

Analysis of the Current Status of Credit Consumption among College Students

-- Based on the Survey Data of Two Universities in Sichuan Province

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Abstract

With the popularization and development of internet consumer finance, many institutions have launched internet credit consumption products that facilitate further consumption for college students. For this special consumer group, the impact of these products on consumer psychology and behavior has also become a focus of societal concern. Based on this, this paper conducts a questionnaire survey in two universities in Sichuan Province, combining consumer psychology and data analysis to deeply dissect the impact of internet credit consumption products on college students' consumption behavior, and puts forward relevant suggestions to guide college students to correctly understand internet credit consumption products, establish correct, reasonable, and up-to-date consumption concepts, thereby promoting consumption upgrading and economic growth.

Keywords

Internet; Credit Consumption; College Students; Consumption Behavior; Countermeasures.

1. Introduction

With the widespread and development of internet consumer finance, many financial institutions have introduced internet credit consumption products that facilitate further consumption for college students. For this special consumer group of college students, the impact of these products on consumer psychology and behavior has also become a focal point of societal concern. Scholars at home and abroad have conducted relevant studies on the credit consumption of college students, and it is generally believed that credit consumption changes college students' consumption behavior by affecting some or all factors in their consumption behavior patterns, habits, and psychology. Some scholars believe that the use of internet credit consumption helps to improve the consumption level of college students and promote the upgrading of consumption structure, while others believe that the impact of credit consumption on college students' consumption behavior is more harmful than beneficial. Based on this, this paper surveys two universities in Sichuan Province, understands the current status of college students' credit consumption, and analyzes the relevant factors affecting the current status of credit consumption behavior through survey data analysis. Finally, based on the survey data and analysis, relevant suggestions are put forward.

2. Survey Background and Overview

2.1. Survey Background

Internet consumer credit provides ways for some long-tail customers to alleviate early consumption liquidity constraints, but whether it can promote the increase in college students' consumption levels and the upgrading of consumption structure remains to be further studied. Meanwhile, with the development of Internet consumer credit, a series of social issues arising from excessive consumption and borrowing among some college students have emerged, especially in recent years, extreme incidents caused by Internet consumer credit products among college students have frequently occurred, such as "fatal cases of unscrupulous online loans and loan fraud." The occurrence of these cases is not only detrimental to the healthy growth of college students but also seriously disrupts the good order of college campuses. Therefore, based on the microdata from a questionnaire survey of college students from two universities in Sichuan Province, this paper analyzes the impact of Internet consumer credit on the consumption levels and consumption structure of contemporary college students, which is conducive to further understanding and supplementing the research content of college students' Internet consumer credit. At the same time, it analyzes the impact of Internet consumer credit on the consumption behavior of contemporary college students and guides them to consume more reasonably, giving full play to the positive role of Internet consumer credit.

2.2. Survey Overview

Relevant literature was searched on online literature platforms such as CNKI and Wanfang Data with keywords such as "credit consumption behavior of college students" and "credit consumption." The retrieved literature was screened, sorted, and carefully read to provide comprehensive and powerful theoretical support for questionnaire design. Based on this, we compiled a questionnaire survey, "The Impact of Credit on College Students' Consumption Behavior." The questionnaire survey mainly consists of several parts: the basic personal information of the survey respondents, the current status of credit consumption, and their opinions on credit consumption.

Questionnaires were randomly distributed to 275 college students from two universities in Sichuan Province. A total of 275 questionnaires were distributed, and 262 valid questionnaires were recovered, with an effective rate of 95.27%. Among the survey respondents, male college students accounted for 40.46%, and female college students accounted for 59.54%, mainly concentrated in first- to third-year students. First-year students accounted for 19.08%, second-year students accounted for 20.99%, third-year students accounted for 53.05%, and fourth-year students accounted for 6.87%. There were also students from different majors, with economics and management accounting for 45.8%, science and engineering accounting for 17.94%, medicine accounting for 9.92%, liberal arts and philosophy accounting for 5.34%, arts and sports accounting for 3.44%, education accounting for 8.78%, and others accounting for 8.78%. In the survey, 91.22% of college students' monthly living expenses were provided by their families, 4.96% by work-study programs, 2.29% by student loans, and 1.53% by scholarships. The monthly expenditures of college students mainly concentrated on two aspects: daily necessities and clothing/cosmetics, accounting for 93.89% and 43.51% respectively; and digital product consumption accounted for 15.27%, gaming and entertainment accounted for 21.37%, transportation and tourism accounted for 26.72%, and other expenses accounted for 22.14%.

