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경제학석사 학위논문

The Impact of Financial Development on the Consumption Patterns of Urban and Rural Residents

중국 금융발전이 도시와 농촌 주민의 소비 구조에
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경제학과 경제학전공

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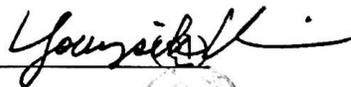
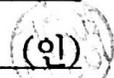
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Abstract

The Impact of Financial Development on the Consumption Patterns of Urban and Rural Residents

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For a long time, China's typical urban-rural "dual" economic structure has led to a significant gap between the consumption levels of urban and rural residents. Compared with urban, the consumption market in rural develops slowly, and the consumption ability and propensity of rural residents are relatively low, which restricts the improvement of the overall consumption level of Chinese residents. Effectively narrowing the consumption gap between urban and rural residents and establishing a long-term mechanism to promote residents' consumption demand is an inevitable requirement of the strategy of expanding domestic demand and an important way to transform the mode of economic development. In the meantime, China's financial industry has maintained rapid development. As the core of the modern economy, financial development affects the flow of funds and is also an important driving force for the development of the real economy and the transformation of economic structure. Similarly, the establishment of an effective mechanism for expanding consumer demand cannot be separated from financial support. Therefore, it is of great significance to study the impact of financial

development on the consumption patterns of residents, and to explore measures to promote residents' consumption by accelerating financial development.

Based on relevant domestic and foreign literature, this paper analyzes the mechanism of financial development affecting the consumption patterns of residents. Then, based on the panel data of 29 provinces in China from 1995 to 2014, through unit root test, F-test and LM-test, finally choose OLS regression to empirically analyze the impact of financial development on the consumption patterns of urban and rural residents. The results show that financial development has promoted the improvement of residents' consumption patterns. Compared with the financial scale, the impact of financial efficiency on the consumption patterns of residents was not significant. The consumption patterns of urban residents continues to improve with financial development, the proportion of urban residents' consumption expenditure on food, clothing and household goods has gradually declined, while the proportion of consumption expenditure on health, transportation and communication, entertainment and residence has gradually increased. Because of the backwardness of financial development and consumption levels in rural, the impact of financial development on the consumption patterns of rural residents was not significant. Then, the role of financial development in promoting the consumption patterns of residents has regional differences. In terms of the driving effect of financial development on residents' consumption, the eastern region was stronger than other regions, and the central region was stronger than the western region. Finally, on the basis of theoretical and empirical analysis, combined with the characteristics of China's urban-rural "dual" economic structure, this paper proposes policy recommendations for accelerating financial development and promoting urban and rural residents' consumption.

Key Words: Financial development, Residents' consumption patterns, Provincial panel data

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1. Introduction

1.1 Background Introduction

In recent years, China's economic growth rate has gradually slowed down. The economic growth mode has been changed from investment-driven to consumption-driven. However, in the period of the new economic normal, China is facing many problems such as the widening of the regional consumption gap and the decline of the overall consumption rate. The "Twelfth Five-Year Plan" outlined 'to expand consumer demand as a strategic priority for expanding domestic demand'. The report of the 18th National Congress of the Communist Party of China pointed out that 'we must firmly grasp the strategic basis of expanding domestic demand, accelerate the establishment of a long-term mechanism to expand consumer demand, and unleash the consumption potential of residents'. In 2018, the consumption level of rural residents was 13,689 yuan, while the consumption level of urban residents reached 33,308 yuan. In residents consumption expenditure, the proportion of rural residents' consumption continued to decline, from 41.11% in 1995 to 21.80% in 2018, while the proportion of urban residents' consumption rose from 58.89% to 78.20%.

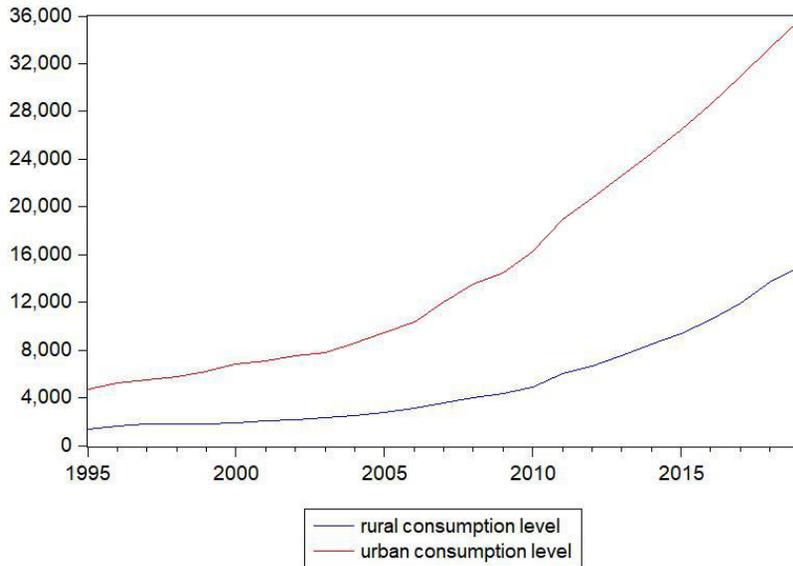


Figure 1. Urban and rural residents' consumption level

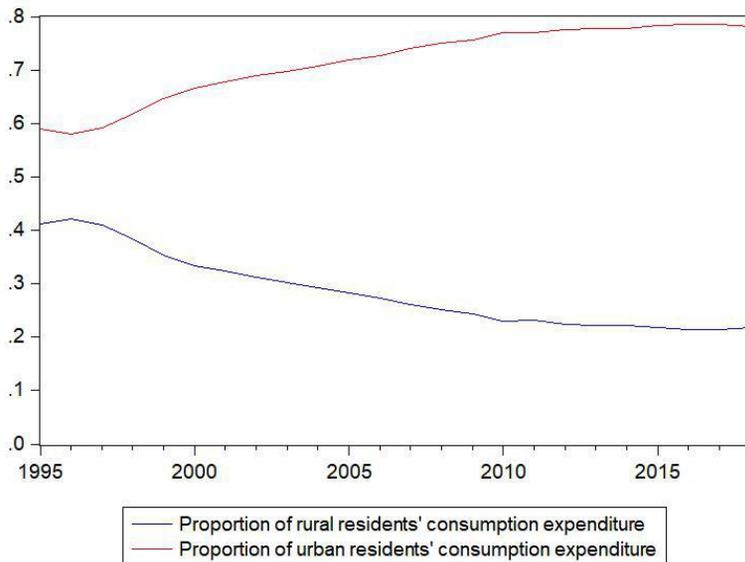


Figure 2. Proportion of consumption expenditure of urban and rural residents

In 1995, urban residents' food consumption expenditure accounted for 49.92%, while in 2018, food consumption expenditure accounted for only 27.72%. The total

proportion of urban residents' consumption expenditure on health, transportation and communication, recreation, education and culture rose from 16.79% in 1995 to 32.53% in 2018. In 1995, the food consumption expenditure of rural residents accounted for 57.62%, while in 2018, the food consumption expenditure accounted for 30.07%. The total expenditure on health, transportation and communication, recreation, education and culture of rural residents rose from 13.63% in 1995 to 34.90% in 2018. The urban and rural residents' consumption patterns have gradually improved.

