

居民 消费行为比较研究

潘建伟◎著

JUMIN XIAOFEIXINGWEI
BIJIAO' YANJIU



中国经济出版社
CHINA ECONOMIC PUBLISHING HOUSE

居民消费行为比较研究

潘建伟 著



中国经济出版社
CHINA ECONOMIC PUBLISHING HOUSE

北京

图书在版编目 (CIP) 数据

居民消费行为比较研究/潘建伟著. - 北京: 中国经济出版社, 2009. 7

ISBN 978 - 7 - 5017 - 9008 - 1

I. 居… II. 潘… III. 居民 - 消费者行为论 - 研究 - 中国
IV. F126.1

中国版本图书馆 CIP 数据核字 (2008) 第 208902 号

出版发行: 中国经济出版社 (100037 · 北京市西城区百万庄北街 3 号)

网 址: www.economyph.com

责任编辑: 许秀江 (电话: 010 - 68355415)

责任印制: 张江虹

封面设计: 白长江

经 销: 各地新华书店

承 印: 北京东光印刷厂

开 本: 880 × 1230 32 开

印张: 7.375 字数: 200 千字

版 次: 2009 年 7 月第 1 版

印次: 2009 年 7 月第 1 次印刷

印 数: 3000 册

书 号: ISBN 978 - 7 - 5017 - 9008 - 1/F · 7990

定价: 20.00 元

本书如有缺页、倒页、脱页等质量问题, 由我社发行部门负责调换, 电话: 68330607

版权所有 盗版必究

举报电话: 68359418 68319282 国家版权局反盗版举报中心电话: 12390

服务热线: 68344225 68341878

内 容 摘 要

本研究以当代消费经济理论、农户经济学、比较经济学等为基础,并利用扩展线性支出系统(ELES)模型,对内蒙古牧户与农户的消费行为进行了系统的比较研究。在对国内外相关理论与实践研究进行述评的基础上,重点对以下四个方面的问题进行了创新性探索:

一是对内蒙古牧户与农户的收入水平、收入结构、收入来源及现金收入进行了全面系统的比较分析。收入水平是影响消费行为的最重要的因素,为此,从绝对收入水平进行了比较。内蒙古牧户与农户实际人均纯收入差别显著,多数年份二者的比值即牧民的实际人均纯收入比农民高 0.5~1 倍之间。内蒙古牧民与农民名义人均纯收入之比 1980 年为 1.46:1;2000 年为 1.79:1;2005 年为 1.54:1。从发展的角度比较,1980~2005 年内蒙古牧户收入水平的年均增长率为 11.83%,与同期农户收入水平的年均增长率 11.59% 相比,仅相差 0.24 个百分点。二者收入水平的增长速度相差不大。无论是牧户还是农户,收入来源均高度依赖家庭经营,牧户收入的 90% 以上来自其从事的主导产业畜牧业,农户收入的 75% 以上来自其从事的主导产业种植业,说明牧户更加依赖其从事的主导产业畜牧业,收入来源结构单一。

二是对牧户与农户的总体消费水平、消费结构进行了系统的比较研究。结合收入水平分析,在内蒙古牧户与农户消费演变分析基础上,采用 2005 年截面数据,利用扩展线性支出系统(ELES)模型,比较分析了牧户与农户的基本消费需求及消费结构、边际消费倾向、价格需求弹性和收入需求弹性,探讨了价格、收入等因素对牧户与农户的消费影响程度及其消费趋势。研究发现:

1. 从绝对水平比较,牧户的实际人均生活消费支出额明显高于农户。1980~2005 年,牧户的实际人均生活消费支出额是农户的 1.3~2.3 倍,比农户平均高出 80%。从发展的角度分析,内蒙古牧户消费水平的年均增长率为 12.71%,同期农户消费水平的年均增长率为 11.2%,相差 1.51 百分点。从近几年观察,牧户与农户的消费水平差距呈扩大的趋势,这一趋势在短期内难以改变。

2. 食品、住房、交通通信、文教娱乐在牧户及农户的基本需求支出中占重要位置,消费结构仍停留在较低的层次。食品支出居于最重要、最基础的层次,但牧户享受型、发展型支出的比例高一些,表明牧户需求结构层次高于农户。不过,从各消费类型的明细支出项目观察,牧户和农户文教娱乐及服务的支出更多的是文化教育方面的硬性开支,服务项目的支出很少,娱乐支出更少,更确切地说,是一种低收入约束下的强制性开支;医疗保健支出,主要是药费和医疗费,服务项目的支出也很少,保健支出甚微,亦是一种低收入约束下的被迫性开支;对于家庭设备的支出较少。由此判断,现阶段内蒙古农区和牧区居民(尤其

四是提出实现农村牧区消费增长、推进农村牧区实现和谐消费的政策建议:持续增加牧户与农户收入,增强牧户与农户的消费信心;逐步建立与完善社会保障体系,为农牧民提供现代意义上的社会保障制度;进一步发展和完善农村牧区消费信贷;改善农村牧区消费环境;牧户与农户消费行为的某些不合理的选择需要政府和媒体的引导。

