



# Influencing Factors of Rural Human Consumption in China

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## ARTICLE INFO

### Article history:

Accepted October 2014

Available online December 2014

### JEL Classification

D03, D12, R29

### Keywords:

Rural human consumption,  
Influencing factors, Economic  
function, Social capital

## ABSTRACT

The paper combines the social capital theory, the ordered choice model, and the case study in order to analyze the influence factors of the rural human consumption. The results show the presence of inverted U shape curve relation between human consumption amount and age. Human communication range, income, the highest single human consumption amount and the minimum amount, occupation, family population, the existing of human consumption capacity and the scope of the existing relationships between interpersonal relationship satisfaction and other factors on human consumption level has positive influence on human consumption level. Domestic researches on human behaviour are wide, but most of the studies are focused on the social, human, and psychological disciplines. For the origin of human consumption, scholars focus on four aspects like novelty, human or mutual needs. This research is based on field investigation conducted in Niuxintai village, Liaoning Province, in order to understand the current situation of the rural human consumption in China, and to explain the function and influencing factors of human consumption.

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## 1. Introduction

In the recent years, the consideration of farmers role in the human consumption economic interests, gradually increased (Chunbo and Shaowen, 2004). The alienation of human consumption further lead to the loss of the initiative and the selectivity in human communication, and also restrict the development of rural economy and society fair greatly (Yawei and Zhongxing, 2000). The research on the human consumption is not very extended, but the scholars conducted systematic studies about the human consumption of the corresponding concept of gift. One of the earliest study of gift exchange postulates that the cause of people to return to after receiving a gift is call, a mysterious force (Mauss, 2002). Malinowski (2002) explained the gift exchange in correlation with the reciprocity. He believed that gift is given by the people who look forward to others returns, and if the other part does not give returns, then gift will be terminated. Lévi-Strauss (1986) put forward the essence of human society and culture from the cultural sense is the exchange, which has greatly enriched the principle of reciprocity. Some people pay more attention to practical gifts, and other people prefer the gift given by close people (Parsons, Ballantine, and Kenredy, 2011).

Domestic researches on human behaviour are wide, but most of the studies are focused on the social, human, and psychological disciplines. For the origin of human consumption, scholars focus on four aspects like novelty, human or mutual needs. In China, ritual is often accompanied by report. A large number of studies show that the report consciousness is one of the main motivations that prompted Chinese favors (Weixu and Tingjiang, 2010; Tingjiang, Guagguo, Xianjin, 2005). The Confucianism mainly teaches people how to get along with each other and shows that the blood relationship is the base, combined with the popularity and ethics extends the form (Xuewei, 2004). In Confucianism, ethics is the theory of benchmarking that measures all things, and is inextricably linked to human and the human relations (Weimin, 1996). Yi (2008) pays more attention to the expression of feelings for human consumption in the understanding of the concept. This means that human consumption is the situation in which people use money, goods and other gifts to express congratulations and compassion when others encountered life events. Chunbo and Shaowen (2004) defined the human consumption by putting more emphasis on social capital attribute of human been. Chunyan and Hao (2012) summarised the human consumption as human ethical consumption.

Many scholars studied the factors of traditional agricultural society cooperation. Traditional agricultural society is a kind of economic formation that provide goods for themselves, but when it is about the participation in social activities, the main advantages appear in cooperation forms, such as marriage, funeral, building houses and ancestral hall activities. During the traditional small scale peasant production

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period, agricultural production process was complex and the production results largely dependent on nature. In addition, the system of social public goods and the lack of rural villagers, lead to the lack of a sense of security and warmth (Yun, Gu HaiYing, and Qinghua, 2005). To reverse this fate of the dilemma, people were supposed to build water conservancy facilities, improve the management system etc. But the implementation of these measures should not only rely on the individual producers, but also developed a stable cooperation between people. At this point, the primitive relation based on blood as the link aggregation was formed. With the further expansion of production scale, families between binding villagers in human contacts were more inclined to the pursuit of economic benefits. This led to the reorganization of the family society, gradually evolved into blood, geography, industry margins and marriage as a link to the organization (Chunbo and Shaowen, 2004).

This research is based on field investigation conducted in Niuxintai village, Liaoning Province, in order to understand the current situation of the rural human consumption in China, and to explain the function and influencing factors of human consumption.