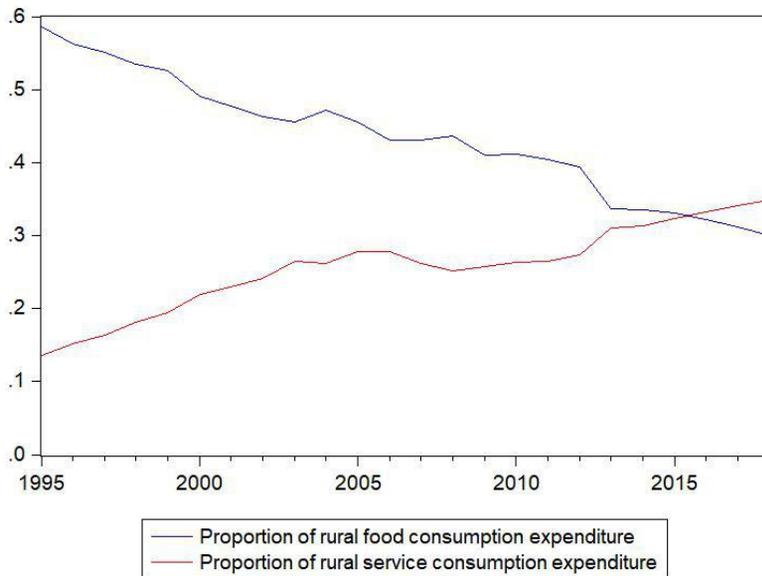


Figure 3. Proportion of rural food and service consumption expenditure

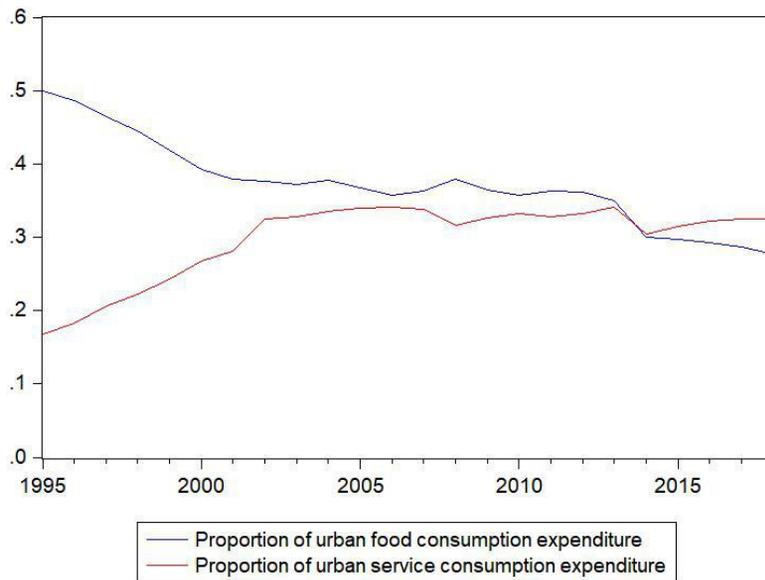


Figure 4. Proportion of urban food and service consumption expenditure

Since China’s reform and opening up, the financial industry has maintained rapid development, the scale of financial development has continued to expand. Nearly two decades of financial system reform and exploration, a financial market system with state-owned commercial banks as the leading component and securities, insurance, and funds as important components has been formed. At the end of 1995, the RMB deposit balance of financial institutions nationwide was 5.39 trillion yuan, and the loan balance was 5.05 trillion yuan. By the end of 2019, the deposit balance reached 192.88 trillion yuan and the loan balance reached 153.11 trillion yuan.

On the other hand, China’s finance is characterized by ‘dualistic structure’ of urban and rural which results in coexisting of financial restraint in rural and financial deepening in urban in process of finance developing. At the end of 1995, urban financial interrelations ratio was 5.8 times that of rural areas, and at the end of 2014, urban financial interrelations ratio was almost three times that of rural

areas. There is still a large gap in the level of urban and rural financial development.

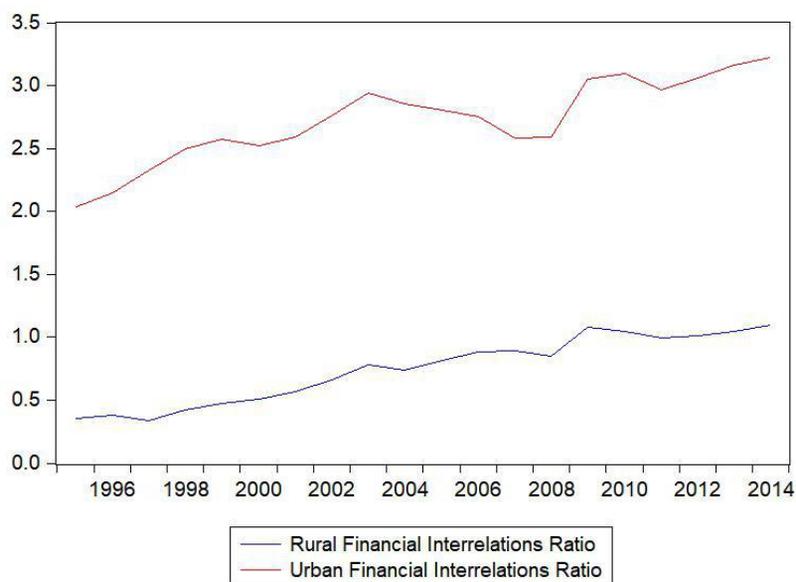


Figure 5. Urban and rural financial interrelations ratio

1.2 Research Significance

The development of the financial industry is an important guarantee for the division of labor in the regional economy and the rational allocation of production factors. It promotes the increase of residents' income and plays an important role in the development of the regional economy and the transformation and upgrading of the consumption patterns. Therefore, it is necessary to specify the impact of financial development on consumption patterns.

Foreign economists have mainly studied the impact of specific financial industries such as credit, stock market and insurance market on consumption,

without combining the current status of China's finance and consumption. Chinese economists have analyzed the impact of financial development on residents' consumption by using macro national data and provincial data. However, previous related research focused on the whole country or a specific province, and lacked provincial comparisons. In addition, many studies have overlooked the basic national conditions of China's urban-rural dual structure.

The expansion of financial scale enables the financial system to absorb more resources, thereby laying a quantitative foundation for the resource allocation of the financial system. The improvement of financial efficiency can effectively allocate a large amount of resources to the required departments and improve the efficiency of economic operation. Financial scale and financial efficiency represent different levels of financial development. Therefore, unlike other papers that generally consider the impact of financial development on consumption, this paper divides financial development into financial scale and financial efficiency, and analyzes their impact on consumption patterns separately.

This paper uses panel data from 29 provinces, cities and autonomous regions in Mainland China from 1995-2014(excluding Xizang and Ningxia due to incomplete data). Based on the perspective of urban-rural dual structure, establish an urban-rural dual model, empirically analyze the impact of financial development on the consumption patterns of urban and rural residents, and compare the differences between eastern, central and western regions and between urban and rural areas. Then put forward policy recommendations based on empirical analysis and theoretical basis.

2. Literature Review

2.1 Foreign Literature

Foreign research on the correlation between financial development and residents' consumption can be divided into two directions, one is the impact of financial credit on consumption, the other is the impact of financial liberalization on consumption.

The weakening of credit constraints can alleviate the liquidity constraints of residents and thus promote consumption. Jappelli & Pagano (1989) pointed out that financial development has led to increased competition in the financial market, which has reduced the cost of financial intermediation, made it easier for consumers to obtain consumer credit, thereby weakening the restraint of liquidity constraints on consumer spending. Bayoumi (1993) found that the deregulation of the financial market has a greater impact on residents' consumption. Deregulation can significantly reduce consumers' liquidity constraints. Zelds(1989) used panel data to find that the willingness to consume of consumers subject to credit is significantly lower than that of consumers not subject to credit constraints, and there is a significant positive correlation between consumption credit and consumption expenditure.

Financial liberalization also have an impact on consumption. Barrell and Davis(2007) studied the impact of financial liberalization in OECD countries on consumption and found that consumer spending behavior has changed significantly after financial liberalization. Ahmed & Suardi(2009) examined the impact of financial liberalization on fluctuations in consumption growth. Research showed that financial liberalization has the effects of smoothing consumption and

stabilizing income and promoting consumption growth. Bekaert(2006) examined the effects of stock market liberalization and capital account liberalization on actual consumption growth rates, and found that financial liberalization has dispersed risks to a certain extent and slowed consumption growth fluctuations.

2.2 Chinese Literature

The research results on China's financial development and residents' consumption are roughly divided into two categories: one is that financial development promotes the upgrading of consumption patterns, and the other is that the impact of financial development on consumption is non-directional.

Ye and Wang(2007) pointed out that financial marketization has eased the liquidity constraints faced by consumers through various channels and released consumer demand. Zhao and Liang(2013) divided urban residents into five groups according to income, and tested the relationship between income changes, financial development and residents' consumption. They found that income changes have a depressing effect on the consumption of all groups of residents, while financial development promote the increase of the average propensity to consume of urban residents. Mao and Hong(2010) found that based on the relevant data of 31 provinces in China from 1997 to 2007, financial development promoted residents' consumption growth. Gu(2014) found that the consumption patterns of China's residents has been continuously upgraded with the development of finance, and the proportion of general household goods and education expenditure has continued to decline. The proportion of expenditure on medical transportation, living and entertainment has gradually increased.

Jiang and Gao(2012) showed that from a long-term perspective, there is a stable

relationship between financial development and urban residents' consumption expenditure, but there are differences in the promotion effects of financial development on urban residents' different types of consumption. Hua and Gao(2016) found that the level of financial development in the region has a very weak effect on the consumption of urban residents, and the financial development of the neighboring areas has an inhibitory effect on urban residents' consumption in this area. Li and Zhang(2014) found that the phenomenon of financial repression in rural areas is more prominent, and financial development has little impact on urban and rural residents' consumption. Chen(2016) found that China's rural financial efficiency generally has a depressing effect on rural residents' consumption expenditure.

