网络消费应采取的对策是:充分认识网络消费在社会转型中的制高点地位;大力推进“两大设施”建设;将中文软件和中文信息库作为开发重点;强化国家政府对网络消费的宏观调控;进一步完善网络市场;加快形成网络消费的自律机制;注意解决网络消费所伴生的深层社会问题。

Abstract

Applying theoretical analysis, mathematical analysis, empirical analysis and other methods, this thesis studies theories of Internet consumption and their analytic models, micro – mechanisms for the formation and development of Internet consumption, the development of and changes in Internet consumption and micro – level patterns of such development and changes, and the measurement and management of Internet consumption. A quantitative analysis is conducted of the current state of Internet consumption in China, and policy suggestions for adjusting and controlling Internet consumption in China are proposed. Intended as a contribution to scholarly understanding of the economics of the Internet, this study can provide some new experience to empirical economics in the age of information and some policy analysis for the management of the Internet.

Traditional economics has been successful in explaining fairly accurately and effectively people's consumptive activities in the industrial age and before, but with the coming of the information age, it has been met with tremendous challenges from the practice of Internet consumption, especially in the area of Internet economy. Both theoretical and mathematical models show that Internet consumption is a complex process of "production and consumption", and a complicated one in which increasing returns alternate with diminishing returns. The theoretical model of this thesis crosses the boundaries between different resource factors as defined in tra-

ditional economics by introducing the concept of time resource, challenges the conclusion of diminishing returns in traditional theories of consumption by realizing there exists a stage of increasing returns, and more generally breaches the demarcation line between theories of consumption and those of production in traditional economics by recognizing the union between consumption and production. On the other hand, analyses in this thesis also lend support to some of the more scientific elements in traditional economics. More specifically, certain results obtained with the model proposed in this thesis, such as the preconditions for the maximization of returns in Internet consumption, patterns of the substitution between different factors invested, are consistent with classical economics.

An Internet consumption pattern is a stable structure composed of three structural elements, namely, Internet consumptive behaviors, ideas regarding Internet consumption, and materials for Internet consumption. A functional coupling exists among these interdependent elements. The formation of an Internet consumption pattern is marked by the establishment of such coupling among these structural elements, and usually goes through three basic steps: initial elements → functional coupling → structural stabilization. With different initial elements, the dynamic mechanism and formation process of an Internet consumption pattern would be different. The formation of an Internet consumption pattern, or the establishment of a functional coupling among the three structural elements, is a process with quantitative changes, but it is only a seed that has yet to grow. In the next stage, the Internet consumption pattern undergoes a growth process in three steps. First, the scale grows from small to large; then the level rises from low to high; and lastly the number of its uses increases from few to many, corresponding to a stage of accelerating growth,

a stage of decelerating growth, and a stage of stabilization, respectively. This is a process of dynamic expansion in which the output of each structural element is continuously raised. The evolution function of Internet consumption and its curve can be used better to explain the process of the formation and growth of an Internet consumption pattern, and to obtain some valuable results from the analysis.

Internet consumption at the macro - level is not a simple sum of the Internet consumption of individuals, but has its own characteristics and follow its own laws. It takes three major forms: total amount of Internet consumption, changes in social structure, and the process of institutionalization. The model for the growth of total Internet consumption proposed in this thesis shows that the growth of total Internet consumption is closely tied to the development of the IT industry, and is powered by the continuing creation of new and more powerful Internet - related products. Since Internet consumption is a structural element with some new qualities, its rapid development is bound to induce changes in such areas as the structure of the productive forces, industrial structure, stratification structure of the society, and the structure of market organization. From its rise to its being established, its status in society undergoes a gradual process of institutionalization. In the Internet economy, institutional scarcity is a widespread phenomenon. The precondition for institutional innovations regarding Internet consumption is for the expected net returns to be positive, and once an innovation proves successful, the so - called “first - innovation effect”, which is self - strengthening, would come into being.