## 2. Data description of the rural human consumption

Niuxintai village is located in the eastern suburbs of Benxi city, Liaoning, 10.5 kilometres away from downtown, belonging to Mingshan District, covers an area of 410,000 km<sup>2</sup>, with the total population of 26,000 people. Niuxintai village has 2,633 households and 8,432 people. The research used the sampling survey of the conventional society. A number of 224 samples were taken from the family and one in the family who meet the requirements was carried on the questionnaire survey.

### *The content of human consumption*

The data shows that, the number of families who have given gifts adds up to 194 households; accounting for the total sample is 86.6%, which means that human consumption is an important way of Niuxintai village communication interpersonal circle. Among them, wedding and funeral are important items of human consumption, accounting for 82.6% of the sample. The second event is the born of children with 63.4%, entrance with 58%, doctor with 48.7%, birthday with 45.98%, house moving with 46.4%, Pay New Year's call with 41.96%, finding people with 29.9%, and for joining the army with 29.5%. Ma Chunbo, and Li Shaowen (2004) consider the impact of this situation stems grows out of the enrolment expansion of colleges and universities.

**Table 1. The situation of the rural human consumption in Niuxintai village**

	Frequency	Rate (%)
The birth of a child	142	63.3929%
The child of one month	28	12.5000%
Birthday	103	45.9821%
Marriage and funeral	185	82.5893%
The entrance	130	58.0357%
House-moving	104	46.4286%
Promotion	11	4.9107%
Find people	67	29.9107%
Pay New Year's call	94	41.9643%
Dragon Boat, Mid-Autumn Festival	10	4.4643%
The year of fate	5	2.2321%
Visit	109	48.6607%
Joining the army	66	29.4643%

*Note: there are multiple choice questions*

### *The target of human consumption*

88% of the rural area family human consumption objects are the relatives, which reflect the kinship, the dominance of the marriage relationship between in the countryside interpersonal relationships, and the importance of the villagers on the phylogenetic relationship. 87% of respondents in the survey of family human consumption are distant relatives and neighbours. Xiaoning (2011) argues that this is due to the limited range of villagers' exchanges, excluding some due to the interpersonal work. Their social circles are mainly concentrated in the village, thus their geopolitical interpersonal relationships have a strong close property.

The villagers have extended their social circle since 1990, adding friends, colleagues, schoolmates, relatives, etc. The villagers who are engaged in non agricultural activities have more opportunities to socialize with friends and workmates. In addition, many villagers forged friendships on account of going to work together in the city. The favour pattern is continued after they are coming back at home, so that many villagers widen the circle of human consumption. It is found that 80% of all households surveyed are

represented by households who socialize with workmates. Once with the improvement of the education level in the rural areas, an increasing number of children from the rural area are going at the school, making friends and schoolmates who are added into the villagers' social circle and expanding it. Moreover, the development of the social market economy promotes the transition of human consumption in a certain extent. An elder woman surveyed said that "We used to offer our congratulations and give gifts only to people who we have dealing with, but now we will do this if the person is one as long as we're on speaking terms with. Still, one household hold a ceremony for celebrating an unpleasant event, everybody goes to offer congratulations so you have to follow them". The relationships between peoples are weak, but they establish a new kind of connection based on human relations, and this kind of connection is hard to be broken because it is based on the interpersonal relationship. People believe that all gifts need reciprocity. This believes enlarge the range of human expression and increase the human consumption. It means people will indebted more and pay much money for human feelings manifestation.

**Table 2. Target of human consumption in Niuxintai Village**

Target of human consumption	Frequency (N)	Rate (%)
Close Relative	197	87.9464%
Distant Relatives & Neighbours	195	87.0536%
Friends & Schoolmates	190	84.8214%
Workmates	179	79.9107%
Leader & Boss	97	43.3036%

*Note : There are multiple-choice questions.*

### **Modes of human consumption**

Cash becomes the most popular human gift in NiuXinTai village now, and it provides 97.42% of total household surveyed which takes up the leading part, the rate of gifts accounts for 15.98%, helping to do some farm work makes up 67.01%, and helping to solve problems represented 33.51%. In general, the human tendency is caused by rural social mutual monetization or marketization.