3. Impact Mechanism

Financial development has many influence paths on residents' consumption patterns. Combining various references and theoretical research, financial development mainly affects the consumption patterns of residents from four aspects. This paper will analyze the impact of financial development on residents' consumption patterns from these four aspects.

3.1 Promote residents' consumption by increasing resident' income.

The most fundamental factor affecting residents' consumption is residents' income, and residents' consumption has greater sensitivity to the current income

level. Financial development is conducive to the growth of the national economy and social wealth, as well as the growth of residents' income, then promoting residents' consumption. Secondly, the development of the capital market provides residents with a variety of wealth management products, which is conducive to diversifying the risks of household portfolios, thus the income of financial assets increases the residents' property income.

Consumption is not only related to current income, but also to future expected income and expenditure. Consumers' current consumption is directly proportional to expected income growth and inversely proportional to expected expenditure. Financial development can increase residents' income growth expectations by promoting economic growth, or reduce consumer spending expectations and preventive savings on future life by improving social security channels, then promote current consumption.

3.2 Promote residents' consumption by improving the consumption environment.

The consumption environment refers to objective factors that have a certain impact on consumers. A good consumption environment is conducive to stabilizing consumption expectations and promoting residents' consumption. At present, the economic development level of China's rural and remote areas is lagging behind, and the incomplete infrastructure has severely restricted the increase in consumer demand. Financial development can provide financial support for infrastructure construction. With the popularization of water conservancy and power grid facilities, the residents' life quality has been improved, which can

increase the demand for household appliances and durable consumer goods. The increase in the coverage of highways and railway networks is conducive to the supply and circulation of various commodities and provides residents with diversified consumption choices. In addition, the support of financial resources for the construction of health, education and entertainment facilities can also improve the residents' living standards, introduce advanced consumption concepts and meet the diverse consumer needs of residents.

3.3 Promote residents' consumption by reducing consumer credit liquidity constraints.

The impact of liquidity constraints on residents' consumption is manifested in three aspects: first, when residents' current consumption demand is greater than the actual consumption capacity, and they cannot obtain credit support from outside, then the current consumption demand is suppressed. Secondly, if residents anticipate that there will be liquidity constraints, they may save in advance, thereby reducing current consumption. Finally, the influence of liquidity constraints on consumer behavior is continuous. Financial development is accompanied by the expansion of consumer credit and the improvement of efficiency, thereby making it easier for consumers to obtain consumer credit, reducing the degree of liquidity constraints, and improving residents' consumption expectations to release consumer demand.

3.4 Promote residents' consumption by reducing the cost of financial intermediation.

Financial development constantly adapts and creates new consumption patterns, reduces transaction costs, increases consumption demand and changes consumption concepts. On the one hand, the continuous emergence of new payment methods such as online payment and mobile payment has weakened the time and space constraints of transactions. On the other hand, the continuous enhancement of advanced non-cash payment tools in terms of convenience, security and efficiency has also spawned many emerging consumption models, cultivated the concept of credit consumption, and increased consumer demand.

4. Methodology and Data

4.1 Variable Selection and Data

1. Financial development: Financial development refers to both the increase in financial aggregates and the improvement of financial quality. It includes three aspects: expanding financial scale, improving financial efficiency, and optimizing financial structure. The academic community generally measures the level of financial development from these three aspects. Since China's financial system is dominated by banks, banks play a decisive role in allocating financial resources. Financial scale is usually measured by the deposit and loan scale of financial institutions. The empirical part of this research will use 'total deposits and loans of financial institutions/GDP' to measure financial scale, and 'loans/deposits' to

measure financial efficiency. This indicator can not only measure the efficiency of financial intermediaries in converting deposits into loans, but also reflect the supply and demand relationship in the financial market. Financial development mainly affects the income structure of residents through the credit market. Therefore, the indicators of financial development in this paper mainly use bank credit market data.

2. Residents' consumption patterns: Residents' consumption expenditure refers to residents' cash expenditures for various final products and services. According to China's statistical classification method, the residents' consumption expenditure includes eight items: food consumption, clothing consumption, household goods consumption, health consumption, transportation and communication consumption, entertainment, education and cultural consumption, residential consumption and other consumption. According to various consumption expenditure to meet the different living standards of residents, the eight types of consumption expenditure are divided into three major categories: regular consumption include food, clothing and household goods consumption; service consumption include health, transport and communication, entertainment, education and cultural consumption; and the residential consumption.

3. Other control variables: Refer to relevant literature and select the following control variables: urban per capita disposable income and rural per capita net income; CPI is used as a price influence factor, and this variable can also be used as a proxy variable for macroeconomic stability(Yin and Wang 2013); the urbanization rate is expressed by the ratio of urban population to total population; government fiscal expenditure is expressed as the proportion of total government budgetary expenditure to GDP; the degree of openness is expressed as the proportion of total import and export to GDP.

This paper selects the provincial panel data of 29 provinces across the country from 1995 to 2014. The data is compiled through the “China Financial Yearbook”, “Compilation of 60 Years of New China Statistical Data”, “Yearbook of Town and Township Enterprises”, Wind Finance, National Bureau of Statistics, provincial statistical bureaus and statistical yearbooks. Both urban and rural deposits and loans data come from the statistical balances of financial institutions. Among them, the rural deposit balance is equal to agricultural deposits plus rural household savings deposits, and the urban deposit balance is the total deposits minus the rural deposit balances. The balance of rural loans before 2009 is the sum of loans for agriculture and township enterprise, and the balance of rural loans after 2009 is the sum of loans from rural, agricultural and rural households. The balance of urban loans is the total amount of loans minus the balance of rural loans(Xie 2014; Zhang 2006; Li 2014). There is no official statistical data on rural GDP. This paper draws on the research methods of economists such as Tan(2009) and Du(2011), and uses the added value of the primary industry(agriculture, forestry, animal husbandry and fishery) to measure rural economic development. Urban GDP is total GDP minus rural GDP. The data are all based on the CPI at the end of 1995, adjusted to the actual balance value to eliminate the influence of price factors.

4.2 Baseline Model

Since we divide the consumption patterns into three items, denoted by $N(N=1,2,3)$, α_0 is constant term, $\alpha_1-\alpha_5$ are coefficients, ε is a random error term, i represents province, and t represents time.

First, consider the impact of the scale and efficiency of financial development on the consumption patterns of urban residents:

$$\ln\text{UCN}_{i,t}=\alpha_{1,0}+\alpha_{1,1}\ln\text{UFIR}_{i,t}+\alpha_{1,2}\ln\text{Control}_{i,t}+\varepsilon_{1,i,t}$$

$$\ln\text{UCN}_{i,t}=\alpha_{2,0}+\alpha_{2,1}\ln\text{UFE}_{i,t}+\alpha_{2,2}\ln\text{Control}_{i,t}+\varepsilon_{2,i,t}$$

UCN represents the proportion of a certain consumption type of urban residents in total consumption. UFIR indicates the scale of urban financial development. UFE indicates the efficiency of urban financial development. Control represents control variables, including per capita disposable income(UPCI), price level(UCPI), government fiscal expenditure(GOV), urbanization rate(UR) and the degree of openness(TRADE).

Second, consider the impact of the scale and efficiency of financial development on the consumption patterns of rural residents:

$$\ln\text{RCN}_{i,t}=\alpha_{3,0}+\alpha_{3,1}\ln\text{RFIR}_{i,t}+\alpha_{3,2}\ln\text{Control}_{i,t}+\varepsilon_{3,i,t}$$

$$\ln\text{RCN}_{i,t}=\alpha_{4,0}+\alpha_{4,1}\ln\text{RFE}_{i,t}+\alpha_{4,2}\ln\text{Control}_{i,t}+\varepsilon_{4,i,t}$$

RCN represents the proportion of a certain consumption type of rural residents in total consumption. RFIR indicates the scale of rural financial development. RFE indicates the efficiency of rural financial development. Control represents control variables, including per capita net income(RPCI), price level(RCPI), government fiscal expenditure(GOV), urbanization rate(UR) and the degree of openness(TRADE).

5. Empirical Analysis

Since the time series of economic variables are mostly non-stationary, it is necessary to perform unit root tests on each variable before econometric analysis. The results show that all variables are non-stationary and have unit roots. After

testing the first-order difference sequence of these variables, it is found that the first-order difference sequence of each variable is stationary. Therefore, all variables are processed by the first order difference. After performing F-test and LM-test on provincial panel data, it is found that there is no individual random effect, so we use OLS.

