

Research on the Impact of Online Credit on College Students in the Context of Big Data Fintech

-- Take Nanjing University Students as an Example

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Abstract

The integration of the Internet and big data has promoted the development and emergence of various industries, and the financial industry has combined with technology with the help of the Internet and produced new industries, one of which is online credit. In this project, we analyze the impact of Internet credit on college students in the context of big data and financial technology, analyze the current situation of campus Internet credit from multiple perspectives, and summarize the new problems and risks faced by Internet loans, help college students understand more about Internet credit, alert and guide them to establish a correct view of consumption, in order to seek the common healthy development of the Internet market and college students in the future. In order to seek the healthy development of the Internet market and college students, promote the construction of Internet credit products and services, and promote the healthy and rapid development of the credit platform of college Internet economy, and then promote the healthy and good development of new forms of financial services such as online finance and private finance.

Keywords

Online Credit; College Students; Consumer; Risk; Fintech.

1. Project Origin and Background

With the fast-following development of the Internet, fintech has brought an innovative era of big data finance by combining underlying technologies such as big data and blockchain with financial products and services. FinTech deeply integrates technology with the business processes of the financial industry, subverting traditional financial services and becoming the main strategic direction for future financial development. Such a combination has created many new areas of development. It is in the context of FinTech that P2P network credit has emerged and developed rapidly through the innovative combination of big data and finance, and is standing in front of us in an unprecedented manner.

1.1. Big Data Fintech Background Network Credit Features

The model of online lending, which connects borrowers and lenders through the Internet to provide financial credit services, combines the features of big data financial technology and has unparalleled advantages of traditional credit. Internet credit is becoming a trend that is rapidly developing under the impetus of the Internet, and its scale is nearing explosive growth.

By virtue of the Internet platform, online credit has the characteristics of easy and fast dissemination of information and wide coverage, which reduces the disadvantages caused by information asymmetry and provides more choices for both borrowers and lenders. At the same time, the establishment cost of online credit platforms is low, the entry threshold of the industry is low, and there are great financial risks in the case of immature regulatory mechanisms.

Online credit relies on big data systems to promote innovation in the credit process credit system, which can more accurately and quickly process borrowers' identity information and credit authentication, facilitating more efficient exchange of information and reaching intentions between borrowers and lenders, and greatly improving lending efficiency.

Online credit has a complete lending process, simplified procedures and low lending threshold. These qualities are a good solution to the borrowing needs of a large number of people who need money urgently and without collateral.

1.2. The Current Situation of College Students' Consumption

College students are a huge consumer group with low income and high consumption, and they do not have a mature view of finance and consumption as a whole, and they have bad consumption performance such as over-consumption and comparison. At the same time, the rise of online credit is a good solution to these needs, providing college students with a low-threshold and fast access to funds, and quickly gaining the recognition of the college students. However, some college students are still in the state of being uninvolved in the world, and their awareness of safety and prevention is not strong, while the supervision mechanism is not perfect and there are some hidden dangers, so once they are involved in credit traps, the consequences will be unimaginable.

2. Questionnaire Analysis

In this project, we collected 77 valid questionnaires from college students in Nanjing. By analyzing the data of the "Online Credit Survey for College Students", the students who filled in the questionnaires were mostly majored in economics and management, in addition to covering major disciplines such as science, engineering, art, and management, etc. All students of various majors were involved, so it can have a strong representation. The research results show that 20 students have experienced online credit, accounting for 25.9% of the total number; 29 students have no understanding of the risks and overdue consequences of installment credit, accounting for 37.66% of the total number, and only 15 people fully understand, accounting for only 19.48% of the total number, as follows.