**Table 3. Human consumption modes in NiuXinTai village**

Modes	Frequency	Rates
Cash	189	84.3750%
Gift	31	13.8393%
Labor	130	58.0357%
Solve problems	65	29.0179%

*Note: Data from the survey.*

### **Level of human consumption**

The families which have human actions more than 6 times takes up 73.8% of all households surveyed, and the families which have human actions less than 4 times accounts for 26.2%. Table 4 shows that 39% of villagers surveyed are represented by people who feel that they have more human actions this year, and 51.8% of the villagers surveyed believe the frequency of human actions this year is similar to the previous year. Only 8.7% of them think it has decreased.

**Table 4. Human consumption level in NiuXinTai village**

Variables	Frequency	Rates (%)
Times 1-2	12	6.9767%
3-4	12	6.9767%
5-6	21	12.2093%
> 7	127	73.8372%
Compare with the past	76	38.9744%
nearly	101	51.7949%
less	17	8.7179%

*Note: Data from the survey.*

When one household hold a ceremony it is significant how much should be gifted in village. The standard of human consumption depends on the standard of living of the villagers, the amount of the money, and how close they are and how important this is.

Table 5 shows the standard of human consumption among 194 households surveyed. The frequency of consumption between close relatives is equally distributed, and the frequency of consumption between

distant relatives and neighbours, friends and schoolmates, colleagues and workmates mainly concentrated on 100 RMB to 200 RMB. The rate for distant relatives and neighbours is up 83.8%, friends and schoolmates makes is 87%, colleagues and workmates makes is 92.5%, and leaders and bosses makes is 45.2%. It is important to note that the consumption between leaders will be higher to some extent, the rate of the gift in money between 5000 RMB to 1000 RMB is 29%.

**Table 5. Standard of human consumption unit**

Relationship type	Standard (%)				
Value	< 100	100-200	300-500	500-1000	>2000
Close Relatives	0	38.25%	31.69%	22.40%	7.65%
Distant relatives & neighbours	0.52%	83.77%	15.18%	0.52%	0
Friends & schoolmates	0	87.03%	12.43%	5.41%	0
Colleagues & Workmates	0	92.49%	7.51%	0	0
Leaders & Bosses	0	45.22%	26.09%	28.70%	0

Note: Data from the survey

### **Psychology of human consumption**

Consumer psychology represents the psychological characteristics and psychological activities of consumers feelings reflected in the consumer behaviour. Consumer's psychology can be roughly divided into mass-following psychology, pursuing to be different and practical psychology. Table 6 shows that the rate of people whose purpose of giving human gift is expressing emotions takes up 54.12%, but 56% of surveyed people just return the favour. Also, there is 54% of the total people are represented by those think they have intimate relationship with each other and 36% of them just compel in secular pressure. In addition, the rate of people who believe that will be useful if they need help in the future.

**Table 6. Psychology of human consumption in NiuXinTai village**

Consumer psychology	Reasons	Frequency	Rates (%)
Sense of face	Other people all do	33	17.0103%
Express emotions	Express emotions	105	54.1237%
Return the favour	Owe a favour	109	56.1856%
Gain resources	For the future	45	23.1959%
	For the reputation	34	17.5258%
Custom	Custom	70	36.0825%
Compensation	Receive in the future	42	21.6495%

Note: There are multiple-choice questions.

After the making of the gift giving decision, villagers will ponder over how much they should give. The amount of money can reflects the depth of their emotions in most cases. The rate of the depth of feelings provides 62% of total reasons which takes up the first place. The second part is how much they owed which takes up 57%. The others' social status and the expected return have a minimal impact, and takes up 4.6% and 1%. Thus it can be seen that people in NiuXinTai village send presents for emotions mostly but not for utility.

**Table 7. Psychology of human consumption 2 in NiuXinTai village**

Reasons for how much gift to send	Frequency	Rates (%)
Economic conditions	48	24.6154%
How much owed	112	57.4359%
How much people around send	56	28.7179%
The depth of feelings	121	62.0513%
The others' social status	9	4.6154%
The expected return	2	1.0256%
Times of the others' ceremony	31	15.8974%

