

Internet fintech empowers the consumer finance industry to investigate individual consumer behavior

Targeted at college students

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Abstract: With the rapid development of the Internet economy, Internet consumer credit products have been widely concerned and used by college students because of the characteristics of convenient use and low threshold. Its understanding of consumer credit products, use of the situation, risk perception has been widely concerned by society. Based on the college student's consumer groups as investigation object, the reference of Harbin three college students results sorting and analyzing the data of questionnaire survey method, mastering the usage of college students spend bai, bai and study take on college students' consumption behavior, daily consumption level, and the effect of credit rating and the credit risk when using the Internet consumer credit products.

1. Introduction

With the rise of Internet technology and the increasing combination with traditional consumer finance, China entered the period of Internet consumer finance in 2013. During this period, in response to technological and social changes, the former CBRC revised the Measures for The Pilot Management of Consumer Finance Companies in September 2013 [1-2]. The requirements for establishing consumer finance companies have been relaxed, restrictions on the registration of business regions have been lifted, the scope of businesses absorbing shareholders' deposits has been expanded, market access has been liberalized, and qualified private capital, domestic and foreign banking, and financial institutions and Internet companies have been encouraged to initiate the establishment of consumer finance companies [3]. In this situation, major commercial banks, industrial institutions, e-commerce platforms, and Internet finance companies have entered the field of consumer finance, and China's consumer finance industry has stepped into the period of Internet consumer finance from traditional consumer finance, and gradually entered the stage of rapid development [4-5].

Since 2017, the rapid rise of fintech represented by big data and artificial intelligence has promoted the innovation and development of the consumer finance industry into a new period, that is, from Internet consumer finance to digital consumer finance, and the innovation and development of consumer finance industry.

The term "fintech" was first proposed by Bettinger. It was originally meant to "combine the professional knowledge of banks with modern management technology and computers", representing the integration of finance and technology [6]. But it is generally agreed that fintech took off around 2010, marked by Internet companies in the US and UK starting to disrupt and transform traditional finance using emerging technologies such as cloud computing, big data, blockchain, and artificial

intelligence. Since 2016, institutions such as the Financial Stability Board (FSB) and the International Monetary Fund (IMF) began to pay great attention to fintech and issued a series of reports, and fintech has entered a period of rapid development [7].

Breakthroughs and innovations in fintech have promoted the integrated development of traditional consumer finance and fintech. The development model of consumer finance is moving from the traditional consumer finance model represented by commercial banks and consumer finance companies to the Internet consumer finance model represented by Internet platforms. With the increasing development of fintech, it is transforming to the digital consumer finance model. At present, Xiaomi consumer finance company and Ping A consumer finance Company under construction have proposed to vigorously develop digital consumer finance mode.

Looking to the future, under the new development pattern of "domestic major cycle as the main body, domestic and international double-cycle mutual promotion", consumption plays an increasing role in driving the economy. Under the background of national strategic policy promotion and consumer credit demand release, the consumer finance business is expected to recover rapid growth.

At the same time, the campus consumer financial industry burst out unprecedented vitality. In 2015, according to the Quality Report of China's Higher Education, China's college student consumption market has exceeded 400 billion yuan and is expected to continue to grow at a rate of 4% to 5% annually in the future. In August 2017, the National College Student Credit Ambassador Alliance and the Credit Management Research Center of Renmin University of China jointly released the 2017 Chinese College Student Credit Status Survey report, pointing out that 22% of college students have used installment consumption [8]. The consumer finance of college students has always been dominated by credit cards, but in 2009, the China Banking Regulatory Commission made the credit service of traditional finance withdraw from the consumer credit market of college students. When students consume, they can advance the amount of Ant Huabai, or carry out "consumption before payment" through JINGdong IOUS. Students' fashionable consumption concept, the pursuit of fashion, the concept of enjoying life, just provide Internet consumer finance development opportunities and huge business opportunities [9].

Accordingly, after reading a large amount of literature, we chose this model essay. We decided to take the research on the high-quality development of the Consumer finance industry empowered by Internet technology as the research subject, read and analyze the central idea, hypothesis method, and research conclusion of the paper, and suggest questions, find answers, and give suggestions. At the same time, new research and expansion are carried out based on the basic article by introducing the consumption-ability of college students, to enrich the content of the article and better understand the consumer finance empowered by Internet technology.

2. Research Method

By reference to the core of literature collection of and analysis to study the statistics results of speculation that the selected variables.