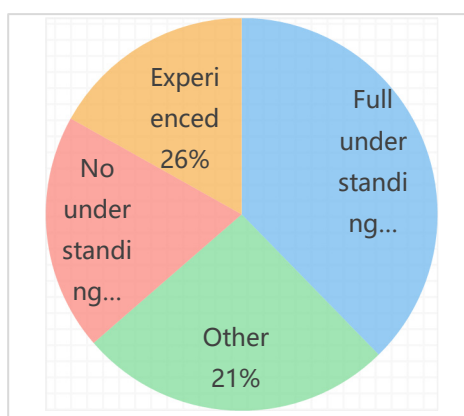


Figure 1. Results of online credit survey

This shows that although few students use online credit as their main source of living expenses, they are often willing to use online loans to meet their living and study needs, and are unaware of the risks associated with online credit. Among the many online credit platforms, "Antshower" and "Jingdong White Strip" are the two most well-known platforms, the rest know very little, and these two online credit platforms, which are affiliated with Alipay and Jingdong respectively, are brought The "fire", that is, the financial products often mentioned on the

network at present, shows that college students only choose the platform they know to borrow, and do not combine their own situation to choose the most suitable credit platform, once the bad credit platform uses this feature to hype the heat, it will make the uninitiated college students commit a risk, which greatly increases the risk of credit.

In the questionnaire "Survey on online credit for college students under financial technology", 90 valid questionnaires were collected, among which 90% of the students thought that the new crown epidemic would have no effect on consumption or even reduce online shopping and reduce consumption; more than 55% of the students thought they needed to have a comprehensive understanding of the lending platform before borrowing money, respectively 22% of the students will take a general look as well as will not go into the research, as follows.

第2题 如果您去借贷, 是否会对平台的还款方式, 安全指数, 合法合规等进行全面的了解? [单选题]

选项	小计	比例
是, 会全方面了解	5	5.56%
否, 耗费时间和精力, 只会大略看一下	20	22.22%
否, 不会去研究	20	22.22%
本题有效填写人次	90	

Figure 2. Survey on online credit for college students under financial technology

This shows that most college students have the psychology of risk prevention, but there are still some students who do not put the risk safety of online loans in an important position. Only by accurately understanding the rules of online loans and the credibility of the platform can we ensure that we will not suffer losses with a high probability, and online credit requires the psychology of risk prevention.

Finally, 12.99% of the students think that the advantages outweigh the disadvantages of the increasing popularity of online credit, and the rest of the students think that online credit meets the needs of the times and is especially suitable for college students to meet their needs in many aspects, which is a new product of the development of the times, that is, contemporary college students are very optimistic about the prospect of the development of online credit.

Therefore, through the above questionnaire analysis, we can roughly understand the situation and reasons of college students' online credit and other information, so that we can further analyze college students' perception and demand of online lending, and thus prescribe the right remedy.

3. Analysis of Problems under Fintech

According to the data, the number of students in domestic universities has reached 41.83 million in 2022, and the annual consumption scale exceeds 700 billion yuan. The booming development of the Internet has given college students more opportunities for consumption and gradually changed their consumption concepts. According to the data of the College Student Consumption Insight Report, 96.8% of college students often use online payment.

After an in-depth understanding, we found that there are 3 main reasons why college students are vulnerable to online credit.

3.1. College Students have Unsound Consumption Concepts

Since most college students are still in the greenhouse, they have not yet established a sound concept of money management, and they are easily influenced by the bad influence from the outside world, which leads to a wrong concept of consumption. With the development of

Internet finance, online payment has become the main force of current transactions. Compared with traditional payment, online consumption is more nebulous and the concept of money is weak. College students have no income in the first place, and the convenience of online lending provides them with a channel to obtain funds temporarily. Under such circumstances, some college students lose themselves under the stimulation of big offers from various consumption platforms.

3.2. Inadequate Propaganda of the Knowledge of Online Credit Prevention and Control

Internet credit platforms are ubiquitous, but the publicity of prevention and control of online credit in colleges and universities is very weak. Secondly, some students lack the awareness of risk identification and rights protection when they contact online credit, and they can't correctly identify the quality of financial platforms, and they can't defend their rights after the credit happens. Finally, some colleges and universities are only formally educated, unable to make correct psychological guidance after the incident, unable to make correct judgment on students' behavior and carry out timely intervention mechanism.

