

小康社会消费模式与 宏观调控启动机制 研究

徐学慎 著



The Research on the
Consuming Mode in Well-off Society and
Macro-control Startup Mechanism

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摘要

生产和消费的关系是一切社会形态所共有的，但它在不同社会形态下具有不同的性质，并表现出不同的特点。生产和消费关系的不断变化，以及两者之间矛盾的扩展、激化与缓解，将推动社会生产的不断进步和社会消费水平的不断提高。对生产和消费关系的调节与治理也反映了社会生产力的发展水平和人们生活质量的提高。基于此，本书第一章首先回顾与分析了对消费理论的研究，并从西方经济学有关消费理论的演变出发，说明在社会经济水平由低到高的发展过程中，经济学研究的重心也由生产领域转向了消费领域。目前，制约经济增长的主要因素不再是供给短缺，而是有效需求的不足。消费需求作为最终需求，其总量的不断扩大、结构的不断提高，迫使投资需求适应消费水平的提升而变化，从而带动产业结构的优化和升级，促进社会经济的不断发展。

我国改革开放之初，生产发展不足，处于短缺经济时代。当时的主要任务是以经济建设为中心，大力发展生产力。在这一背景下，我国经济的增长速度在1978~1997年的20年间平均达到了9.8%，远远高出世界经济平均增长率6.5%的速度。然而，从1997年开始，我国商品零售物价指数呈连续负增长，面临通货紧缩的压力。此时，卖方市场已转变为买方市场，经济运行的态势也由短缺转变为过剩。但此时，我国已经顺利迈出“三步

走”发展战略中的前两步：1996年，全国城市居民平均恩格尔系数为48.8%，这表明城市居民率先达到小康生活水平；大部分农村居民恩格尔系数为56.3%，这说明大部分农村居民过上了温饱有余的生活。在整体上，社会发展和经济建设水平已接近邓小平同志提出的小康社会构想。不过，城乡居民事实上仍停留在生存型消费阶段，发展型消费还远没有得到有效满足，享受型消费则刚刚起步。到2000年实现小康社会目标时，这个“小康”也仅仅是“低水平、不全面、发展很不平衡”的小康。单纯为了追求GDP增长而实施促进生产的发展战略的弊端到20世纪末已充分暴露出来：物质消费和文化消费不足，已成为制约我国经济增长的主要方面。党的十六大提出全面建设小康社会的战略目标，它以提高人民的生活水平为出发点和落脚点，突出了消费在社会经济运行中的首要地位。本书第二章全面阐述了全面小康和总体小康的差异，指明从总体小康到全面小康是历史的客观必然，是小康发展战略的深化和不断提升，同时也是逐步提高小康消费水平和富裕程度的过程。

全面建设小康社会必然要求构建与之相适应的消费模式。第二章的中心是考察小康社会的消费模式，创新之处在于：

第一，提出和认定小康社会的目标消费模式是健康文明的消费模式。其特点是：（1）消费水平适度增长。这包含两层含义：一是消费水平与收入水平保持协调增长；二是收入增长与经济增长保持同步。消费水平适度增长，可以解决产能过剩问题，有助于经济运行的良性循环。（2）消费结构日趋合理。全面小康社会不可以长期停留在生存型消费阶段，而应在解决生存型消费的基础上，逐步进入发展型消费和享受型消费的阶段。消费结构趋向合理，可以优化产业结构，为产业结构的提升创造机遇。（3）消费方式的可持续性。注重资源的节约和有效利用，既有助于提升消费水平，又有助于改善消费结构，实现消费水平、消费结构和消费方式的统一。消费方式注重节约，可以促进经济增长方式的

转变,实现人与自然、经济与社会和谐发展。全面小康社会的健康文明消费模式的形成,其决定性因素是经济增长方式的改变,即以集约型经济增长方式代替粗放型经济增长方式。

第二,提出并论证走向全面小康消费的三个阶段:(1)早期阶段。人均GDP在1000美元左右,全国75%的居民进入初始小康消费阶段,消费模式从生存型消费开始向发展—享受型消费过渡。不过,这一阶段仍有几千万人处在低水平和不巩固的温饱状况,实乃兼有贫困的小康消费阶段。(2)中期阶段。人均GDP达到3000美元,进入全面小康消费阶段。全国居民先后都向发展—享受型消费模式过渡。人们的全部消费支出中,反映基本生存需要的支出(如食品等)所占比重大幅下降,而体现发展与享受需求的支出(如住房、保健、文教娱乐等)所占比重迅速上升。(3)后期阶段。我国人均GDP达到4000美元,进入比较富裕的小康消费阶段。全国绝大多数居民的消费模式是发展型的,相当一部分居民实现了享受型消费。人们在物质消费基本满足的同时,更加注重精神消费。