Note : Data from the survey questionnaire

### **3. Influencing the rural human consumption**

Once with the increasing of the rural human consumption pressure, there has some serious influence on the development of both the villagers and the village. According to the theory of social capital investment, factors like age, the prospective discount rate for the future, the possibility to leave the original survival organization, opportunity cost of time, occupation, social capital depreciation rate for human consumption,

have certain effect on human consumption. Because it is difficult to measure the discount rate for the future, opportunity cost of time, social capital depreciation rates, and this paper will not consider them. Through the summary and the review of the existing literatures, this paper thinks except age, probability to leave the community, occupation, cultural degree, income, marital status, whether settlers from other places, the family population, the social circle, the maximum and the minimum amount on the human consumption, the items on the human consumption, acceptance to undertake the present human consumption, personal understanding on the importance of the human consumption, the psychology on sending the human consumption and the current interpersonal relationship satisfactory all influence the human consumption amount. Among them, marital status, whether external population, family population, the scope of communication are through social circle size affect them. Generally speaking, there is a positive correlation between the social circle and the human consumption. This paper makes analysis on the influence factors on the human consumption, using ordered multivariable choice model to elaborate the relationship between dependent variables and independent variables, including spring and significant etc.

### ***Assumptions on human consumption***

Reference to existing research, with research data availability, this study selected the following 10 categories of explanatory variables:

#### **( 1 ) Respondents' age**

Here the respondents' age refers to the survey households directly on the human consumption decision-making personnel's age. An inverted "U" curve relationship between individual age and social capital, that is to say that the individual social capital will gradually increase to a certain age limits, and go beyond the limit will be reduced gradually. Edward Glaze (2000) published a study showed that people over the age of 40 are more willing to become a member of some kind of organization. It is 56% higher than the proportion of 20 year old crowd, but the 60 year old crowd is 60% higher.

#### **( 2 ) Whether to leave the community or not**

In general, as the individual in a community or interpersonal organization' time becomes longer, the more social capital investment to the interpersonal circle will occur. In contrast, if the individual decides to leave the community or organization, he will reduce the circle of social capital investment, but more investment in the training of skills. There is a negative correlation between migration possibilities and individual membership (negative correlation between the value of the statistic data for -7.5), that the migration increased probability of 20%, individuals has organization membership number would drop to 15% (Glaeser, 2003).

#### **( 3 ) Occupation condition of the investigated Village**

With deeper degree of social functions engaged in individual work, higher social status, the individual to the social capital investment level will be higher. Edward Glaze (2000) interpreted as initial social skills higher determines the high wages and social capital investment. But according to a survey of the region between human habits found that range of human consumption in the area mainly based on genetic and geographic. Such as town ship enterprises responsible for the expansion of human relations in the margin, but the industry margin of human also often contain on geographical or genetic relationship. While the amount of consumption volatility in the professional is not obvious,so whether the impact of human consumption amount will have a significant impact remains to be discussed.

#### **( 4 ) The family income**

The family income is on behalf of the economic situation of the family. Generally speaking the higher the human consumption amount is, the higher the family income family is. This is largely due to the rural area villagers "face" circumstances and atmosphere of public opinion caused. It is worth mentioning that the human consumption has certain rigidity, even if the family income decline, gift amount also cannot be reduced on the basis of the original, otherwise you will lose face or cause the recipients' unsatisfactory.

( 5 ) Items of giving gifts, the maximum and minimum amount of human consumption, are the human consumption of total accumulation. There is certain rigidity of single human consumption stated amount, impact on the total consumption. In general, the higher the established single human consumption amount and more gifts of gold project is, the higher human consumption of total will be.

( 6 ) Marital status, whether settlers from other places, family population all are used to represent human circle size. This study argues that marriage will expand human circle through the marriage bond; Settlers from other places human have a not mature circle building, so it will be smaller; population and human circle is proportional to the size of the house. But human circle size or with human consumption is proportional to the total.

( 7 ) The degree of culture.

The higher the degree of culture the villagers is ,the more rational consumption concept the villagers have, and then do rational, restraint, and politely for human consumption.

( 8 ) Whether can accept the current human gifts.

The questionnaire provided five options, like cannot, cannot, reluctantly, respectively easy and easy. In this study, a total of 224 qualified questionnaires, 30 households no longer have humanconsumption, in which 40% families blame the high human contacts. Therefore, it is assumed that the human consumption and human exchanges is proportional to the total burden, no longer human consumption to achieve a certain degree.

( 9 ) The psychological factor of human association

Including how to decide whether to go to the gift, what reason influence human consumption to measure the amount of individual human ritual importance degree.

( 10 ) The degree of satisfaction with the existing interpersonal relationship

Human consumption is to promote the construction of emotion, and fully meet or can become a new way to guide the healthy development of human consumption emotion.