3.3. The Regulatory Mechanism of Online Lending is not Perfect

With the current regulatory trend becoming stricter and stricter, the relevant regulatory authorities have become more prudent and strict in their attitude towards the banking industry in conducting campus loan business. However, campus loans are not very profitable in nature, and strict regulation will only continue to reduce the business momentum of the banking industry. Coupled with the fact that the current regulatory basis for supervising microloans is a sectoral normative document with a low level of effectiveness, lacking a basis in higher law, some departments will exploit the loopholes in the law.

4. The Adverse Effects of Online Credit in the Big Data Environment

First of all, excessive borrowing will cause bad consumption habits of college students, which will certainly affect their study life and even family relationships. After the emergence of online college credit products, college students can quickly get what they want but cannot afford to pay for in a short period of time through credit borrowing, which not only promotes the climbing mentality and makes the climbing wind of college students more serious, but also causes extremely serious persecution and unimaginable influence on the credit consumption concept of college students. The benefits of online credit and its own high risk, especially the unique harm to college students, are contradictory, and if the balance is not grasped, they will fall into the abyss. Many college students fall into the trap of losing themselves in the credit, thinking that the cost of borrowing is extremely low, and they only need to take their credit as a guarantee, and even if they cannot repay the loan in the end, it will not bring any substantial loss or nominal damage to them. With this kind of mind, their consumption concept is not only distorted, but also easy to form an impulsive consumption concept, not noticing that their credit has been lost, consumption has been overdrawn their credit, making it constantly fall into the misunderstanding.

In addition, China does not have a perfect law on online loans, and the regulatory system is not perfect enough, which makes it easy for college students with insufficient experience to be cheated when unscrupulous people take advantage of the situation. There are many college students who have not fully entered the society, so their security and prevention awareness in the network credit and its lack. So much so that after being exposed to campus loans, beautiful loans and credit loans and falling into this abyss, they do not realize the big mistake they have made, and this mistake is likely to put themselves and their families at risk. After a student borrows, if the student cannot pay back the loan in time, many lending companies will take

some extreme and even illegal measures to bombard the student and the student's parents, and even threaten some students' parents to force them to pay back the money. Some of the online credit platforms use the name of "beauty loans" and "nude loans" to get students to take out loans, and their target group is college girls. Even the network credit platform will force some college students who do not have the ability to repay the loan to engage in criminal and illegal activities, and eventually harm others and themselves.

Finally, the stage of college students belongs to the transition period from young people to adults, which is different from the consumption psychology of other consumer groups. In this period, many students are attracted by novelties, like to catch up with the trend of the times, and emphasize their own distinctiveness, and often have impulsive consumption behavior. Moreover, with the change of the times, the material level of many families has improved greatly. According to the survey, about 31% of college students' funds will be used for the purchase of light luxury goods after borrowing from Internet credit. Although many college students nowadays have funds that can be turned around, they know nothing about managing the disposal of money and often spend impulsively and excessively when shopping leading to a lack of funds.

5. Conclusion and Discussion

In response to the problem of online credit for college students, many consumer experts have proposed solutions from different directions, but in the end, they all boil down to one point, that is, we can only solve the problem at the root, that is, to guide the establishment of a correct concept of consumption, the relevant departments to increase supervision and improve the relevant laws and regulations.

Online credit is not without benefits, and the lack of recognition of illegal campus loans by some students has led to a plethora of problems with online credit. However, if we encourage and support the lending institutions, banks and financial institutions to research, reasonably classify and analyze students, combine the characteristics and needs of major categories of students, provide them with reasonable, low amount and low risk credit products, effectively protect the credit environment of college students, and achieve a win-win situation for both sides. Meet the normal and reasonable consumption needs of college students, make up the short board of college financial services, and thoroughly rectify the chaos of college student loan market.

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