3

Abstract

Based on the modern theories of consumption economy, farmer household economics and comparative economics, this research makes use of the ELES model to have a comparative study, in a systematic way, of the consumption behaviors of farmer families and herdsman families in Inner Mongolia. Grounded on reviewing the theories and practices concerned at home and abroad, the research conducts an innovative study in the following 4 parts:

The first part comparatively analyses in a comprehensive and systematic way of the income level, income structure and income sources of farmer families and herdsman families in Inner Mongolia. The income level is the most important element that influences the consumption behavior. Therefore, in this part a comparison is conducted of the absolute income levels of farmer families and herdsman families. In Inner Mongolia, there is a great difference between the actual net incomes per capita of herdsman families and farmer families. In most of the past years, the actual net income per capita of herdsman families is 0.5 to 1 times more than that of farmer families in Inner Mongolia Autonomous Region. The proportion of the nominal net income per capita of herdsman families to that of farmer families was 1.46:1 in 1980; in 2000 the proportion was 1.79:1 and in 2005 1.54:1. From the per-

5

1. The actual average consumption expense of herdsman families is remarkably higher than that of farmer families in terms of the absolute consumption level. From 1980 to 2005 the actual per capita consumption for life expenses of herdsman families is 1.3 to 2.3 times as much as that of farmer families, on average over 80% more than that of farmer families. From the perspective of development the consumption of herdsman families in Inner Mongolia increases 12.7% every year. In the same period that of farmer families is 11.2%. The difference is 1.51%. According to the recent years' observation, the gap between the herdsman families' income level and that of farmer families' is widening, which is hard to be changed in the near future.

2. The expenses on food, housing, traffic, communications, education and entertainment consist of a great part of the expenses of herdsman families and farmer families which meet their basic demand. Food expenses are the most important and basic expenses of herdsman families and farmer families. However, the expenses of herdsman families on entertainment and improvement are a bit higher than those of farmer families, which shows that the demand of herdsman families is at a higher level than that of farmer families. As far as the expenses of herdsman families and farmer families on the classifying items of their various consumptions are concerned, their expenses on education, entertainment and service are

sumption and actualize the harmonious consumption in rural and pastoral areas are put forward as follows: continuously increase the income of herdsman families and farmer families and build up the confidence of herdsman families and farmer families in consumption; take gradual steps to establish a better social security system to provide herdsman families and farmer families with modern social security system; further develop and improve the consumption loans in rural and pastoral areas; better the consumption situation in rural and pastoral areas; steer and correct the unreasonable consumption of herdsman families and farmer families by media and government. Although some new attempts are made in this research while the comparative study is systematically conducted, there still exist some problems which are worth being further studied, that is, the design of a comprehensive measurement model; further study of the history, culture and religion in Inner Mongolia; the comparative study of the consumption behaviors of herdsman families and farmer families in different regions, at different levels and with different degree of literacy.

Key words: consumption behavior consumption inclination demand flexibility herdsman families and farmer families

CONTENTS

目录

| | | |
|-------|-------------------------|----|
| 1 | 导 论 / 1 | |
| 1.1 | 研究背景与意义 | 3 |
| 1.1.1 | 研究背景 | 3 |
| 1.1.2 | 研究目的和意义 | 6 |
| 1.2 | 研究内容和研究框架 | 9 |
| 1.2.1 | 研究内容 | 9 |
| 1.2.2 | 研究框架 | 11 |
| 1.3 | 研究方法 with 资料运用的说明 | 11 |
| 1.3.1 | 研究方法 | 11 |
| 1.3.2 | 资料运用说明 | 12 |
| 1.4 | 研究创新和有待进一步研究的问题 | 13 |
| 1.4.1 | 研究的创新 | 13 |
| 1.4.2 | 有待进一步研究的问题 | 14 |
| 2 | 理论回顾与相关研究述评 / 15 | |
| 2.1 | 西方消费经济理论 | 17 |
| 2.1.1 | 西方古典消费经济理论 | 17 |
| 2.1.2 | 当代西方消费经济理论 | 18 |
| 2.2 | 马克思主义消费理论 | 22 |