**Methodology:**

According to social capital investment and the human consumption of relevant research, using multiple ranking selection Probit model on the relationship between the total amount of each factor and human consumption analyses. The following specific form of Probit model:

$$P=P ( y=i|X ) =\varphi ( \beta X )$$

Among them, P denotes the probability, y=i said human consumption scope,  $\beta ( \beta_0 , \beta_1 , \dots , \beta_n )$  are the parameters to be estimated, X (  $x_0 , x_1 , \dots , x_n$  ) is the explanatory variable.  $\beta X$  is Probit's index.  $\beta_1$  says a one unit change in  $x_1$  caused by Probit index changes of $\beta_1$  standard deviation, and  $x_1$  a unit change caused by the change of probability, is the product of the normal density function and the parameters of the corresponding index  $\beta_1$ . The Probit model is used to estimate model parameters by maximum likelihood method.

( 1 ) The explained variable determination

At an average annual rate of human consumption in total as explained variable, when  $Y_n = 0$ , the table next year of human consumption in total in 500 RMB of the following;  $Y_n = 1$ , said the human consumption of currency amount for years is between 501 and 1000 RMB;  $Y_n=2$ , the table next year human consumption amount is between 1001 and 2000 RMB;  $Y_n = 3$ , human consumption amount is between 2001 year and 3000 RMB;  $Y_n = 4$ , the table next year human consumption amount is between 3001 and 4000 RMB;  $Y_n = 5$ , the table next year human consumption amount is between 4001 and 5000 RMB;  $Y_n = 6$ , the year of human consumption in total more than 5000 RMB.

The expression of  $Y_n$  was explained variables are as follows:

$$Y_n = \begin{cases} 0 & \text{if } U_n \leq \gamma_1 \\ 1 & \text{if } \gamma_1 \leq U_n \leq \gamma_2 \\ 2 & \text{if } \gamma_2 \leq U_n \leq \gamma_3 \\ \dots & \dots \\ 6 & \text{if } \gamma_5 \leq U_n \end{cases}$$

Among them,  $\gamma_m ( m = 1 , 2, \dots, 6 )$  is for each interpreted threshold selection explanatory variables.

( 2 ) The establishment of index system

According to the results of the questionnaire research basic mentality and acquired by the investigation, research on social capital of the former scholars selection, based on sorting, classification, summary, and considering the data availability and quantifiable, constructed the model of basic variable system, visible in table 8.

**Table 8. Model variables set and instructions**

Category	Meaning	Variable (OLS)	Instruction (OLS)	Variable (Probit)	Instructions (Probit)	
Binary variables	Whether settlers form other places	Out	1 0	Yes No	Out 1 0	Yes No
	Whether to have intention to leave	Leave	1 0	Yes No	Leave 1 0	Yes No
	<b>Decide whether a gift:</b>					
	1. other people all go, I have no	B9-1	1	Yes	B9-1 1	Yes