本书第三章探讨了消费结构。消费结构的优化和层次上升可以反映出消费水平的提高,消费结构的变化又对产业结构的变化起着引领和导向的作用。所以,消费结构与经济发展水平密切相关。第三章通过对恩格尔系数作国际比较研究,分析我国居民恩格尔系数的变化过程及发展趋势,指出目前我国居民的消费结构已进入全面转型时期:从生存型消费向发展—享受型消费转变。这可以带动教育、娱乐、文化、交通、通讯、医疗保健、住宅、旅游等相关产业快速增长,金融保险、法律、信息咨询等服务在消费需求中的比重也日趋上升。我国社会与经济结构将因此向高一形态迈进。随着全面建设小康社会进程的深入,消费结构不断升级,城乡居民的消费差距会逐渐缩小,城乡消费模式也逐渐趋同。因而,在今后相当长时期内,我国蕴藏着更大的消费需求升级的潜力,并将其转变为现实的购买力,促进经济增长。也就

是说,我国经济将进入以消费升级拉动经济增长的快速发展时期。

为了深入考察小康社会的消费模式,本书第四章着重总结了宏观调控启动机制选择的历史经验。1985~2000年是我国开始从温饱奔向小康的时期。在这一时期,我国经济运行具有重要特点,宏观调控重于投资扩张,并以大量增加投资来拉动经济运行。本书认为:在社会生产力水平较低时,强调经济高增长、高投资率是一种客观必然。为此,宏观调控必须实行投资启动。只有实行投资启动,才能实现经济较快增长。问题主要在于我国实行投资启动的时期过长,投资增长率过高,启动力度过大。在实现经济高增长的同时,粗放型增长方式也带来了诸多负面影响,如:经济增长起伏不定、低水平重复建设现象严重、居民消费需求不足导致经济增长减速、商品过剩与资金过剩并存等。这表明粗放型增长方式已受市场容量和资源的双重约束,现已难以为继。所以,这一历史经验必须予以重视。当前,大力促进消费增长、消费结构的提升是关键。为此,对国民经济的调控就要转变启动机制,以消费启动代替投资拉动。

2000年,我国进入小康社会初级阶段。党的十六大提出,到2020年实现人均国内生产总值达到3000美元,人民过上宽裕的小康生活。本书第五章探讨这一历史时期(近20年)我国经济运行和宏观调控机制的选择问题。2003年,党的十六届三中全会提出了科学发展观,在发展战略上也开始扭转前一阶段的缺陷,从单纯追求经济增长速度转变为注重经济增长质量,注重全面、平衡、和谐发展。本书认为,在此之后,我国进入了科学发展、全面建设小康社会的历史时期。在这一时期,宏观调控应积极倡导健康文明的消费模式,并着力实行消费启动。

本书的创新之处在于:笔者提出消费启动是促进健康文明的消费模式形成的唯一途径,促进健康文明消费模式的形成,需妥善改进宏观调控的启动机制。为此,本书系统分析了消费启动的

功能和意义,消费启动与消费模式的关系,消费启动的原则,以及投资启动向消费启动的转变。为了加深认识,作者还特意总结了我国在20世纪末首次实行消费启动的经验,以及在首次消费启动夭折后投资拉动回归的后果。

总之,本书从考察小康社会消费模式的角度,研究宏观调控启动机制的选择。本书的结论是:在全面建设小康社会进程中,不应继续采用从温饱向小康社会过渡时期惯用的投资启动机制,而应该选择消费启动机制。稳定而又持续增长的消费需求,才是促使我国经济持续增长的主要动力。注重对消费行为、消费结构以及消费发展趋势的研究,采取积极措施,千方百计地培育国内消费市场,是确保经济持续增长的根本条件。

关键词: 小康社会 消费模式 消费启动 投资启动



Abstract

The relation between the producing and consumption is common to the whole social appearances. But it has different character in different social formation and it expresses dissimilarity characteristics. The change of the relation between produce and consumption, and the expanding, arising and turning of their antinomy will promote the social production and raise the level of consumption continuously. The regulation and management about the relation between produce and consumption reflects the development level of social productivity and people living level. On the basis of it, this thesis looks back the research about consuming theory at first. (chapter 1) Then the thesis according to the evolution about economics explain that in the process of social economic development the focus on the economics research changes from producing field to the consumption field. The main factor of checking economic growth is no longer supply shortage, but valid demand shortage. Consuming demand is the final demand. Its extent continuous to the total amount and the rise continuously of structure force the invest demand to change according to raise of consuming level. Then it can arouse the industrial structure and promote the society economic development continuously.

