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促进消费视角下城乡流通协调发展研究
Research of Coordinated Development of Urban and Rural
Circulation in the Consumption Promoting Perspective

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摘要

近年来，接连发生的金融危机导致全球经济衰退，而在当前全球经济低迷状况下，我国的出口大幅下降，出口和投资已无法支撑 GDP 的持续增长。此时作为拉动 GDP 的第三架马车——消费也就受到了社会的关注，不管从消费需求的重要性还是我国扩大消费的必要性来看，对我国这样一个最大发展中国家来说，拉动经济增长的最主要力量仍然而且必须是国内消费需要，这才是我国经济发展的坚实基础。因此，在后危机时代，扩大消费需求是宏观经济运行中的主要任务，此时流通产业的地位和作用就显得尤为重要。流通产业在引导生产、促进消费和产业关联中具有先导性作用，而当前城乡的二元流通结构严重阻碍了流通产业的发展，也极大地制约了国内消费需求的扩大。所以对于当前中国的经济发展来说，解决城乡流通二元结构问题、促进城乡流通协调发展已刻不容缓。

本文以促进消费为视角对城乡流通协调发展问题进行研究，首先分析了流通对于消费的重要性，然后将作用机理和实证量化这两方面的分析相结合，期间使用主成分分析法进行城乡流通一体化综合指数的量化测度，最终证实了当前城乡流通二元结构对于消费需求的制约作用，最后以促进消费为视角提出推动城乡流通协调发展的政策建议。

全文共分为五部分，概括如下：

第一章：本文的研究背景、研究意义，同时简要地介绍了本文的研究思路、本文的创新以及不足之处。

第二章：关于流通产业与促进消费、城乡协调发展问题的研究现状，包括基础理论、实证分析、量化评价指标体系的文献综述。

第三章：分析流通对于消费的重要性，同时利用历年数据，对流通产业与国内消费需求的关联进行实证分析。

第四章：首先分析城乡流通二元结构对消费需求的制约作用机理，然后采用主成分分析法对城乡二元流通结构现状进行量化测度——城乡流通一体化综合指数，并利用该指数与最终消费率数据对城乡流通二元结构与扩大消费需求之间的关联进行实证分析。

第五章：在促进消费视角下，提出推动城乡协调发展的具体的政策建议。

关键词：一体化指数；扩大消费；城乡协调

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ABSTRACT

In recent years, a spate of financial crises led to global recession, China's exports fell sharply in the current global economic downturn, exports and investment have been unable to support the continued growth of GDP. Boost GDP in the third frame of the carriage - the consumer also has been the concern of the community. Both from the point of view the importance of consumer demand or the need for China to expand consumption as one of the largest developing countries, the main force driving the economic growth remains and must be a domestic consumer demand, that is the foundation of China's economic development. Therefore, in the post-crisis era, and consumer demand expanding is the main task of macroeconomic performance, status and role of the circulation industry is particularly important. Circulation industry can guide the production, which has a pioneering role in the promotion of consumer and industrial association. Binary distribution structure of the urban and rural is a serious impediment to the development of circulation industry, but also greatly restricted the expansion of domestic consumer demand. So for China's economic development, solving the dual structure of urban and rural circulation and promoting the coordinated development of urban and rural circulation have become essential.

In the perspective of promoting the consumption, this paper takes a research on the coordinated development of urban and rural circulation. This paper first analyzes the importance of circulation for consumption, and then combining the analysis of the mechanism of action and empirical quantification of these two aspects, which use the principal component analysis to get the integration composite index of urban and rural circulation to quantify the measure, and ultimately confirms that the dual structure of urban and rural circulation leads to consumer demand constraints. At last, in the perspective of promoting consumer, this paper puts forward policy recommendations to promote the coordinated development of urban and rural circulation.

The full text is divided into five parts, summarized as follows:

Chapter 1: the research background, research significance, a brief introduction to the ideas of this study, the innovation of this paper as well as shortcomings.

Chapter 2: Research on circulation industry and consumption promoting, urban and rural coordinated development issues, including the literature review of basic theory, empirical analysis, quantitative evaluation index system.

Chapter 3: Analysis of the importance of circulation for the consumption, while taking advantage of historical data to take an empirical analysis of the relationship between the circulation industry and the domestic consumer demand.

Chapter 4: first is the mechanism analysis of the constraints on consumer demand of the dual structure of urban and rural circulation, and then using principal component analysis to quantify the urban-rural dual circulation structure of the status quo measure – the integration composite index of urban and rural circulation, then use the index and index of final consumption rate data to carry on the empirical analysis of the relationship between the dual structure of urban and rural circulation and expansion of the consumer demand.

Chapter 5: in the promotion of consumption perspective, put forward specific policy proposals to promote the coordinated development of urban and rural areas.

Keywords: the integration composite index; expanding consumption; coordinated urban and rural development

目录

第一章 绪论	1
一、研究背景.....	1
二、研究意义.....	1
三、研究思路.....	2
四、创新与不足之处.....	3
第二章 文献综述	5
一、流通产业在国民经济中重要性的研究.....	5
二、流通产业与促进消费的研究.....	5
三、城乡二元结构问题的研究.....	7
四、城乡流通一体化问题的研究.....	9
五、总结.....	13
第三章 促进消费视角下流通重要性分析	14
第一节 流通产业在国民经济发展中的基础地位	14
一、流通产业与宏观经济发展.....	14
二、流通产业与就业.....	14
三、流通产业促进相关产业的发展升级.....	15
第二节 流通产业在促进消费中发挥重要作用	16
一、流通的发展直接影响着消费状况.....	16
二、当前要发挥流通产业在扩大内需中的先导作用.....	17
第三节 流通产业促进消费的实证分析	19
一、平稳性检验.....	20
二、格兰杰因果检验.....	21
三、线性回归分析.....	21
四、结论.....	22
第四章 城乡流通二元结构制约消费的作用机理与实证分析	23
第一节 城乡流通二元结构现象	23
一、城乡市场差异.....	23
二、城乡流通业态差异.....	25
三、城乡流通基础设施差异.....	26
四、城乡流通主体差异.....	26
五、城乡流通市场管理差异.....	27
六、城乡流通渠道差异.....	27
七、城乡流通服务体系的差异.....	28
第二节 城乡流通二元结构的成因分析	28
一、制度政策因素.....	28
二、发展战略因素.....	29
三、城乡经济差因素.....	29
第二节 城乡流通二元结构制约消费的作用机理	30