Category	Meaning	Variable (OLS)	Instruction (OLS)	Variable (Probit)	Instructions (Probit)			
	way;	0	No	0	No			
	2. the needs of the emotion;	B9-2	1 Yes	B9-2	1 Yes			
		0	No	0	No			
	3. owesomebody else, go is better;	B9-3	1 Yes	B9-3	1 Yes			
		0	No	0	No			
	4. convenient for later work	B9-4	1 Yes	B9-4	1 Yes			
		0	No	0	No			
	5. for a good reputation	B9-5	1 Yes	B9-5	1 Yes			
		0	No	0	No			
	6. the habit of the village	B9-6	1 Yes	B9-6	1 Yes			
		0	No	0	No			
	7. now a gift was able to come back later;	B9-7	1 Yes	B9-7	1 Yes			
		0	No	0	No			
	<b>The factors affecting human gift amount:</b>							
	1. the economic conditions	B101	1 Yes	B101	1 Yes			
		0	No	0	No			
	2. own others how much	B102	1 Yes	B102	1 Yes			
		0	No	0	No			
	3. how much people around send	B103	1 Yes	B103	1 Yes			
		0	No	0	No			
	4. how deep of friendship	B104	1 Yes	B104	1 Yes			
		0	No	0	No			
	5. your other social relations	B105	1 Yes	B105	1 Yes			
		0	No	0	No			
	6. expected returns from others	B106	1 Yes	B106	1 Yes			
		0	No	0	No			
	7. times of your affairs in the home	B107	1 Yes	B107	1 Yes			
		0	No	0	No			
Classifi- cation of the variables	Occupation	Prof	1	Farmers	Prof	1	Farmers	
			2	Workers		2	Workers	
			3	Teachers		3	Teachers	
			4	Cadres		4	Cadres	
	Marital status	Marr	1	Unmarried	Marr	1	Unmarried	
			2	Divorced, widow		2	Divorced, widow	
			3	Married		3	Married	
	Whether could stand the existing human interaction	Stand	1	Completely unable to	Stand	1	Completely unable to	
			2	Can't		2	Can't	
			3	Reluctantly		3	Reluctantly	
			4	Relatively easy		4	Relatively easy	
			5	Easy		5	Easy	
	importance of consumption	Imp	1	Doesn't matter	Imp	1	Doesn't matter	
			2	Less important		2	Less important	
			3	General		3	General	
			4	More important		4	More important	
			5	Very important		5	Very important	
	Satisfaction of the existing relationships:	1. family members	C101	1	Very dissatisfied	C101	1	Very dissatisfied
				2	Dissatisfied		2	Dissatisfied
				3	General		3	General
4				Satisfied	4		Satisfied	
5				Very satisfied	5		Very satisfied	
2. neighbour villagers		C102	1	Very dissatisfied	C102	1	Very dissatisfied	
			2	Dissatisfied		2	Dissatisfied	
			3	General		3	General	
			4	Satisfied		4	Satisfied	
			5	Very satisfied		5	Very satisfied	
3. classmates/		C103	1	Very dissatisfied	C103	1	Very dissatisfied	

Category	Meaning	Variable (OLS)	Instruction (OLS)	Variable (Probit)	Instructions (Probit)	
friends		2	Dissatisfied	2	Dissatisfied	
		3	general	3	general	
		4	Satisfied	4	Satisfied	
		5	Very satisfied	5	Very satisfied	
4. colleagues/ leaders	C104	1	Very dissatisfied	C104	1	Very dissatisfied
		2	Dissatisfied	2	Dissatisfied	
		3	general	3	general	
		4	Satisfied	4	Satisfied	
		5	Very satisfied	5	Very satisfied	
5. village cadres	C105	1	Very dissatisfied	C105	1	Very dissatisfied
		2	Dissatisfied	2	Dissatisfied	
		3	General	3	General	
		4	Satisfied	4	Satisfied	
		5	Very satisfied	5	Very satisfied	
Sort Variable	Age	Age	The actual age	Age	1 > 61 years old 2 < 30 years old 3 30 - 40 years old 4 41 - 60 years old	
Level of education	Edu	1	Primary school	Edu	1	Primary school
		2	Junior school		2	Junior school
		3	High school, technical, secondary school		3	High school, technical, secondary school
		4	College degree or above		4	College degree or above
Income	Inc	The exponential real household income		Inc	1	< 10000 RMB
					2	10001-10001 RMB
					3	30001-30001 RMB
					4	> 50001 RMB
Family population	Pop	Real household population		Pop	1	1 person
					2	2 - 3 persons
					3	4 - 5 persons
					4	> 6 persons
Gifts items	Item	The number of actual gift items		Item	1	1 piece
					2	2 - 3 pieces
					3	4 - 7 pieces
					4	> 8 pieces
Distance by close people	Long	1	> 25 km	Long	1	> 25 km
		2	10 to 25 km		2	10 - 25 km
		3	2.5 - 10 km		3	2.5 - 10 km
		4	< 2.5 km		4	< 2.5 km
Range of human exchanges	Fanwi	1	A kind	Fanwi	1	A kind
		2	Two kinds		2	Two kinds
		3	Three kinds		3	Three kinds
		4	Four kinds		4	Four kinds
		5	More than five		5	More than five

### ***The model parameter calibration and test***

In order to ensure the accuracy of model prediction and correctness and to prevent the use of too many variables from the theoretical background, the value selected for the significant level is 0.05. The ranking selection model analysis is made using Eviews 7.0 software estimation. The regression results are showed in Table 9.