5.1 The impact of financial scale on residents' consumption patterns.

	Urban residence			Rural residence		
	regular	service	residence	regular	service	residence
fir	-0.0975*** (-5.5806)	0.1140** (3.1139)	0.2415*** (3.6838)	-0.0295* (-2.4009)	-0.0095 (-0.3204)	0.0867 (1.6574)
pci	0.1915*** (4.3925)	-0.1942* (-2.3249)	-1.0005*** (-4.5994)	-0.0465 (-0.7969)	0.0219 (0.2157)	-0.1994 (-1.3066)
cpi	0.5174*** (12.6885)	-0.5635*** (-4.8534)	-0.5885* (-2.4545)	0.4693*** (8.6990)	-0.8753*** (-6.4262)	-0.2207 (-1.4687)
gov	0.0897*** (3.9617)	0.0266 (0.6400)	-0.3782*** (-4.2898)	0.0183 (0.6940)	-0.0975 (-1.7224)	0.0806 (0.7769)
ur	-0.0203 (-1.8091)	0.0753 (1.7281)	-0.0609 (-0.8048)	-0.0249 (-1.5305)	0.0307 (0.9574)	0.0482 (0.9364)
trade	0.0140 (1.8892)	-0.0492* (-2.7564)	-0.0414 (-1.1776)	0.0216* (2.2207)	-0.0209 (-1.0440)	-0.0686* (-2.7193)
_cons	-0.0533*** (-13.4686)	0.0564*** (7.0561)	0.1627*** (7.3071)	-0.0292*** (-4.9914)	0.0691*** (6.8921)	0.0348* (2.3127)
<i>N</i>	551	551	551	551	551	551
<i>R</i> ²	0.1529	0.1091	0.0735	0.1038	0.0877	0.0313
adj. <i>R</i> ²	0.1436	0.0992	0.0633	0.0940	0.0777	0.0206

t statistics in parentheses * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Table 1. The impact of financial scale on the consumption patterns of urban and rural residents

From the regression results, it is found that the impact of urban financial scale on the proportion of urban residents' regular expenditure is significantly negative, and the impact of financial scale on the proportion of service consumption and residential consumption is significantly positive. With the continuous improvement of the level of urban financial scale, the proportion of regular consumption expenditures of urban residents has been declining. On the contrary, the proportion of service consumption expenditures and the proportion of residential consumption expenditures have been increasing.

Form the regression results of service consumption, FIR and urban residents' service consumption expenditure are positively correlated. This shows that with the expansion of financial scale, urban residents have obtained more financial services, and will invest more consumption expenditures in recreation, culture and education after their material needs are meet. The development of urban financial scale has a significant role in promoting the urban residents' health, transport and communication consumption expenditure. With economic development, people have a certain understanding of physical sub-health, and the consumption of fitness and health equipment and health care products is growing rapidly. With the continuous expansion of financial scale, the cost of financial intermediary has been continuously reduced, which facilitates consumers' transaction settlement and stimulates consumer desire. For example, consumption methods such as internet payment and mobile payment have improved in convenience and safety, effectively saving consumers' consumption costs and consumption risks, and causing residents to increase additional consumption invisibly. And through the continuous upgrading of transport and communication technology, residents can choose more convenient and faster transportation methods and more advance communication methods. As a result, the proportion of consumption expenditures on transport and

communications has increased.

In the regression results of residential consumption expenditure, the coefficients of FIR is significantly positive. The development of financial scale also represents the continuous maturity of consumer credit and mortgage credit. Large-scale durable goods such as houses have a high degree of demand for funds. Consumers can use consumer credit and mortgage credit to achieve inter-period consumption, which reduces liquidity constraints. Then it is more convenient for residents to obtain housing loans through financial development, and their desire to invest in real estate is greatly increased, then the proportion of residential consumption expenditures gradually increases.

The impact of financial scale on the regular consumption of rural residents is significantly negative, and the impact on service consumption expenditure and residential consumption expenditure is not significant. That is, with the continuous improvement of the level of financial scale, the proportion of regular consumption expenditures of rural residents is continuously decreasing. Among them, the proportion of food and clothing consumption expenditure has been declining. With the continuous improvement of the living standards of rural residents, basic living conditions have improved, then the proportion of general living expenditures has gradually decreased. Rural financial development has a significant negative impact on the proportion of health consumption expenditure. Rural medical and health care infrastructure is backward, and rural residents have insufficient awareness of fitness and health care consumption. With economic development, rural residents have more investment in other consumption expenditures, then the proportion of health expenditures has decreased.

The financial scale has the same impact on the regular consumption expenditure of urban and rural residents, but compared with urban areas, the expansion of

financial scale has no significant impact on the consumption patterns of rural residents.

5.2 The impact of financial efficiency on residents' consumption patterns.

	Urban			Rural		
	regular	service	residence	regular	service	residence
fe	-0.0409* (-2.2008)	-0.0463 (-2.0285)	0.2126* (2.4935)	0.0007 (0.0624)	0.0052 (0.3298)	-0.0060 (-0.1570)
pqi	0.2107*** (4.6356)	-0.2103* (-2.4442)	-1.0552*** (-4.6744)	-0.0397 (-0.6717)	0.0257 (0.2552)	-0.2208 (-1.4494)
cpi	0.5556*** (12.3738)	-0.6532*** (-5.6808)	-0.6297* (-2.5528)	0.5001*** (10.1514)	-0.8662*** (-6.3219)	-0.3106* (-2.2055)
gov	0.0813** (3.3449)	0.0518 (1.1226)	-0.3755*** (-4.9958)	0.0150 (0.5567)	-0.0983 (-1.7573)	0.0899 (0.8410)
ur	-0.0254 (-1.7320)	0.0642 (1.4125)	-0.0283 (-0.3837)	-0.0215 (-1.3438)	0.0319 (0.9799)	0.0380 (0.7921)
trade	0.0182* (2.0859)	-0.0675*** (-4.1954)	-0.0359 (-0.9929)	0.0213* (2.1971)	-0.0204 (-1.0318)	-0.0684** (-2.8588)
_cons	-0.0569*** (-13.0722)	0.0589*** (7.4544)	0.1737*** (7.5361)	-0.0325*** (-6.2523)	0.0680*** (7.6782)	0.0445** (3.2797)
<i>N</i>	551	551	551	551	551	551
<i>R</i> ²	0.1377	0.1004	0.0781	0.0976	0.0877	0.0257
adj. <i>R</i> ²	0.1282	0.0905	0.0679	0.0876	0.0777	0.0149

t statistics in parentheses * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Table 2. The impact of financial efficiency on the consumption patterns of urban and rural residents

Financial efficiency represents the efficiency of capital allocation by the local financial sector. Residents' financial assets mainly include stocks, housing assets, bonds and other rights to claim physical assets, which can obtain better financial

services in areas with higher financial efficiency. The financial efficiency referred to in this paper mainly represents the transformation ability between deposits and loans, that is the utilization efficiency of financial funds. The increase in financial efficiency also shows the increase in capital utilization and the degree of financial marketization. The regression results show that the impact of financial efficiency and financial scale on the consumption patterns of urban residents tends to be consistent, but the coefficient of financial efficiency is small and not significant. It shows that with the improvement of the financial system, inclusive finance has gradually become the focus of public attention, which has promoted the transformation of residents' consumption consciousness. However, the personal credit information system is not perfect, and the threshold of consumer credit is still high, resulting in financial efficiency that cannot fully play a positive role in residents' consumption.

Financial efficiency has no significant impact on the consumption patterns of rural residents. With the improvement of financial efficiency, the consumption patterns of rural residents has not been improved. Due to agricultural market risks and climate change, the income of rural residents is highly unstable. A large proportion of the disposable income of rural residents is temporary income. The part of temporary income used for consumption is relatively small, and most of them used for saving. Due to the imperfection of financial service facilities in rural areas and the strict requirements for obtaining credit, the liquidity constraints of rural residents are greater than that of urban residents. As rural infrastructure, compulsory education and health services are seriously lagging behind in urban areas, the residents' consumption tendency is seriously low.

In terms of other control variables, income has a significant positive effect on clothing consumption expenditure in residents' regular consumption expenditure.

The increase in residents' income has reduced the proportion of medical consumption expenditure. With the state's investment in medical insurance and the improvement of residents' quality of life, medical problems have gradually been alleviated. Per capita income and government fiscal expenditure have a significant inhibitory effect on the proportion of residential consumption expenditure. In recent years, housing prices have grown rapidly. The government has introduced a series of policies to curb the rise in housing prices. Since residents' income mainly comes from wage income, general wage income cannot support residents' residential consumption, so the proportion of residential consumption is suppressed. The increase in the urbanization rate has promoted the proportion of residents' medical consumption. Rural residents have gradually moved to cities, consumption choices have increased, and consumption expenditures on fitness equipment and health products have increased rapidly. Opening to the outside world can absorb advanced foreign technology, promote competition among domestic enterprises, thereby effectively reducing the cost of medical and entertainment facilities. The impact of CPI on the proportion of regular consumption expenditure is significantly positive, and the proportion of service and residential consumption expenditure is significantly negative. Regular consumption expenditures increase with the increase in prices. The main reason is that after price increases, residents spend less on other non-essential consumer goods, while consumption of necessities will not decrease or the reduction is limited. Therefore, CPI has promoted the increase in the proportion of regular consumption expenditure.