2.1 Research hypothesis

(1) With the help of Internet fintech, consumer finance has a positive enabling effect on consumers' advanced consumption style

(2) Consumer finance has a positive empowering effect on consumers' life quality with the help of Internet fintech

(3) Consumer finance has a positive empowering effect on consumers' credit rating with the help of Internet fintech

(4) Consumer finance has a positive empowering effect on consumers' understanding of credit risk of consumer financial products with the help of Internet fintech

2.2. Variable selection

- (1) Proportion of people who have used Ikebana
- (2) The proportion of the group that spends more than 2000 yuan
- (3) Proportion of people who pay their bills on time
- (4) Have a rough idea of the percentage of credit risk associated with the use of their consumer products

3. Literature Review

The rapid development of the Internet economy has greatly affected consumers' consumption habits and concepts. In recent years, many new consumer credit products emerge in an endless stream. In order to maintain and accelerate the pace of their development, as well as to optimize China's macroeconomic structure, it becomes crucial to improve the service level of financial products.

Among them, the traditional consumer finance industry empowered by science and technology was investigated and studied. Professionals pointed out that more middle - and low-income consumer groups could be covered efficiently with advanced technology by controlling costs and risks, upgrading financial democratization, and achieving a fair distribution of wealth. It is also necessary to develop personalized consumption and customized consumption patterns for such consumer groups. This will enable the upgrading of consumer financial services.

Through the selection of Internet infrastructure, Internet popularity, Internet business application, and development environment, four dimensions of Internet technology empowerment for consumer finance industry scale and industry structure development of empirical analysis and research. The results show that, on the whole, Internet technology effectively enables the structural optimization of the consumer finance industry. Then, as for the transmission path of the industry scale, the results prove that the four dimensions of Internet development environment, Internet business application, Internet infrastructure, and Internet popularity all have a significant positive impact on the scale growth of the consumer finance industry. Among them, the positive enabling effect of Internet infrastructure is the strongest, followed by Internet business application and Internet development environment, while the positive enabling effect of Internet popularity is weak.

To sum up, Internet technology effectively enables the scale growth and structural optimization of China's consumer finance industry. At the same time, Internet infrastructure, Internet development environment, and Internet business applications all produce important empowerment

While the positive impact of Internet popularity is weak, indicating that the advantage of Internet demographic dividend in China is gradually weakening, and the development of technology is becoming crucial. The development and construction of 5G in China have a significant incremental effect on the structural optimization of the consumer finance industry.

At the same time, the rapid development of the Internet economy has greatly affected consumers' consumption habits and concepts. In recent years, many new consumer credit products emerge in an endless stream. As the leading product, Huayuan has gradually increased its market share among college students who can quickly get used to and accept new consumer products. It is widely used by college students and has become an important way of college students' consumption. The influence of college students' quality of life, excessive consumption style, credit rating, and their understanding of credit risk in the process of using it deserves attention and discussion. A survey of college students from northeast Agricultural University, Heilongjiang University, and Harbin University of Science and Technology is cited. A total of 120 questionnaires were collected by online and offline methods. Freshmen account for 30 percent, sophomore's 35.83 percent, juniors 21.66 percent, and senior's 12.5 percent [10].

The proportion of people who have used Ikebana is as high as 83.33%. It shows that Internet consumer credit products such as Huabei have a high penetration rate and are widely used among college students. The formation of an advanced consumption style. From the perspective of thinking

concept, due to the change of consumption thinking, college students' consumption consciousness is avant-garde, affected by the consumption boom, the consumption desire is generally improved, and the consumption model of enjoyment first and repayment later is generally accepted. From the analysis of the threshold of using Ikebana, compared with traditional consumer credit products, the threshold of using Ikebana is lower, and it is also very easy for college students to use ikebana. 70% of the group's living expenses are between 1000 and 2000 yuan, and 62% of the group's spending amount reaches more than 2000 yuan, indicating that online credit products with bai as the main force improve the consumption ability and quality of life of college students and relieve their economic pressure.

According to the repayment time, the samples of college students can be classified into four types: repayment in advance, repayment on time, repayment in installments, and overdue. Among them, the group of repayment in advance accounts for 17%, the group of repayment on time accounts for 53%, the group of repayment in installments accounts for 19%, and the group of overdue accounts for 11%. Most college students have a certain sense of prevention and can rationally control their consumption behavior. Their credit rating can be improved with the repayment of loans on time.

Among the sample college students, 11.67% are fully aware of the credit risks of using Huabai and other Internet consumer credit products, 51.66% are only vaguely aware of the credit risks in the process of using the products, and 36.67% are completely unaware of the credit risks generated in the process of using the products. The above survey results show that college students generally have a certain understanding of the credit risks of online credit products such as Huabei which they often use, and the cultivation of relevant knowledge education also needs to be strengthened.