**Table 9. Sorting preliminary Probit model calibration results**

Variable	Probit Coefficient	Z Value	P Value
Age	0.2535	3.112	0.002
Edu	-0.1727	-1.470	0.142
Marr	0.0199	0.143	0.886
Inc	0.2838	2.832	0.004
Prof	0.2000	1.648	0.039
Out	0.0728	0.337	0.736
Pop	0.3286	1.995	0.046
Leave	-0.6954	-2.269	0.023
Item	0.2958	2.616	0.009
Stand	0.3548	2.664	0.007
B9-1	-0.2086	-0.844	0.398
B9-2	0.2588	1.113	0.266
B9-3	0.0332	0.164	0.870
B9-4	-0.2722	-1.063	0.288
B9-5	0.1330	0.554	0.580
B9-6	0.2486	1.195	0.232
B9-7	0.2322	0.946	0.344
B101	-0.3453	-1.565	0.118
B102	0.2066	1.079	0.281
B103	0.5390	2.357	0.018
B104	0.2462	1.029	0.304
B105	-0.0604	-0.125	0.900
B106	0.3756	1.492	0.136
B107	-0.3108	-0.588	0.557
Imp	-0.0020	-0.020	0.984
Long	0.0617	0.567	0.041
fanwei	0.2418	2.732	0.006
C101	0.3358	2.870	0.004
C102	0.2550	1.710	0.087
C103	0.0079	0.606	0.544
C104	0.0049	0.488	0.626
MIN	0.2779	2.661	0.007
MAX	0.4393	2.716	0.006

In sort multiple choice Probit regression estimate,  $R^2$  value is 0.251, explaining the fit of the model of the whole is good; LR statistic value is 179.105, and Prob (LR statistic) value is 0.000, that prove that model has a certain credibility. In the Probit regression, the elasticity of the total amount of age on human consumption is 0.254, by P value known that age by the significance test of Probit regression. Combined with the age variable setup instructions in section found that age and inverted U type curve relationship in the human consumption. Human consumption is minimum for people over 61 years, because in the old stages, such as retirement, decreased energy, reduce daily matters narrowing reason association, even limited communication within the family, the off spring of the interpersonal relationship to married or independent, thus human consumption demand drops greatly; Human consumption amount for people under age 30 in the third. This is because people who under 30 are not marry, live together with the elders, daily human intercourse rely mainly on their elders. Or just to start a family, younger with no offspring or posterity, unable to estimate the future back human gift, so human spending would not be too high; 30 to 40 people aged gross human consumption is on the second place, this group faces of the same age of marriage, promotion, and many other matters, and inherit the elders gradually social and human consumption demand; 41-60 people's total consumption of the highest. This stage of the social groups are completely from the reaction, the issues of the peers and the social circles successors all matters all want to walk, so the consumption demand peaked.

Elasticity of the total amount of income for human consumption is 0.284, and through the P values known income through the Probit regression test of significance. This shows that human consumption increases with income. This may be due to causes such as face plot, rent-seeking behaviour.

Occupation for human consumption of the total amount of elasticity is 0.2, and through the P values known professional situation through the Probit regression test of significance. This shows that consumption of human increase with the increase of professional level. This to a certain extent, further verify the Edward Glaser's theory of social capital investment - as an individual with the deeper the degree of social functions, the higher social status, individual investment in social capital level will be higher.

Family population for human consumption elasticity of the total population is 0.3286, and through the P values known family population by the significance test of Probit regression. This shows that human consumption increase with the increase of the population along with the family. That on the one hand, because of family population increased interpersonal circle must expand, thus lead to human consumption demand; On the other hand is the result of the habit of inherent characteristics in northeast China, the home people tend to be more willing to join the communication.

Whether to leave the community of human consumption of the total elasticity is -0.6954, combined with the section on the legend of the independent variables, family if you plan to leave the original living community, the family of human consumption levels will decline. This to a certain extent, further verify the Edward Glaser's theory of social capital investment, the individual in a community or human tissue, the longer, the interpersonal circle is the more social capital investment. Decided to leave the community on the other hand, if the individual or organization that he will reduce the network of social capital investment, but more investment in the cultivation of skills.

Human consumption elasticity coefficient is 0.2958. Single human consumption most elastic coefficient is 0.2779; Single human consumption minimum coefficient of 0.4393. The three independent variables in the OLS regression and Probit model regression have good significance. Three from the point of view of quantitative change, the greater the amount of the accumulation of human consumption, the greater the total consumption. Thus limiting local single human courtesy level and human project scope is larger for easing the burden on human consumption.