5.3 Comparison of the impact of financial development on consumption patterns among regions.

According to economic belts, China divided the country into three major regions: the eastern coastal area, the central inland area, and the western remote area. After the reform and opening up, China has transformed from a planned economic system to a market economic system, breaking the original equilibrium state of economic and financial development. With the rapid economy development of the eastern region, financial resources have also accumulated more in the eastern region, gradually widening the gap with other regions.

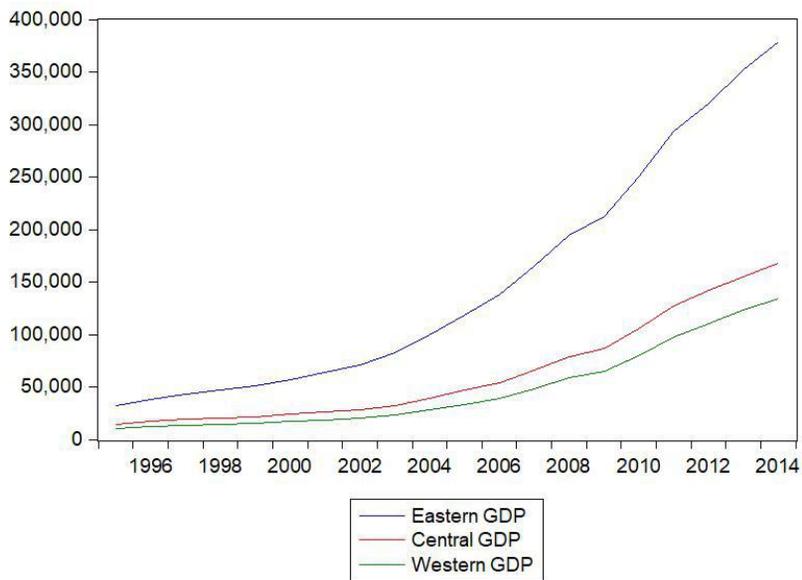


Figure 6. GDP of eastern, central and western regions

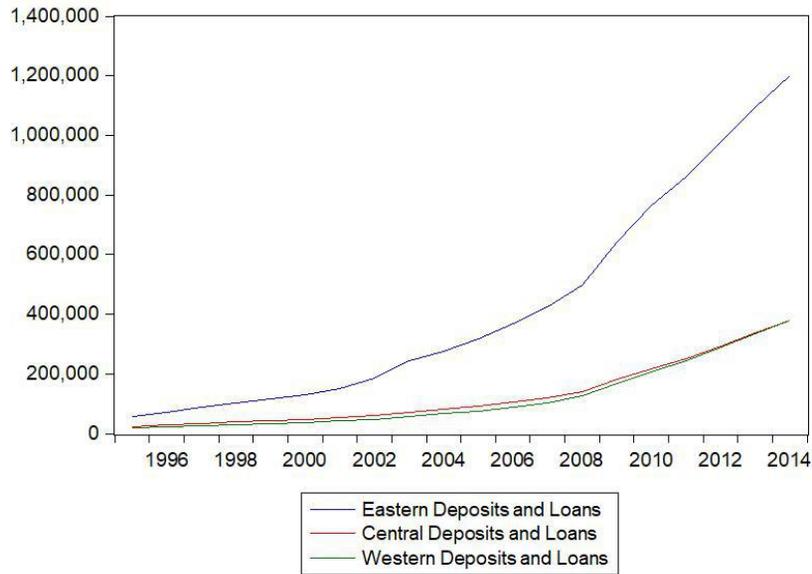


Figure 7. Deposits and loans of eastern, central and western regions

In recent years, China's regional economic development differences have become an important factor restricting the country's economic development. From a national strategic perspective, in order to reduce the regional economic development differences, it has successively implemented the "Western Development Strategy", the "Central Rise Strategy", and the "Revitalization of the Northeast Old Industrial Base Strategy". Similarly, the differences in regional economic development have also led to the existence of regional consumption gaps.

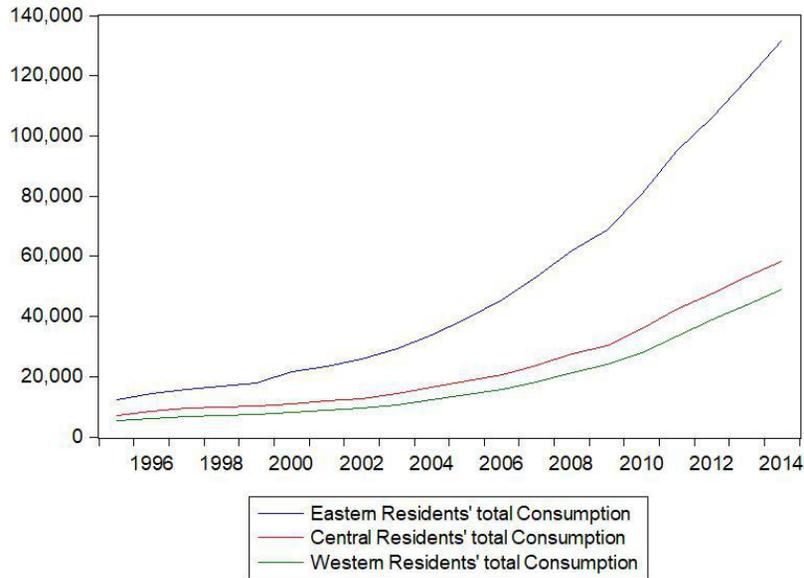


Figure 8. Total consumption of residents in the eastern, central and western regions

Therefore, it is necessary to distinguish between different regions to analyze the impact of urban and rural financial development on residents' consumption structure and compare.

		Urban			Rural		
		regular	service	residence	regular	service	residence
FIR	Eastern region	-0.0975* (-2.5424)	0.1614* (2.2808)	0.1392 (1.4688)	-0.0424* (-2.7970)	0.0230 (0.8759)	0.0655 (1.1183)
	Central region	-0.1069* (-2.8317)	0.0719 (1.6208)	0.2192 (1.3301)	-0.0266 (-0.6957)	0.0483 (0.9187)	0.0345 (0.4834)
	Western region	-0.1025*** (-5.5420)	0.1057* (2.5367)	0.3744* (2.9183)	-0.0150 (-0.5715)	-0.0741 (-1.2150)	0.1294 (1.1304)

t statistics in parentheses * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Table 3. The impact of financial scale on consumption patterns among regions

The financial scale has different impacts on residents' consumption patterns in the eastern, central and western regions, but it is basically consistent with the regression results for all regions. It further confirms that financial development helps to promote the upgrading of residents' consumption patterns.

Specifically, the development of financial scale in the western region has a significantly stronger impact on the consumption patterns of urban residents than in other regions. Relying on the support of national policies, the financial industry was based on the real economy and actively integrated into the western development, and the continuous rapid development of the real economy has also promoted the rapid development of the financial industry. Furthermore, the continuous expansion of financial scale has indirectly raised the consumer credit awareness of urban residents, which has led to a significant impact on the consumption patterns of urban residents in the western region.

The development of financial scale in the eastern region has a significant impact on the proportion of rural residents' regular consumption expenditure, but the financial scale in the central and western regions has no significant impact on the consumption patterns of rural residents. The eastern region has a smaller rural scale than the central and western regions, and the level of rural economic development is high. The low level of rural financial development in the central and western regions has weakened the driving effect of rural financial development on rural residents' consumption.

		Urban			Rural		
		regular	service	residence	regular	service	residence
FE	Eastern region	-0.0990** (-3.6368)	-0.0045 (-0.1073)	0.4482*** (4.6133)	-0.0021 (-0.1563)	0.0037 (0.1904)	-0.0004 (-0.0080)
	Central region	-0.1258* (-3.1228)	-0.0645 (-0.9569)	0.5174*** (7.1401)	0.0420 (1.5129)	-0.0028 (-0.0961)	-0.0620 (-1.2731)
	Western region	-0.0073 (-0.4269)	-0.0435 (-1.5651)	0.0661 (0.8456)	-0.0124 (-0.5083)	0.0230 (0.7352)	-0.0016 (-0.0196)

t statistics in parentheses * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Table 4. The impact of financial efficiency on consumption patterns among regions

The financial efficiency of the eastern and central regions has a more significant impact on the consumption patterns of urban residents than the western region. The western region lags behind the eastern and central regions in terms of financial development. The financial efficiency is not high, so the impact on the consumption patterns of urban residents is not significant.