Table 1. Analysis of Credit Consumption Questionnaire

Variate	date	number of cases	proportion	standard deviation
grade	freshman	50	19.08%	0.878
	sophomore	55	20.99%	
	junior	139	53.05%	
	senior	18	6.87%	
specialty	economics and management	120	45.8%	2.07
	science an engineering	47	17.94%	
	medical science	26	9.92%	
	literature,history and philosophy	14	5.34%	
	art and sports	9	3.44%	
	education	23	8.78%	
	else	23	8.78%	
source of subsistence	home provision	239	91.22%	0.51
	study under a work-study programme	13	4.96%	
	student loan	6	2.29%	
	scholarship	4	1.53%	
Are you aware of adverse events caused by consumer credit?	do no understand	49	18.7%	0.718
	hear or know a lot	120	45.8%	
	similar events	93	35.5%	

3. The Problems of College Students Using Credit Consumption

3.1. Overconsumption is Easy to form Bad Consumption Concepts

Although credit consumption will improve personal creditworthiness, consumption experience, cope with, make consumption concept diversity. But according to the survey results actually show that 61.45% of college students think that credit has increased their consumption, making consumption more impulsive. According to the survey data, 60.31% of college students in the influence of consumer credit promotes consumption impulse and unnecessary consumption. Due to the immaturity of college students' consumption psychology, coupled with the low accessibility of the consumer credit provided by merchants, some students may have shaky consumption concepts, blindly pursuing high consumption, and the idea of getting something for nothing, thus attempting to borrow money to meet their consumption needs. Thus, it is easy to indulge in "over-consumption" and develop bad consumption habits.

3.2. Consumption Leads to a Heavier Financial Burden, Resulting in Psychological Pressure Affecting Their Studies

Most college students do not have independent economic ability, self-control is weak, consumption will make them bear a heavy burden of repayment, if they fail to pay back in time as required, it will affect their credit record, which in turn affects their studies and life. And some credit platforms will take the collection, to college students physical and psychological irreversible damage. According to the survey data, 21.3% of college students expect the monthly loan amount to exceed 500 yuan. Moreover, 81.3% of college students have heard of or know more than one bad incident caused by campus loans. This not only reflects the prevalence and seriousness of campus loans, but also affects the physical and mental health of

college students to a certain extent. It also affects their studies and may even put the whole family in the economy.

3.3. Publicity Induced, Easy to Fall into the Credit Trap

Most of the credit platforms are mixed, there are false propaganda, non-transparent borrowing rules, high interest and fees, and personal privacy is difficult to be protected. Many non-financial college students do not understand the relevant credit consumption products, do not fully have the ability to make independent judgments, even for credit management-related college students, they will fall into the "trap" of online lending platforms without a little precaution when facing a variety of campus online lending platforms. According to the survey data, 45.8% of college students are aware of the adverse events caused by campus loans, 35.5% have heard of or are aware of many similar events, and 18.7% are unaware of them. This also shows that generally college students do not have a deep understanding of credit consumption.

3.4. Failure to Repay in Time, Resulting in Bad Credit Affecting Employment and Life

College students basically do not have independent economic ability, their sources of funds are limited, and they have less disposable funds. From the survey data show that 91.22% of college students' living expenses are provided by their families, 4.96% are work-study, 2.29% are student loans, and 1.53% are scholarships, which shows that college students' main economic source is provided by their families, and there is a certain gap between the amount of these sources of funds, and there is a gradient difference in their disposable incomes. Once the overdue behavior occurs, all of them will be uploaded to the bank's personal credit system and become a defaulter, which will affect their future employment and life.

4. Analysis of Relevant Factors Affecting the Credit Consumption Behavior of College Students

4.1. Different Genders Have Different Effects on the Credit Consumption Behavior of College Students

Analysis of gender differences in each dimension according to the results of the independent sample t test, it can be seen that the gender differences in credit consumption of college students. For example, the gender-specificity test of monthly daily expenses is significantly less than 0.05, indicating that college students of different genders have slightly different ways of spending monthly expenses. By analogy, it can be seen that the purpose of college students' use of credit consumption and the impact of credit consumption on the concept of consumption have different views on gender. This is mainly caused by the differences in consumption habits, consumption behavior, risk tolerance, etc. between boys and girls. For example, in terms of living habits, girls' consumption expenditure is biased towards buying daily necessities, clothing and cosmetics, etc., while boys prefer to buy digital products, games and entertainment products, etc. In terms of risk tolerance, boys may be more inclined to risky and high-risk consumption due to personality factors, while girls are more inclined to safe and stable consumption.

Table 2. Analysis of Gender Differences in Each Dimension

Variable	gender	number of cases	average value	standard deviation	t value	significance
Do you mainly use your monthly expenses for daily necessities?	Man	106	0.89	0.318	-2.62	0.01
	Woman	156	0.97	0.159		
Do you know about credit? What are the main channels to learn about credit? - Campus publicity campaign	Man	106	0.53	0.502	-1.815	0.071
	Woman	156	0.64	0.481		
If you use credit for consumption, what is your purpose of consumption? - Improve creditworthiness	Man	106	0.41	0.493	3.97	0
	Woman	156	0.18	0.385		
What impact do you think credit consumption will have on consumption concepts? - Increased diversity of consumption concepts	Man	106	0.51	0.502	-2.223	0.027
	Woman	156	0.65	0.479		
what do you think of the current college students' credit consumption behavior?--convenient and practical,adapt to the future development trend	Man	106	0.33	0.473	1.744	0.083
	Woman	156	0.23	0.423		
what do you think is the impact of credit consumption on college students'consumption behavior?--Increased consumption frequency	Man	106	0.64	0.482	0.738	0.461
	Woman	156	0.6	0.492		
what do you think are the problems of trusted consumer products?--The payment platform is mixed	Man	106	0.77	0.42	-1.449	0.149
	Woman	156	0.85	0.362		