4 牧户与农户消费水平及消费结构比较 / 55

| | | |
|-------|------------------------------|-----|
| 4.2.2 | 引致消费倾向差异的原因 | 70 |
| 4.2.3 | 平均储蓄倾向比较 | 72 |
| 4.3 | 消费结构比较 | 73 |
| 4.3.1 | 食品消费比较 | 74 |
| 4.3.2 | 衣着消费比较 | 76 |
| 4.3.3 | 居住消费比较 | 76 |
| 4.3.4 | 家庭设备消费比较 | 77 |
| 4.3.5 | 文化教育、娱乐消费比较 | 78 |
| 4.3.6 | 医疗保健消费比较 | 79 |
| 4.3.7 | 交通和通信消费比较 | 80 |
| 4.3.8 | 其他用品和服务消费比较 | 81 |
| 5 | 利用扩展线性支出系统对牧户与农户消费行为的比较 / 83 | |
| 5.1 | 扩展线性支出系统(ELES)模型的建立和参数估计 ... | 85 |
| 5.1.1 | ELES 模型的建立 | 85 |
| 5.1.2 | ELES 模型的参数的估计 | 87 |
| 5.2 | 牧户与农户消费需求比较 | 88 |
| 5.2.1 | 基本消费需求 | 88 |
| 5.2.2 | 消费结构 | 90 |
| 5.2.3 | 边际消费倾向及边际预算份额 | 91 |
| 5.3 | 牧户与农户需求弹性比较 | 94 |
| 5.3.1 | 收入弹性 | 94 |
| 5.3.2 | 需求的价格弹性 | 95 |
| 5.3.3 | 收入补偿价格弹性 | 99 |
| 5.4 | 小结 | 101 |
| 6 | 牧户与农户食品消费行为比较 / 103 | |
| 6.1 | 食品消费的相关概念 | 105 |

7 牧户与农户住房消费行为比较 / 135

| | | |
|-------|--------------------------|-----|
| 7.3 | 牧户与农户人均居住面积比较 | 141 |
| 7.4 | 牧户与农户住房质量比较 | 142 |
| 7.4.1 | 牧户与农户住房结构比较 | 142 |
| 7.4.2 | 牧户与农户新建住房情况比较 | 144 |
| 7.4.3 | 牧户与农户住房消费资金来源比较 | 145 |
| 7.5 | 牧户与农户住房消费倾向比较 | 147 |
| 7.6 | 小结 | 149 |
| 8 | 牧户与农户耐用品消费行为比较 / 151 | |
| 8.1 | 牧户与农户耐用品消费特征与演变的比较 | 153 |
| 8.1.1 | 牧户与农户耐用品消费的特征 | 153 |
| 8.1.2 | 牧户与农户耐用品消费的演变 | 155 |
| 8.2 | 牧户与农户耐用品消费存在的问题 | 161 |
| 8.3 | 牧户与农户耐用品消费的制约因素 | 163 |
| 8.3.1 | 收入水平与耐用消费品消费 | 163 |
| 8.3.2 | 价格水平与耐用消费品消费 | 164 |
| 8.3.3 | 商品供应与耐用消费品消费 | 165 |
| 8.3.4 | 消费环境和消费条件与耐用消费品消费 | 166 |
| 8.4 | 小结 | 166 |
| 9 | 牧户与农户服务消费行为比较 / 167 | |
| 9.1 | 牧户与农户服务消费与实物消费结构比较 | 171 |
| 9.1.1 | 牧户服务消费与实物消费结构分析 | 171 |
| 9.1.2 | 农户服务消费与实物消费结构分析 | 173 |
| 9.1.3 | 牧户与农户服务消费的消费结构 | 176 |
| 9.2 | 牧户与农户文化教育、娱乐服务消费比较 | 179 |
| 9.2.1 | 文化、体育、娱乐服务消费水平 | 179 |
| 9.2.2 | 文化教育、娱乐服务消费结构 | 180 |
| 9.3 | 牧户与农户的交通和通信服务消费比较 | 183 |

| | | |
|--------|--|-----|
| 9.3.1 | 交通和通信服务消费水平 | 183 |
| 9.3.2 | 交通和通信服务消费结构 | 184 |
| 9.4 | 牧户与农户医疗保健服务消费比较 | 187 |
| 9.4.1 | 医疗保健服务消费水平 | 187 |
| 9.4.2 | 医疗保健服务消费结构 | 188 |
| 9.5 | 小结 | 190 |
| 10 | 研究结论与政策建议 / 191 | |
| 10.1 | 研究结论 | 193 |
| 10.1.1 | 牧户与农户收入水平差距显著 | 193 |
| 10.1.2 | 受收入等因素影响,牧户与农户消费水平 差距波动式拉大 | 193 |
| 10.1.3 | 牧户与农户消费结构差异明显,牧户的 消费层次高于农户 | 194 |
| 10.1.4 | 消费主体的不同导致消费行为的差异 | 195 |
| 10.1.5 | 农户家庭消费的向后性和牧户家庭 消费的向前性 | 196 |
| 10.1.6 | 由于农业结构、经济发展水平、社会文化 等影响使牧户与农户的食品消费结构有 明显的差异 | 196 |
| 10.1.7 | 从住房消费情况看,内蒙古牧户及农户 与小康生活标准还有一定差距 | 197 |
| 10.1.8 | 牧户与农户耐用品消费呈现出明显的 层次性、多功能性和外延性等特征 | 197 |
| 10.1.9 | 牧户与农户的服务消费中,以生存型 消费为主,发展型消费为辅,享受型 消费微乎其微 | 198 |
| 10.2 | 政策建议 | 198 |