In terms of the driving effect of financial development on residents' consumption, overall, the eastern region is stronger than other regions, and the central region is stronger than the western region.

In general, financial development has promoted the improvement of residents' consumption patterns. Compared with financial efficiency, the promotion effect of financial scale is stronger. From the perspective of financial development, China's financial development policy in the early stage focused on expanding financial scale. In 1993, the Third Plenary Session of the 14th Central Committee of the Communist Party of China proposed to establish a socialist market economy system, and the core of economic reform was shifted from rural to urban. With the government almost monopolizing the financial system, in order to mobilize more resources to support urban and industrial sector reforms, the government was more

inclined to use financial means to transfer large amounts of rural capital to cities to support urban construction and state-owned enterprise reforms. The scale of urban finance has expanded rapidly, and the level of financial development has gradually improved. The four major state-owned commercial banks have gradually withdrawn from rural, and the only rural financial institutions are the Postal Saving Bank and the Rural Credit Cooperatives. The postal savings system has long been engaged in the financial business of only absorbing deposits and not issuing loans. Although the initiative to issue small loans in 2007 has solved the problem of “only deposits but not loans” to a certain extent, it has not completely solved the problem of rural capital outflows. Rural financial services and supply are seriously inadequate. Although the scale of rural finance has expanded, the efficiency of rural finance has not been improved.

Therefore, due to the bias of early China’s financial development policies, the level of financial scale is higher than the level of financial efficiency. Although the development of financial efficiency and financial scale have an impact on the consumption patterns of urban residents, the impact of financial efficiency is not significant in comparison. Financial scale has a certain impact on rural residents' regular consumption, but financial efficiency has no significant impact on rural residents' consumption. Therefore, on the basis of expanding the financial scale, it is very important to comprehensively improve the financial environment and further improve financial efficiency.

5.4 Additional Empirical Analysis

5.4.1 Random Effects Test

This paper further conducts regression analysis on provincial panel data. Hausman test results show that random effects are better than fixed effects, and the regression analysis results of random effects are consistent with the results of OLS.

	(1) regular	(2) service	(3) residence
ufir	-0.0975*** (-5.5806)	0.1140** (3.1139)	0.2415*** (3.6838)
ufe	-0.0409* (-2.2008)	-0.0463* (-2.0285)	0.2126* (2.4935)
rfir	-0.0295* (-2.4009)	-0.0095 (-0.3204)	0.0867 (1.6574)
rfe	0.0007 (0.0624)	0.0052 (0.3298)	-0.0060 (-0.1570)

z statistics in parentheses * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Table 5. The impact of financial development on urban and rural consumption patterns(Random Effect)

5.4.2 Ratchet Effect Test

Considering that consumption expenditure may have a “ratchet effect”, the previous period of residents’ consumption expenditure is added to the model, which is represented by UCN_{t-1} and RCN_{t-1} .

$$\ln \text{UCN}_{i,t} = \alpha_{5,0} + \alpha_{5,1} \ln \text{UFIR}_{i,t} + \alpha_{5,2} \ln \text{UCN}_{i,t-1} + \alpha_{5,3} \ln \text{Control}_{i,t} + \varepsilon_{5,i,t}$$

$$\ln \text{UCN}_{i,t} = \alpha_{6,0} + \alpha_{6,1} \ln \text{UFE}_{i,t} + \alpha_{6,2} \ln \text{UCN}_{i,t-1} + \alpha_{6,3} \ln \text{Control}_{i,t} + \varepsilon_{6,i,t}$$

$$\ln \text{RCN}_{i,t} = \alpha_{7,0} + \alpha_{7,1} \ln \text{RFIR}_{i,t} + \alpha_{7,2} \ln \text{RCN}_{i,t-1} + \alpha_{7,3} \ln \text{Control}_{i,t} + \varepsilon_{7,i,t}$$

$$\ln \text{RCN}_{i,t} = \alpha_{8,0} + \alpha_{8,1} \ln \text{RFE}_{i,t} + \alpha_{8,2} \ln \text{RCN}_{i,t-1} + \alpha_{8,3} \ln \text{Control}_{i,t} + \varepsilon_{8,i,t}$$

	Urban			Rural		
	regular	service	residence	regular	service	residence
fir	-0.0839*** (-4.8176)	0.0482 (1.3651)	0.2300** (3.6456)	-0.0356* (-2.3353)	0.0195 (0.6899)	0.0821 (1.7451)
L.regular	0.1679** (2.9898)			-0.0834 (-1.3672)		
L.service		0.1040 (1.9812)			0.0589 (0.9969)	
L.residence			-0.0696 (-1.3971)			-0.1221* (-2.6621)
fe	-0.0410* (-2.2613)	-0.0443 (-1.9527)	0.2340* (2.6707)	-0.0017 (-0.1441)	0.0092 (0.6097)	-0.0028 (-0.0740)
L.regular	0.1413* (2.5794)			-0.0754 (-1.2019)		
L.service		0.0965 (1.8711)			0.0571 (0.9551)	
L.residence			-0.0979 (-1.9651)			-0.1174* (-2.5459)

t statistics in parentheses * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Table 6. The impact of financial development on urban and rural consumption patterns(considering the “ratchet effect”)

Combined with the regression results, the urban residents regular consumption expenditure and the rural residents residential consumption expenditure have a ratchet effect, but the results are consistent with the empirical analysis results of this paper.

5.4.3 Model Restructuring

This paper focuses on separately studying the impact of financial scale and financial efficiency on the consumption patterns of residents. In order to improve the credibility of the empirical analysis results, the financial scale and financial efficiency are put into one formula to analyze their impact on the consumption patterns of residents.

$$\ln \text{UCN}_{i,t} = \alpha_{9,0} + \alpha_{9,1} \ln \text{UFIR}_{i,t} + \alpha_{9,2} \ln \text{UFE}_{i,t} + \alpha_{9,3} \ln \text{Control}_{i,t} + \varepsilon_{9,i,t}$$

$$\ln \text{RCN}_{i,t} = \alpha_{10,0} + \alpha_{10,1} \ln \text{RFIR}_{i,t} + \alpha_{10,2} \ln \text{RFE}_{i,t} + \alpha_{10,3} \ln \text{Control}_{i,t} + \varepsilon_{10,i,t}$$

	Urban			Rural		
	regular	service	residence	regular	service	residence
fir	-0.0938*** (-5.1686)	0.1195** (3.2808)	0.2203** (3.0748)	-0.0323 (-1.8446)	-0.0133 (-0.3918)	0.0973 (1.4808)
fe	-0.0359* (-2.2721)	-0.0527* (-2.0749)	0.2009* (2.5473)	0.0052 (0.4170)	0.0070 (0.3901)	-0.0197 (-0.4438)
pqi	0.1946*** (4.5587)	-0.1897* (-2.2177)	-1.0174*** (-4.7373)	-0.0455 (-0.7755)	0.0233 (0.2275)	-0.2032 (-1.3274)
cpi	0.5024*** (11.7306)	-0.5855*** (-4.9920)	-0.5048* (-2.0537)	0.4654*** (8.2418)	-0.8805*** (-6.5388)	-0.2063 (-1.2363)
gov	0.0950*** (4.2201)	0.0344 (0.8759)	-0.4076*** (-5.1065)	0.0190 (0.6961)	-0.0966 (-1.7091)	0.0780 (0.7546)
ur	-0.0267* (-2.2722)	0.0659 (1.5062)	-0.0251 (-0.3568)	-0.0252 (-1.5550)	0.0304 (0.9364)	0.0493 (0.9457)
trade	0.0093 (1.1269)	-0.0561** (-3.1887)	-0.0150 (-0.4415)	0.0222* (2.3127)	-0.0201 (-1.0006)	-0.0709** (-2.9295)
_cons	-0.0540*** (-13.4500)	0.0553*** (7.0011)	0.1669*** (7.6684)	-0.0289*** (-4.9522)	0.0695*** (7.0464)	0.0336* (2.1451)
<i>N</i>	551	551	551	551	551	551
<i>R</i> ²	0.1591	0.1145	0.0852	0.1046	0.0881	0.0323
adj. <i>R</i> ²	0.1483	0.1031	0.0734	0.0930	0.0764	0.0198

t statistics in parentheses * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Table 7. The impact of financial development on urban and rural consumption patterns

The results are consistent with the results of separate discussions on financial scale and financial efficiency, indicating that the results of the impact of financial development on residents' consumption patterns are accurate.