College students should establish correct consumption concepts and values, and pay the loan on time with good faith. The government and schools should strengthen the publicity and supervision so that Huayuan can better serve college students.

Based on the understanding of the core literature, the hypothesis of this paper is deduced, and it is concluded that consumer finance with the help of Internet fintech has a positive empowering effect on consumers' advanced consumption style, life quality level, credit rating, and understanding degree of the credit risk of consumer financial products. Combined with the data of "Investigation and Research on Consumer Credit Behavior of College Students -- Taking" Ant Huayuan "as an example in the context of Internet Finance", the following arguments and suggestions are put forward:

1) College students should consume according to their ability

When college students use online credit products, such as Huabai, they should fully understand their financial situation, adopt the principle of rational consumption, not blindly follow the trend, and moderate consumption. At the same time, we should treat over-consumption seriously and prudently, and cultivate correct and scientific consumption concepts and values. At present, college students do not have a stable source of income, and their main source of income is family. Individual consumption level should depend on the economic situation of the family, and they should fully understand their own needs, and do not pursue luxuries too much, which will affect the normal life of the family. As a qualified adult, it is necessary to strengthen psychological construction and self-restraint, and rationally treat the consumption mode of online loans.

2) Network credit wants to do understand more

When using online credit products, college students should first understand the personal credit and credit risk level of online loan products before consumption. Excessive use of online loan products and failure to repay in time will harm personal credit and reputation. College students should be cautious about online loan consumption according to their reality. At the same time, college students should also learn more about the professional knowledge of the financial economy, establish a good concept of consumption, and cultivate personal awareness of financial management.

3) Network platforms should strengthen network security

Online loan platforms should strengthen the investment and construction of network security and strive to improve the technical level. For example, as a popular online loan product among college students, it is necessary to strengthen industry standardization, guide the healthy development of the Internet credit industry, protect users' personal information, and not deliberately induce college

students to consume. College students' consumer credit behavior is closely related to the amount of spending. Therefore, the credit investigation system of spending should be improved to avoid credit risks as much as possible, and the punishment for large overdue cases should be increased to reduce the credit risks of college students.

4) Relevant departments should strengthen normative supervision

Relevant national departments should continue to promote the legislative process of Internet finance, strengthen the protection of financial consumers' rights, and constantly optimize the Internet development environment. At present, although China is targeting Internet consumer finance.

However, there are still some defects, such as the resolution of disputes in Internet consumer finance and the protection of consumers' information privacy, which need to be strengthened.

4. Result Analysis

Using balanced panel data and the Hausman test, it is found that the test results strongly reject prediction, so it is more scientific to use a fixed-effect model for estimation. According to our prediction, Internet consumer finance has a positive enabling effect on college students' life quality level, excessive consumption behavior, social atmosphere, and diversification of consumer environment. With the development of science and technology and the Internet industry, relying on Internet technology and mobile communication technology to realize the financing, the Internet financial market with the function of payment intermediary emerges at the right moment. The most common third-party payment has become an important part of our life. Compared with traditional financial consumption, Internet financial consumption has a greater and deeper impact on us.

4.1 The impact of Internet consumer finance on college students' consumption patterns

According to data released by the Ministry of Education, the number of Chinese college students in 2017 reached 30.17 million, and their annual spending reached 380 billion yuan [11]. Different from the general consumer groups, college students as a special group have strong conformity and a high degree of accepting new things. The influence of Internet finance on college students' consumption cannot be underestimated.

4.1.1 Internet consumer finance changes the consumer psychology of college students

There are six basic modes of Internet finance, one of which is third-party payment. The improvement of payment functions has a major impact on college students' consumption of online shopping. Before the emergence of Internet finance in the past, college students' consumption was mostly inside or near the campus, with great limitations, and most of the consumption was only to meet the needs of daily life. In recent years, the rapid development of the Internet has not only changed the way people pay but also changed the consumption psychology of college students. New consumption concepts such as advanced consumption and symbolic consumption have gradually emerged and been accepted by college students.

4.1.2 Internet consumer finance promotes college students' consumption desire

With the rise of Internet finance, the platform economy that grows with it has a great impact on college students' consumption. The payment function of Internet finance makes the platform economy grow stronger, and the growth of the platform economy also makes Internet finance flourish. New things constantly appearing on Internet platforms (Taobao, JINGdong, etc.) also tend to increase the consumption desire of college students to highlight their differences. Internet finance (Alipay) provides faster, more convenient payment methods, richer and higher-quality choices, which has greatly enhanced the consumption desire of college students.