On the beginning of the reform and open, produce development is not enough in our country, and the economy is placed in the shortage

economic ages. In this stage, the main mission is taking economic construction as the center, and developing the productivity strongly. "The development is a hard truth" is insisted. It makes the economic growth speed reach 9.8% in the twenty years from 1978 - 1997, which is much higher the world average economic growth rate 6.5%. However, the index of merchandise retail price in our country has present continuous negative growth since 1997, and the pressure of deflation is faced. At this time, the selling party market has already changed into the buyer market, and the situation of the economic movement also has changed from shortage to excess.

But at this time, our country has already passed the two stages of "three the steps walk". In 1996, the Engel coefficient of residents in city is 48.8%. People in city have reached a Well-off society level. The Engel coefficient of village residents is 56.3%. People in countryside reached the life of simply having enough food and clothing. On the whole, the level of social development and economic construction has reached the middle-class family. However, in fact people still stay on existence consumption stage. The developing consumption has not been valid satisfied, and the enjoyable consumption start. While realizing the social target of a Well-off society in 2000, it is a kind of Well-off society and its characters are low level, not overall, and unbalance development. More than 20 years, for the growth of GDP, the strategy of promoting production development is carried out simplicity. Its irregularity has already exposed out to the end of last century: The material consumption and culture consumption are the shortage, and it has become the main aspect of checking economic growth. In medium total 16, the strategic target of constructing a Well-off society is put forward. Its target is raising the level of living level, and the strategy stresses its main position in social economic circulation. In chapter 2, the thesis elaborates the

difference between the Well - off society and a Well - off society completely, and indicates that it is the historical objective from a Well - off society to the overall middle - class family. Also, it is the promotion and raise about a middle - class family. At the same time, it is the process of gradually raising consumption level and wealthy degree of the Well - off society.

The construction of a Well - off society requests to set up mutually consuming mode. The emphasis of chapter 2 is investigating the consuming mode in a Well - off society. The creative is placed:

First, the point of view is put forward and affirmed that the ideal consuming mode of a Well - off society is a healthy civil consuming mode. Its characters are: (1) The level of consumption increases appropriately. It includes two meanings: First consuming level increasing moderate with the income level. Second, the income increasing is synchronously to economic growth. Consuming level increases appropriate can resolve the problem of productivity excess, and contribute to the virtuous cycle of the economic movement. (2) Consuming structure gradually reasonable. A Well - off society can't stay on existence consuming stage over a long time. However, we should gradually enter developing consumption and enjoyment consumption on the basis of existence consumption. Consuming structure incline to reasonable, which can turn the industrial structure, promote to create the opportunity for the industrial structure and create a chance for changing industrial structure. (3) Consuming way is durable. Paying attention to save and valid uses the resources, it contributes to promote the consumption level, and then contribute to the improvement the consumption structure, carry out to consume the level and consume the structure and consume the way to unify. Consuming way pays more attention to the economy, can also promote the economy increase the change of way, carrying out the person

and nature, economy and harmonious development of the societies. Completely the healthy civil Well - off society consumes the formation of the mode, its decisive factor is changed that the economy increases the way, increasing the way to replace with an economy namely thick put an economic growth method.

Second, the thesis puts forward and argues that realizes three stages of overall middle - class family: (1) In early stage: GDP per person is USD 1000 or so, and 75% residents in whole country begin to enter a Well - off society consumption stage. In this stage, consuming mode from the existence consume changes to development - enjoyment consumption. However, there still are several ten million persons to stay on simply having enough food and clothing. So it is a poor Well - off society consuming stage. (2) Middle stage: GDP per Person reaches USD 3000, and people enter the Well - off society stage. Residents successively change to development - enjoyment consuming mode. All consuming expenditure of people reflects that the basic living expenditure (for example food etc.) has descended significantly, but development and enjoyment expenditure quickly rose (such as the housing, care, education amusement etc.) . (3) The last stage: GDP per person attains USD 4000, and people enter a richer Well - off society stage. The consuming mode of great majority resident is developing consumption, and a part of residents carries out enjoyable consuming mode. People pay more attention to spirit consumption than the material consumption.