5.5 Rural Financial Access

This paper mainly focuses on analyzing the impact of financial development on the consumption patterns of residents from the perspective of financial deepening, but the impact on rural residents' consumption patterns is not significant. In further research, it was found that the level of rural financial development is backward, financial deepening may not directly affect rural residents' consumption. Therefore, this paper will theoretically analyze the impact of financial access on rural residents' consumption.

Since the commercialization of the State Commercial Bank of China in the 1990s, commercial banks have withdrawn from the rural financial market, and Rural Credit Cooperatives have become the main source of funds in rural areas. Insufficient service facilities in rural financial outlets have reduced the availability of rural financial services, leading to a shortage of rural financial resources. At the end of 2018, the number of bank outlets in rural areas was 126,600, and the number of bank outlets per 10,000 people was 1.31, with an average of 56.41 county bank outlets, 3.95 township bank outlets, and 0.24 village bank outlets. The growth rate of the number of ATMs in rural areas declined. At the end of 2018, there were 380,400 ATMs in rural areas, a growth rate of 0.82%, and the number of ATMs per 10,000 people was 3.93. Commercial banks pay more attention to population size and residents' income when deploying outlets. With the gradual opening of the financial market and the deepening of market-oriented reforms, commercial financial institutions have reduced their business outlets in underdeveloped areas in order to pursue profits, and it has become more difficult for residents in underdeveloped areas to obtain financial services.

Economists have found that in the process of development of banks in rural

areas, problems such as few and uneven business outlets, insufficient bank employees and low rural financial service rates have generally appeared. Leyshon(2006) pointed out that the establishment of business outlets of financial institutions can reduce the information asymmetry between institutions and residents, while maintaining the cost of obtaining appropriate financial services for the poor at a certain level. Zhang and Li(2014) analyzed the impact of new rural financial institutions on the availability of credit for rural residents. Research showed that increasing the number of new rural financial institutions can significantly increase the availability of credit for rural residents. Wang and Tang(2015) found that rural community banks play an important role in improving rural financial inclusion by improving financial coverage and meeting the individual financial needs of farmers.

Despite the continuous development of rural finance, due to the serious shortage of rural financial institutions, it is difficult for rural residents to obtain consumer credit, the consumption demand of rural residents is suppressed, and financial deepening is difficult to affect rural residents' consumption. Therefore, the impact of financial access on rural residents' consumption may be more important than financial deepening.

6. Conclusion and Policy Suggestion

6.1 Conclusion

This paper conducts an empirical analysis of panel data from 29 provinces in China from 1995 to 2014 to analyze the impact of financial development on consumption patterns. Based on theoretical analysis, regression estimation and

result analysis, the following conclusions are drawn:

1. Financial development has promoted the improvement of residents' consumption patterns. But due to the bias of early China's financial development policies, the level of financial scale is higher than the level of financial efficiency. Compared with the financial scale, the impact of financial efficiency on the consumption patterns of residents was not significant. Therefore, on the basis of expanding the financial scale, it is of great significance to comprehensively improve the financial environment and further improve financial efficiency.

2. With the continuous improvement of the level of urban financial development, the proportion of regular consumption expenditure of urban residents has been declining. On the contrary, the proportion of service consumption expenditure and the proportion of residential consumption expenditure have been increasing. Therefore, financial development has promoted the improvement of consumption patterns of urban residents. The continuous expansion of rural financial scale has promoted the continuous decline of the proportion of rural residents' regular consumption expenditure, but the impact on service consumption expenditure and residential consumption expenditure was not significant. Due to the backward rural infrastructure and the low consumption awareness of rural residents, the development of rural finance has no significant impact on the improvement of rural residents' consumption patterns.

3. The impact of financial development on residents' consumption patterns in the eastern, central and western regions is different, but it is basically consistent with the regression results for all regions. The development of financial scale in the western region has a significantly stronger impact on the consumption patterns of urban residents than other regions. And the financial efficiency of the eastern and central regions has a more significant impact on the consumption patterns of urban

residents than the western region. In terms of the consumption patterns of rural residents, the financial scale development in the eastern region has a significant impact on the regular consumption expenditure of rural residents, while the financial scale in the central and western regions has no significant impact on the rural residents' consumption patterns. In terms of the driving effect of financial development on residents' consumption, the eastern region is stronger than other regions, and the central region is stronger than the western region.

6.2 Policy Suggestion

This paper finds that financial development can promote the improvement of residents' consumption patterns. Therefore, in order to promote the growth of residents' consumption expenditure, it is necessary to further improve the level of financial development. Based on the results of empirical analysis, the following countermeasures are proposed:

1. In the context of the further development of China's finance, it is necessary to focus on solving the problem of low efficiency of China's financial system. The low efficiency of China's financial system is largely related to China's long-term financial strategy of 'focusing on quantitative financial growth and ignoring financial qualitative development'. Therefore, it is necessary to seek a balance between the development of the financial industry and the improvement of financial services, and formulate targeted financial reform, opening up and development plans. While building financial infrastructure, strengthen the construction of financial institutions, focusing on the coordinated development of the securities, banking and insurance industries.
2. Optimize the internal structure of the financial system, eliminate credit

constraints faced by residents, and develop financial products related to residents' consumption, so that financial development can benefit residents' consumption. Pay attention to the new trends in urban residents' health care, transport and communication, culture and recreation and other service consumption changes, and establish corresponding financial supporting facilities to promote residents' consumption of service items. On the basis of meeting the production loan demand of rural residents, develop rural living consumption loans. Increase the distribution of commercial banks in rural areas, strengthen financial knowledge education for rural residents, and focus on developing consumer credit products suitable for rural residents, so that more rural residents can more easily obtain credit consumer services.

3. From the perspective of urban-rural structure, the acceleration of financial development should be appropriately tilted to rural areas, so as to continuously narrow the urban-rural consumption gap and promote rural residents' consumption. From the perspective of geographical distribution, to accelerate financial development, it should be appropriately tilted to the central and western regions, so as to continuously narrow the consumer consumption gap between regions. The central and western regions of China are generally underdeveloped. Whether in terms of coordinated economic development or social equity, it is necessary to gradually improve the quality and quantity of financial development in underdeveloped regions.

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8. Appendix

	food	clothing	goods	health	transport	entertainment	residence
ufir	-0.0943*** (-4.1227)	-0.0960** (-3.1181)	-0.1205 (-1.7019)	0.1582* (2.6358)	0.1987*** (3.7114)	0.0459 (0.8961)	0.2415*** (3.6838)
upci	0.0949 (1.5117)	0.6451*** (7.9619)	0.1129 (0.5725)	-0.6550*** (-4.6417)	-0.0096 (-0.0700)	-0.1998 (-2.0410)	-1.0005*** (-4.5994)
ucpi	0.5640*** (9.5492)	0.5040*** (4.8571)	0.3230 (1.6085)	-0.1047 (-0.5920)	-0.9847*** (-4.0629)	-0.4748** (-3.1499)	-0.5885* (-2.4545)
gov	0.0749*** (4.1591)	0.1108* (2.6284)	0.1509 (1.6854)	0.0095 (0.1643)	-0.0007 (-0.0110)	0.0213 (0.3689)	-0.3782*** (-4.2898)
ur	-0.0258 (-1.3134)	0.0412 (0.9567)	-0.0524 (-0.7136)	0.2488*** (4.0266)	0.0991 (1.2471)	-0.0039 (-0.0904)	-0.0609 (-0.8048)
trade	0.0269* (2.6508)	-0.0036 (-0.2444)	-0.0323 (-0.8189)	-0.0839* (-2.2853)	-0.0124 (-0.4237)	-0.0552* (-2.6683)	-0.0414 (-1.1776)
_cons	-0.0488*** (-9.2567)	-0.0885*** (-10.3234)	-0.0313* (-2.1498)	0.0854*** (6.2727)	0.0739*** (5.0551)	0.0377*** (4.0436)	0.1627*** (7.3071)
<i>N</i>	551	551	551	551	551	551	551
<i>R</i> ²	0.1232	0.1209	0.0191	0.0933	0.0932	0.0371	0.0735
adj. <i>R</i> ²	0.1135	0.1112	0.0082	0.0833	0.0832	0.0264	0.0633

t statistics in parentheses * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Table 8. The impact of urban financial scale on urban consumption patterns(7 items)