4.2. Different Grades Have Different Effects on the Credit Consumption Behavior of College Students

There are significant differences in credit consumption behavior of college students in different grades, and grade is one of the important factors affecting their credit consumption behavior. Specifically, the proportion of college students in different grades using credit products, the degree of awareness of credit products and financial risk awareness. With the improvement of the grade, the credit consumption behavior of college students has shown a certain trend. According to the questionnaire, freshmen accounted for 19.08%, sophomores accounted for 20.99%, and juniors accounted for 53.05%. The reason for this change may be the age and life of juniors. The increase of experience is related to the deepening of their socialization, the increase in consumer demand, and the improvement of their awareness and risk management ability of credit consumption.

4.3. The Impact of Professional Knowledge on the Credit Consumption Behavior of College Students

The consumption behavior of college students is affected by the demand for school supplies, curriculum and practical activities of different majors. In the statistics of the number of professionals, economics and management accounted for 45.8%, science and engineering accounted for 17.94%, medicine accounted for 9.92%, education accounted for 8.78%, literature, history and philosophy accounted for 5.34%, art and sports accounted for 3.44%, and other categories accounted for 8.78%. Management students have studied credit-related

courses, such as credit management and financial risk analysis, so that they have a deeper understanding of the channels, risks and advantages and disadvantages of credit consumption products, thus forming a more cautious and rational concept of credit consumption, which indirectly affects their credit consumption choices.

4.4. The Impact of Economic Conditions on the Credit Consumption Behavior of College Students

The economic situation of college students may also directly affect their consumption concepts and behaviors. Because college students usually do not have independent economic ability and lack a scientific and healthy concept of consumption, some students may overconsume and be unable to repay. According to the data, 91.22% of college students' living expenses come from family support, 4.96% come from work and study, 2.29% come from student loans, and 1.53% from scholarships, which shows that some college students have a poor financial situation, which may make it easier for them to borrow and consume on online credit platforms.

5. Conclude on Credit Consumption for College Students

5.1. Joint Guidance on Student Consumption Behavior by Families and Schools

In terms of family, parents should set a proper consumption concept for their children, advocating for moderate and reasonable consumption. Parents should understand their children's consumption scale and guide them to establish the right consumption concept. In terms of schools, schools can carry out online credit education and guidance work to make college students fully aware of its dangers. They can also conduct promotional activities on online credit, educating students to seek help through legal channels when facing financial difficulties, such as applying for scholarships, working-study programs, or asking for help from parents or friends, instead of resorting to illegal lending methods. If they fall into the trap of "campus loans," they should promptly report the situation to teachers or parents and, if necessary, report to the public security authorities to seek legal assistance and protection.

5.2. Strict Control of Internet Credit Platforms by Governments and Financial Supervisory Authorities

According to the official notice issued by the China Banking and Insurance Regulatory Commission on March 17, 2021, financial institutions are required to strictly implement pre-loan qualification, substantive review, and verification procedures to ensure the identification of college students' identities and verification of the true purpose of the loans. The notice clearly states that small loan companies are not allowed to provide internet consumer loans to the college student group and requires consumer finance companies, commercial banks, and other licensed financial institutions to strengthen risk management. The implementation of these measures aims to effectively curb unhealthy campus loan behaviors, protect the legal rights and interests of college students, and promote the healthy development of the campus financial environment.

5.3. Relevant Credit Enterprises Should Strengthen Their Own Management

When providing credit products, enterprises should follow the guiding principles of the China Banking and Insurance Regulatory Commission, clearly inform college students of loan conditions, preferential conditions, and default responsibilities, and guide college students to reasonably choose credit products based on their income sources and repayment capabilities. At the same time, consumer credit institutions should take on the responsibility of protecting the rights and interests of financial consumers, meet the real and reasonable consumption needs of the young consumer group, and cultivate the concept of rational

consumption and moderate borrowing. In addition, enterprises should form a positive credit consumption environment among themselves and play a leading role in the industry.

5.4. Consumers Should Establish the Correct Consumption Concept and Avoid Blind Pursuit of High Consumption

After entering college, students may be exposed to different consumption concepts, but they should shape a consumption concept that fits their actual situation based on their personal financial status and family conditions. They should avoid irrational consumption due to comparison psychology or vanity to prevent falling into the predicament of credit consumption. To establish the correct consumption concept, students should not pursue luxury goods and high-end consumption, resist temptations, stay vigilant, and avoid blind comparison and indulgence. They should learn to reasonably arrange living expenses, consume rationally within their means, spend appropriately, practice frugality, avoid excessive consumption, and prevent falling into the trap of 'illegal campus loans.'

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