4.2 Online consumption is gradually surpassing physical consumption

The payment function of Internet finance makes consumption convenient. It and the Internet platform complement each other so that we can get our daily needs without leaving home, which is

of great appeal to college students who are busy with study and activities. On the one hand, it saves the time of shopping in supermarkets and shopping malls. At the same time, there are no geographical restrictions to buy goods, and you can get what you want with your fingers. On the other hand, for college students who do not like to bargain in real life, it is undoubtedly a better choice to shop around on the Internet and even get the same product at a much lower price than offline.

According to the "College Students' Consumption Insight Report" released by IResearch jointly with Super Class Table, 96.8% of the sample people often use online payment. Food and beverage with small expenditures are mainly purchased offline, while personal items such as mobile phone skincare products are mainly purchased online. Thus, in the context of the booming development of Internet finance, the proportion of online consumption in college students' daily consumption is gradually increasing.

4.3 Diversification of college students' consumption and payment methods under Internet finance

The product of Internet finance -- third-party payment has become a common payment tool in people's life. With the continuous enrichment of consumption modes, no matter online or offline mobile payment, compared with cash and bank card payment, it has its unique advantages.

According to the questionnaire data of Nanjing Aviation University, more than 90% of college students use new payment methods for consumption, and only a very small number of them use cash or bank cards for payment. The way of college students' consumption and payment is changing gradually with the development of Internet finance.

4.4 Social atmosphere influenced by college students under Internet finance

In the Internet era, Internet loans and campus loans, which are born on campus as soil, are gradually prevailing. Most college students who have not yet gone out of the ivory tower have no plans for consumption, and cannot reasonably use their living expenses. They often consume excessively and overspend, and irrational consumption behaviors are common.

5. Discussion

Based on the above results, we carry out the further discussion and find that there are several phenomena in college students' consumption preference.

5.1 College students consume blindly and impulsively

After entering university, college students have gained the power to control money independently. This change is a great challenge for them with weak financial management concepts and immature consumption concepts. The phenomenon of blind consumption and impulsive consumption caused by this is very easy to happen.

Under the background of Internet finance, the change of consumption mode caused by the change of payment mode makes online promotion greatly affect the consumption result of college students. Take the "Double 11" shopping carnival as an example. As the young generation of online consumers, under the temptation of various advertising on e-commerce platforms and merchants and great "discounts", supplemented by the stimulation of very short buying time, College students often buy many things that they will not buy or even do not need at all or beyond their consumption capacity because of the psychology of "grabbing" and "earning".

5.2 Excessive excessive consumption of college students

Data show that college students have a strong sense of advanced consumption, and 39.8% of them have applied for installment on Internet financial platforms (Huabai, JINGdong Baitiao, etc.). Internet financial platforms are more popular among college students because of their features of convenient repayment, quick payment, and simple opening, compared with credit card institutions with high security and high limit. In order to satisfy their consumption desire, and influenced by the western

concept of advanced consumption, some college students are more willing to accept the idea of "spend tomorrow's money, realize today's dream".

Today, when installment payment is prevalent and online lending is convenient, they indulge in enjoying the present while ignoring the loans they need to repay in the future. Excessive consumption directly leads to common problems in college students' life.

5.3 College students' online loan disorder

According to the analysis report released by Analysys, from the perspective of the channels for users to know about loan products, most of them are through online advertising, application market, friend recommendation, and other ways. (It can be inferred from this that mainstream consumer loans are all undertaken by Internet finance.) The age distribution of respondents shows that the post-90s generation dominates consumer finance, indicating that the current situation of college student loans cannot be ignored.

6. Conclusion

In the context of increasing uncertainties in global economic development, consumption has gradually replaced investment and export as an important factor driving China's GDP growth. Consumer finance, as a modern financial service way to support college students' demand for service and consumption, continues to strengthen its powerful boosting effect on consumption. In the new situation, consumer finance supported by fintech continues to play an important role in capital sources, consumption scenarios, risk management, and other aspects, further promoting the development of consumer finance in depth and breadth, and becoming an important driving force for transforming consumption potential into development momentum.

In recent years, the rise of the Internet has profoundly changed consumers' consumption habits and consumption patterns. The information, price, and space-time advantages of online shopping have also brought great convenience to consumers. In the era of online shopping, the Internet has innovated the channels and modes of commodity sharing, and the emergence of an online evaluation system makes consumers' behaviors more autonomous, rational, and personalized, with strong uniqueness. In order to further attract consumers, the promotion and development of network brand are essential. The online shopping festival is the next generation of online shopping, increasing the atmosphere of shopping.

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