	food	clothing	goods	health	transport	entertainment	residence
ufe	-0.0156 (-0.8033)	-0.0853* (-2.5687)	-0.1092** (-2.8141)	-0.0571 (-1.1660)	-0.0720 (-2.0040)	-0.0127 (-0.4181)	0.2126* (2.4935)
upci	0.1118 (1.7166)	0.6670*** (7.9685)	0.1404 (0.7067)	-0.6779*** (-4.8084)	-0.0383 (-0.2761)	-0.2067* (-2.0753)	-1.0552*** (-4.6744)
ucpi	0.6124*** (9.8055)	0.5200*** (5.0615)	0.3420 (1.6109)	-0.2258 (-1.2797)	-1.1369*** (-4.6421)	-0.5081** (-3.2606)	-0.6297* (-2.5528)
gov	0.0629** (2.9738)	0.1098* (2.6001)	0.1501 (1.7779)	0.0433 (0.7448)	0.0418 (0.6793)	0.0304 (0.5026)	-0.3755*** (-4.9958)
ur	-0.0263 (-1.1864)	0.0281 (0.6392)	-0.0692 (-0.9122)	0.2347*** (3.6974)	0.0814 (1.0396)	-0.0073 (-0.1578)	-0.0283 (-0.3837)
trade	0.0344** (3.2199)	-0.0059 (-0.4016)	-0.0355 (-0.9297)	-0.1082** (-3.0672)	-0.0431 (-1.6469)	-0.0618** (-3.1559)	-0.0359 (-0.9929)
_cons	-0.0519*** (-9.1372)	-0.0928*** (-10.5319)	-0.0368* (-2.5569)	0.0891*** (6.7048)	0.0785*** (5.5975)	0.0389*** (3.9785)	0.1737*** (7.5361)
<i>N</i>	551	551	551	551	551	551	551
<i>R</i> ²	0.1078	0.1254	0.0220	0.0872	0.0817	0.0361	0.0781
adj. <i>R</i> ²	0.0980	0.1158	0.0112	0.0772	0.0715	0.0255	0.0679

t statistics in parentheses * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Table 9. The impact of urban financial efficiency on urban consumption patterns(7 items)

	food	clothing	goods	health	transport	entertainment	residence
rfir	-0.0306 (-1.7047)	-0.0505* (-2.3290)	0.0132 (0.3868)	-0.0985** (-3.2414)	-0.0167 (-0.3230)	0.0359 (0.6658)	0.0867 (1.6574)
rpci	-0.1867* (-2.4752)	0.4111*** (5.4590)	0.4821*** (5.4001)	-0.2639 (-1.7662)	-0.4144* (-2.4566)	0.5732* (2.6770)	-0.1994 (-1.3066)
rcpi	0.5557*** (8.6527)	0.1316 (1.1404)	0.1548 (1.4064)	-0.1239 (-0.6148)	-0.9709*** (-4.8329)	-1.6681*** (-6.9517)	-0.2207 (-1.4687)
gov	0.0018 (0.0565)	0.0097 (0.3680)	0.1850* (2.5969)	0.0378 (0.7299)	-0.0535 (-0.6379)	-0.2557* (-2.5036)	0.0806 (0.7769)
ur	-0.0267 (-1.0808)	0.0538 (1.1521)	-0.0948 (-1.4018)	0.0564 (0.9643)	0.0269 (0.4607)	0.0283 (0.6529)	0.0482 (0.9364)
trade	0.0320* (2.6265)	-0.0062 (-0.3363)	-0.0449* (-2.2954)	-0.0323 (-1.7496)	-0.0188 (-0.3894)	-0.0256 (-0.7709)	-0.0686* (-2.7193)
_cons	-0.0260** (-3.5041)	-0.0408*** (-6.4076)	-0.0377*** (-4.4255)	0.0806*** (6.5701)	0.1450*** (8.9306)	0.0216 (1.2647)	0.0348* (2.3127)
<i>N</i>	551	551	551	551	551	551	551
<i>R</i> ²	0.0937	0.0795	0.0874	0.0230	0.0516	0.0927	0.0313
adj. <i>R</i> ²	0.0837	0.0693	0.0774	0.0122	0.0411	0.0827	0.0206

t statistics in parentheses * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Table 10. The impact of rural financial scale on rural consumption patterns(7 items)

	food	clothing	goods	health	transport	entertainment	residence
rfe	0.0089 (0.6830)	-0.0333* (-2.3704)	-0.0312 (-1.7067)	-0.0447* (-2.1696)	0.0007 (0.0304)	0.0267 (1.2182)	-0.0060 (-0.1570)
rpci	-0.1770* (-2.3212)	0.4119*** (5.5123)	0.4692*** (5.3165)	-0.2559 (-1.7159)	-0.4105* (-2.4343)	0.5736* (2.7017)	-0.2208 (-1.4494)
rcpi	0.5863*** (9.6490)	0.1902 (1.7421)	0.1462 (1.2221)	-0.0131 (-0.0623)	-0.9535*** (-4.4543)	-1.7103*** (-7.0504)	-0.3106* (-2.2055)
gov	-0.0011 (-0.0329)	0.0017 (0.0620)	0.1843* (2.7138)	0.0237 (0.4098)	-0.0553 (-0.6631)	-0.2499* (-2.5846)	0.0899 (0.8410)
ur	-0.0230 (-0.9172)	0.0593 (1.2646)	-0.0967 (-1.4051)	0.0674 (1.1671)	0.0288 (0.4862)	0.0244 (0.5668)	0.0380 (0.7921)
trade	0.0327* (2.6679)	-0.0103 (-0.5813)	-0.0482* (-2.4313)	-0.0381* (-2.0725)	-0.0189 (-0.3860)	-0.0223 (-0.6710)	-0.0684** (-2.8588)
_cons	-0.0295*** (-4.3582)	-0.0463*** (-7.3315)	-0.0361*** (-4.3203)	0.0698*** (6.3835)	0.1432*** (9.4052)	0.0255 (1.6257)	0.0445** (3.2797)
<i>N</i>	551	551	551	551	551	551	551
<i>R</i> ²	0.0907	0.0839	0.0926	0.0210	0.0515	0.0936	0.0257
adj. <i>R</i> ²	0.0807	0.0737	0.0825	0.0102	0.0410	0.0836	0.0149

t statistics in parentheses * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Table 11. The impact of rural financial efficiency on rural consumption patterns(7 items)

국문초록

중국 금융발전이 도시와 농촌 주민의 소비 구조에 미치는 영향

중국 도시와 농촌 주민들의 소비 수준은 줄곧 큰 격차를 보여 왔다. 도시보다 농촌 소비시장의 발전은 느리고, 농촌 주민의 소비성향과 소비 능력이 낮기 때문에 중국 국민 전체의 전반적 소비수준 향상을 제약해 왔다. 도시와 농촌 주민의 소비 격차를 줄이고 장기적인 국민 소비 증가 메커니즘을 수립하는 것은 수요 확대 전략의 필수 조건이며 경제발전 방향을 전환하는 데 있어 중요한 방법이다. 금융은 경제발전의 핵심 요인으로서 실물경제 발전과 경제구조 전환의 중요한 추진력이 된다. 금융 발전이 국민들의 소비 구조에 미치는 영향을 연구하고 금융발전을 촉진함으로써 국민들의 소비 수요 향상을 모색하는 것은 의미가 있다.

본문은 국내외 관련 문헌에 근거하여 금융 발전이 도시 및 농촌 주민들의 소비 구조에 미치는 메커니즘을 분석하였다. 1995년부터 2014년까지 중국 29개 성(省)의 패널 데이터를 사용하여 단위근 검증, F 검증 및 LM 검증을 거친 후, OLS를 이용하여 금융 발전이 중국 도시와 농촌 주민의 소비 구조에 미치는 영향을 실증적으로 분석하였다.

결과적으로 금융 발전이 중국 도시 및 농촌 주민들의 소비 구조 개선을 촉진한 것으로 나타났다. 금융효율은 금융구조보다 주민들의 소비 구조에 미치는 영향이 크지 않았다. 금융의 발달로 도시민의 소비구조가 개선되면서 식품, 의류, 생활용품에 대한 소비지출 비중은 줄어들고, 건강, 통신, 오락, 거주 등의 소비지출 비중은 높아지고 있다. 농촌의 금융 발전과 소비 수준의 저하로 금융 발전이 주민들의 소비 구조에 미치는

영향은 크지 않았다. 또한 금융 발전이 주민의 소비 구조에 미치는 영향에는 지역적 차이가 존재한다. 중동부 지역보다는 동부지역의 금융 발전이 주민들의 소비 구조에 미치는 영향이 더 명확한 것으로 나타났다. 이론과 실증 분석을 바탕으로 중국 경제 구조의 특수성을 결합해 금융 발전을 촉진하고, 도시와 농촌 주민들의 소비 수요를 높일 수 있는 정책적 함의를 제기하였다.

주요어: 금융 발전, 주민 소비 구조, 패널 데이터

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