一、城乡流通二元结构导致城乡分割.....	30
二、城乡流通二元结构导致城乡收入差距扩大.....	31
三、城乡流通二元结构导致国内消费品的供求性矛盾.....	31
四、城乡流通二元结构造成消费断层.....	31
第四节 城乡流通二元结构的实证分析	
——城乡流通一体化综合指数测度.....	32
一、指标的选取与测度方法.....	32
二、指标权重的计算.....	35
三、城乡流通一体化综合指数的计算.....	35
四、结论.....	37
第五节 城乡流通二元结构制约消费的实证分析.....	37
一、格兰杰因果检验.....	38
二、回归分析.....	39
三、结论.....	39
第五章 促进消费视角下城乡流通协调发展的路径选择.....	40
一、构建城乡双向流通体系.....	40
二、培育城乡一体化农村流通主体.....	42
三、创新城乡流通模式.....	43
四、推动农村电子商务体系建设.....	45
五、多产业联动发展推动城乡流通一体化.....	46
六、推动城乡流通一体化的公共选择.....	47
参考文献.....	50
附录.....	53
致谢.....	54

Content

Chapter1 Introduction.....	1
Research Background.....	1
Research Significance.....	1
Research Idea.....	2
Innovation and Weakness.....	3
Chapter2 Literature Review.....	5
Research of Importance of Circulation Industry in The National Economy.....	5
Research of Circulation Industry and Promoting The Consumption.....	5
Research of Problem of Urban-rural Dual Structure.....	7
Research of the integration of urban and rural circulation.....	9
Summary.....	13
Chapter3 Analysis of Circulation Importance in Consumer Promoting Perspective.....	14
Section 1 Basic Position of The Circulation Industry in National Economic Development.....	14
Circulation Industry and Macroeconomic Development.....	14
Circulation Industry and Employment.....	14
Circulation Industry to Promote the Development of Relevant Industries Upgrading.....	15
Section 2 the Important Role of Circulation Industry in Promoting Consumption.....	16
Development of Circulation Has A Direct Impact on The Consumption Situation.....	16
Circulation Industry's Leading Role in Expanding Domestic Demand Now.....	17
Section 3 Empirical Analysis of Which The Circulation Industry Promotes Consumption.....	19
Smooth Test.....	20
Granger Causality Test.....	21
Linear Regression Analysis.....	21
The Conclusion.....	22
Chapter4 Mechanism and Empirical Analysis of Constraints Which The Dual Structure of Urban and Rural Circulation Makes for The Consumption.....	23

Section1 the Phenomenon of Dual Structure of The Urban and Rural	
Circulation.....	23
Urban and Rural Markets Differences.....	23
Differences between Urban and Rural Circulation Types.....	25
Urban and Rural Distribution Infrastructure Differences.....	26
Urban and Rural Circulation Main Body Differences.....	26
Urban and Rural Distribution Market Management Differences.....	27
Urban and Rural Distribution Channels Difference.....	27
Urban and Rural Distribution Service System Differences.....	28
Section 2 Causes Analysis of Dual Structure of Urban and Rura	
Circulation.....	28
Institutional Policy Factor.....	28
Development Strategic Factor.....	29
Urban and Rural Economic Differences Factor.....	29
Section 3 the Mechanism of Dual Structure of Urban and Rural Circulation	
Restricting Consumption.....	30
Dual Structure of Urban and Rural Circulation Leads to	
Urban-rural Split.....	30
Dual Structure of Urban and Rural Circulation Led to The Widening	
Income Gap in Urban and Rural Areas.....	31
Dual Structure of Urban and Rural Circulation Led to the Supply and	
Demand Contradiction of Domestic Consumer Goods.....	31
Dual Structure of Urban and Rural Circulation Causes Consumption	
Fault.. ..	31
Section 4 Empirical Analysis of The Dual Structure of Urban and Rural	
Circulation——The Integration Composite Index of Urban and	
Rural Circulation	32
Selection and Measure Indicators.....	32
Weight Calculation.....	35
Integration Composite Index of The Urban and Rural Circulation’s	
Calculation.....	35
The Conclusions.....	37
Section 5 Empirical analysis of the dual structure of urban and rural	
circulation restricting the consumption	37
Granger Causality Test.....	38
Regression Analysis.....	39
Conclusions.....	39
Chapter5 Path Selection of Promoting Coordinated Development	
of Urban and Rural Circulation in Consumption Promoting	
Perspective.....	40

Build Urban and Rural Two-way Circulation System.....	40
Cultivate the Urban-rural Integration of Rural Circulation Main Body.....	42
Innovating Urban and Rural Circulation Mode.....	43
Promoting E-commerce System in Rural Areas.....	45
Multi-industry Linkage Development to Promote The Integration of Urban and Rural Circulation.....	46
Public Choice to Promote the Integration of Urban and Rural Circulation.....	47
References.....	50
Appendix.....	53
Acknowledgement.....	54

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