The regression result of "whether could stand the present level of human consumption or not" stands out to be significant, with a coefficient of 0.3548. A positive coefficient indicates that the total amount of human consumption becomes higher with the improvement of the ability to bear the present level of it. People choose to reduce or even stop the human consumption with the decrease in the ability to bear it. That's the original intention of our study on human consumption, that is, people will not continue to have it once the burden of it is too heavy. Therefore, it's hard for rural society to develop continuously in the macro environment of human relationships.

The Probit regression of "the distance with close people" and "the range of human relationships" is significant. The elastic coefficient of the two above factors is 0.0617 and 0.2418. The two factors indicate that the total amount of the human consumption increase as interpersonal circles in which the family stands strengthen and the range of the interpersonal circles expands, from the angle of the intimacy and range of interpersonal circles.

In the aspect of deciding whether to give human relationships presents or not, "The need to express feelings" is the main aspect to decide it, the coefficient of which is 0.2588. It's the main factor to influence the total amount of human consumption, too. In the aspect of analyzing the reasons to influence the amount of human relationships presents, "how much human relationship presents you owe others" and "how much presents people around you give" are the main aspects and factors to influence the amount of human relationship presents, the coefficient of which are 0.2066 and 0.5390. Hence, there is a possibility that we can find a new method of guiding the human consumption from the breakthrough of propaganda and education as well as changing the thought.

While investing the effect of "satisfaction of present relationship" on the consumption in human relationships, we found that "the satisfaction of relatives and neighbourhood relationships" has a specific effect on total amount of human consumption, the coefficient of which are 0.3358 and 0.2550. The index of "satisfaction of present relationship" investigates the effect that it has on the total amount of human consumption mainly from the aspect of micro society capital stock. Study shows that a higher satisfaction of present relationship indicates that micro individual unit has a more society capital stock. And we can learn that investment increases as the capital stock increases from the principle of science of investment. The regression results of this paper verify this economics theory to some extent.

The elastic coefficient of education degree in regression is negative, which indicates that education degree has an opposite impact on human consumption, that is, the higher education degree one has, the expenditure of human consumption is less. To some extent, this verifies that the higher education degree is, villagers are likely to have a more rational consumption view to do a rational, restrained and appropriately mannered human consumption.

The regression result of marital status and "whether are settlers from other places or not" are not significant. Besides, it does not agree with the research hypothesis. On one hand, it is because that the present favour pattern is mainly controlled by the custom, face factor and debt of gratitude. On the other hand, the so-called "settlers from other places" are mostly residents coming from the large-scale moving in 1995 or so, which was 20 years before present. The structure of interpersonal circle was already mature.

#### **4. Discussions and Policy Implications**

The human consumption of Niuxintai district is in a severe dissimilation phenomenon, its function concentrates on emotion relation rather than purpose of instrumentality, there exists conditions like resource waste, face and wealth accumulation making use of this opportunity. With the content of human

consumption increasing and the circle of human consumption expanding, villagers are undertaking an increasing debt of gratitude and a higher expenditure of human consumption. At the same time, all-cash deal took the place of material object and labour service, becoming villagers' main method of human consumption. Besides, frequency of human consumptions is increasing constantly. These phenomena more or less affect the villagers' daily living and production and bring back the rapid development of Rural Economy.

According to the analysis results of factors that can influence the amount of human consumption, this text thinks that the following aspects of policy should be strengthened, they are, taking control of tool kited human consumption and the number of items in it and the amount of single consumption, to diversify the method of human relationship exchanges, enhancing the guide and propaganda of reasonable human consumption. For example, make relative law and contracted rules of villagers and enhance the propaganda of ideology and morality to enable villagers to have a correct understanding of human consumption. Let the rural government organization play a role to establish a good atmosphere of human relationship exchanges. Strengthen the education on culture of people in rural area. Construct Non-Governmental supervision and management organizations.

Practice proves that NGO could fully play a related role in the case that public power couldn't implement in the mutual civil society. Because folkway lives in folk, we can make village rules to reform the corrupt customs of the folk relying on urban and rural communities, for example, establishing council of weddings or funerals. In recent years, the committee for the purpose of implementing villager's autonomy in the village establish council of weddings or funerals to supervise the weddings or funerals. In a unit of Village Group, giving priority to the old, weddings or funerals are managed decently and frugally via the council. The council of weddings or funerals making up to the unreasonable factors in the process of villagers' human consumption, it can keep down the face factor in human relationships and guide the good development of consumption in human relationships in rural area.

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