Virtual identification is the process by which people acknowledge and accept virtual phenomena in life on the Internet and incorporate them into their own life systems. The extent to which people identify with the

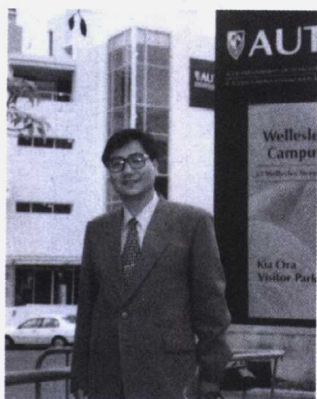
“virtual” is a key factor affecting the quality of life on the Internet. The virtual is a form of existence, a mediated reality, and a form of expression of reality. It reflects actual role relationships, and people’s perceptions of the virtual reality formed by these relationships is the conceptual basis for virtual identification. With this basis, virtual identification still has to go through a process of behavioral adjustment.

The four specific methods proposed in this thesis for measuring Internet consumption, namely, the expenditure method, the coefficient method, the structural method, and the index method, have implications for management in many areas. The thesis explores the similarities and differences among developed countries in their management goals, national policy, legislation, content regulation, and management systems, and sums up the achievements and experiences in theory and practice of these countries that China can draw upon. Based on the above, the thesis proceeds to analyze such issues as models of the management of Internet consumption, the operation of the Internet market, and methods for controlling Internet consumption, in an attempt to develop a general theory of and methods for the management of Internet consumption.

Statistical analysis is used to show the current situation of the development of Internet consumption in China. In terms of consumption level, although Chinese users often do not have sufficient ability to pay due to their relatively low income level, still the proportion of their income which they are willing to spend on Internet use is fairly high, and time spend online has increased several times in recent years. In terms of consumption structure, the most popular Internet consumption item is the email, with other information services also used rather widely, while the use of commercial Internet services lags behind. In terms of the subjects of Internet

consumption, most Internet consumers in China at present are male, young, and of high education level, and live in the more developed regions. In terms of temporal – spatial patterns, Internet consumption in China is mostly interregional, and is beginning to break up the so – called “all time and everywhere” phenomenon in the traditional – style work schedules. In terms of the speed of development, Internet consumption in China has made significant progress, but compared with developed countries, China is still faced with insufficient Internet resources, insufficient Internet market, and insufficient consumer quality, and is still quite some distance from meeting the requirements of an Internet economy.

The following policy suggestions are proposed for developing China's Internet consumption: Fully realize the vantage position of Internet consumption in the country's social transformation, promote in earnest the development of the “Two Kinds of Important Facilities”, focus on developing software and database applications in Chinese, strengthen the national government's macro – level control and adjustment of Internet consumption, further perfect the Internet market, accelerate the formation of self – disciplinary mechanisms in regard of Internet consumption, and pay close attention to how to solve deep – seated social problems that arise with Internet consumption.



何明升，管理学博士。1982年1月毕业于哈尔滨工业大学金属材料系，获工学学士学位，并留校任教。在校工作期间，先后获经济学硕士和管理学博士学位，现任哈尔滨工业大学人文学院教授、哲学社会学系主任，主要研究方向为网络管理学和网络社会学。先后参与或主持中央组织部《干部工作新方法研究》，国家社会科学基金“七五”重点课题《我国城乡居民生活方式研究》、“八五”重点课题《技术引进与经济外向化研究》、“九五”重点课题《信息化对我国社会生活的影响及其良性运行研究》等重大项目。目前正在主持国家社会科学基金课题《因特网对我国网民生活方式的影响及其社会控制研究》、中美学术交流基金（福特基金）课题《网络交流方式的发展及其对中国社会生活的影响》等多项研究。在《管理工程学报》、《情报学报》、《社会学研究》、《新华文摘》、《自然辩证法研究》、《哲学动态》等学术期刊上发表学术论文60余篇，出版著作十余部，是“哈尔滨工业大学青年学术(科)带头人”。

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