In chapter 3, the thesis studies the consuming structure. Consuming structure optimizing can reflect the rise of consuming level. The variety of consuming structure takes leading effect on the change of industrial structure. So consuming structure is related to the economic development level. In chapter 3, according to the international comparison research on Engel coefficient, the thesis analyzes the variety process and the

development trends of the Engel coefficient of Chinese residents, and points out that currently, consuming structure of Chinese residents has already entered overall transformation period; changing from the existence consumption toward development – enjoyment consumption. This can arouse the growth of related industry such as education, amusement, culture, transportation, communication, medical treatment residence, tour etc. And the proportion of finance, insurance, law, information consultation etc increases gradually in consuming demand. The social and economic structure in our country will move forward. Along with the social progress of overall constructing middle – class family, the consuming structure upgrades continuously, and the consuming gap in city and country will contract gradually. The consuming mode in city and country will turn in common gradually. As a result, in a very long time, there is greater potential of upgrading the consuming demand and changing it to realistic purchasing power. It will promote economic growth. Also is to say, our economy will enter a fast developing period of consumption pulling economic growth.

In order to investigate the consuming mode of a Well – off society, the thesis inquiries into the historic experience of macro – control in chapter 4. From 1985 – 2000, our country begins to change from End – meet Society toward the Well – off Society. In this period, it has important character in economic circulate in our country. They are the emphasis of macro – control is investment, and using greatly investment promotes economic growth. When the social productivity level is low, it is necessary to emphasize high economic growth and high investment. For this, investing startup must be carried out. Only by this way, economy can increase quickly. The problem mainly lies in that the time is too long for our country to stimulate investment, and the rate of increasing investment is too high. At the time of realizing economic growth, there are

many negative influence of put a growth method, for example there is fluctuate in economic growth, repetition construction of low level is severity, consuming demand of residents shortage causes economic growth to decelerate, and the merchandise excess is lied with the funds excesses etc. This shows that the growth method of thick to put has already been subjected to the dual stipulation of market capacity and resources. It is hard to continue. So, this historic experience must be paid great attention. But at current, the most important thing is to promote consuming growth and upgrade consuming structure. For this, economic control requests to change startup mechanism, and replace consuming startup to investment promoting.

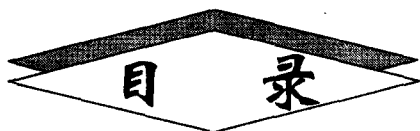
In 2000, our country has entered the entry - level a Well - off society. All GDP per person reaches USD 3000 to 2020, and people live up to the middle - class family. In chapter 5, the thesis inquiries into the choice of economic circulation and macro - control mechanism in this historic period (nearly 20 years) in our country. In 2003, science development view is put forward in 16 three medium whole. At the same time, the way of economic growth changes from pursuing economic growth velocity to economic growth quality, and pays greatly attention to overall, balance, harmonize economic growth. The thesis thinks that our country has entered the historic period of science development and constructing a Well - off society. At that time, the health and civil consuming mode is required by macro - control and consuming startup should be carried out.

Creative be placed in: the view is put forward that consuming startup is only path to form health civil consuming mode. The formation of health civil consuming mode requires to improve startup mechanism of macro - control. For this, this thesis analyzes the function and meanings of consuming startup, the relation of consuming startup and consuming mode, the principle of consuming startup, and the change from investing

startup to consuming startup. For deepening the understanding, still especially the idea tallied up the our country practices the thesis sums the experience of consuming startup for the first time in the end of last century, and the result that the consuming startup is fail and investment to pull is moved back.

On the whole, this thesis from the angle of consuming mode, studies the choice of macro – control mechanism. The conclusion is: in the process of overall constructing middle – class family, investing startup mechanism shouldn't be used. However, consuming startup mechanism should be chosen. The stable consuming demand is the main motive of economic growth. Paying attention to the research of consuming behavior and consuming structure and consuming trend, and adopting the aggressive measure, growing local consumption market by all means, are basic condition that insures the economic growth.

Key words: *Well – off society, consuming mode, consuming startup, investing startup*



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