

Analysis on the Impact of Internet Finance on College Students' Consumption Behavior and Financial Concepts in the New Era Using Mathematical Statistical Method

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Abstract: In the context of the new era, people's consumption behavior and financial management concept have also undergone tremendous changes, including our college students, a relatively special group. Therefore, the author uses mathematical statistics to analyze the impact of Internet Finance on college students' consumption behavior and financial management concept in the new era. Research shows that college students, as the main force of online shopping, undoubtedly occupy an important position in the consumer market. Internet credit has a far-reaching impact on their consumption concept and financial management behavior. In the Internet financial consumption, some bad platforms use the bad consumption psychology of college students to conduct online lending to college students, which makes college students fall into the trap of bad online lending. In turn, it has a huge negative impact on the normal study life of college students, and even leads to campus tragedy. It is imperative to strengthen the education of college students' consumption.

1. Introduction

Internet finance relies on Internet tools such as payment, cloud computing, social networking, and search engines to achieve the goal of financing, payment, and information intermediation. It is an emerging financial industry that combines traditional financial industry with Internet technology and spirit [1]. In the various stages of the progressive development of Internet finance, people's consumption behavior and financial management concepts have also undergone tremendous changes in the subtle influence [2]. However, with the advent of the information age, the emergence of Internet financial products is slowly affecting the consumption concept of college students, and the problems that have been extended from this have become unnegligible. College students, as the main force of consumption, are active in thinking and have a strong sense of accepting new things. They have independent consumption space and diverse consumption ideas [3]. Recently, the 13th Five-Year Plan of the state clearly put forward the need to change the mode of economic growth and give full play to the basic role of consumption in growth. Guiding consumption to change to intelligent, green, healthy and safe direction, promoting consumption structure upgrading, and promoting circulation informationization, standardization and intensive [4]. Internet finance brings convenience to college students, but it also brings many troubles [5]. For example, some students will go to the playground to play ball after school, or go home to surf the internet. Others will participate in some interest groups independently, such as dance troupe, Taekwondo troupe, etc [6]. Especially in recent years, Internet lending platforms for the public have emerged in China, which meet the consumption behavior and consumption psychology of some college students in advance.

With the rapid development of Internet technology and the constant change of traditional consumption, Internet finance has gradually entered the mass society, attracting people to consume with its new technology and innovation mode, and promoting the diversification of consumption. Because of the advantages of the Internet, network lending can complete all the application steps of the loan on the network without leaving home [7]. Therefore, it has the characteristics of convenience, high efficiency and low threshold. In recent years, it has spread rapidly, which has a

profound impact on people's consumption mode [8]. For example, because of the immaturity and irrationality of College students, they can not control themselves in consumption, which often leads to a lot of irrational consumption [9]. Due to the increasing hobbies and hobbies of students and the widespread use of the Internet, their consumption behaviors have begun to show the characteristics of diversification and fashion, and more and more things need to be purchased [10]. Internet finance started earlier in the world. Taking the United States as an example, it has experienced the long-term development and transformation of the financial system. The products and services of Internet finance have been relatively mature and perfect. Especially as our college students, the degree of influence is relatively deep, but to some extent, as our college students. Existing research at home and abroad has paid attention to this issue, but in-depth and in-depth discussion is not enough. Therefore, the research in this paper has certain theoretical and practical significance.

2. The Influence of Internet Finance on College Students' Internet Financial Consumption, Consumption Behavior and Internet Financial Consumption

2.1. The influence on college students' internet financial consumption

Through the statistics of the above survey data, we analyze the factors affecting the Internet consumption of college students. During the relatively long period of use of Internet financial products, our college students' consumption behavior and financial management concepts have also undergone significant changes. Usually, the tutoring courses for college students and the daily learning materials they use are a reason they naturally want to ask their parents for money. In order to meet the needs of consumers, e-commerce platforms have launched their own Internet financial installment consumer products, which are no longer satisfied with traditional consumption methods. In addition, college students' shopping has the characteristics of impulsiveness and randomness, which makes online shopping expenses increase. However, they have no source of funds. In the absence of funds, the production of credit products directly stimulates some students with poor self-control ability to finally choose consumption. Therefore, with the increasing popularity of Internet finance, college students have been given the opportunity to consume ahead of time, so the consumption lifestyle of business has become diversified. This shows that college students' online consumption varies with gender.

Because of the infrequent consumption of Undergraduates in urban areas, it can be known that network consumption has become one of the main ways of consumption for most undergraduates in Colleges and universities, as shown in Figure 1.

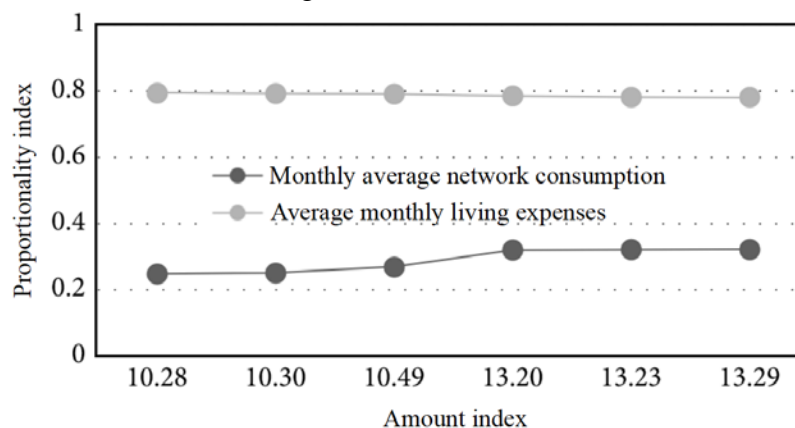


Fig.1. The consumption situation of college students

2.2. The influence on college students' consumption behavior

Internet finance makes college students' consumption more convenient. As a new technology in the new era, Internet financial instruments are widely used in society. For example, in our college students, many people will invite each other to dinner. This kind of consumption behavior belongs to the part of blind consumption, and gradually shows a growing trend, and even a trend of blind

comparison. In addition, with the majority of families getting richer, the pocket money in college students' pockets has gradually become more and more. And parents seldom ask where college students spend their money, which leads to college students becoming more and more generous as long as they have money in their pockets. Internet finance stimulates college students' desire to buy while facilitating consumption and improving time efficiency. As the mainstay of future economic and social development, college students' understanding and use of Internet credit will directly affect the future development trend of Internet credit and the whole financial market. Especially on the current Internet, there are often shopping websites promoting discount promotions, such as full reduction, parcel post, spelling list and so on, which can easily stimulate girls' desire to buy. Fast financial management can make college students more convenient to manage their own money.

3. Suggestions on Internet Financial Consumption and Financial Management for College Students

In recent years, China's Internet finance has developed rapidly, but the rapid development will inevitably be accompanied by imperfect legal system and insufficient supervision. In particular, the problem of blind comparison and over-consumption between students is to enable students to have a high degree of discriminating ability and effectively control the high-school students' excessively expanding consumer desires. Therefore, the school needs to keep pace with the times to strengthen the ideological guidance of college students in financial management, how to identify various types of Internet fraud, and to alert students to prevent and improve their financial management. School education, family education and social education should work together to develop a joint educational mechanism. College students lack social experience and are easily attracted by great temptation. Therefore, there are many problems in the Internet financial market. Nowadays, network fraud emerges in an endless stream, while college students have less social experience and are easy to trust others, which is one of the important target groups of fraudsters. In this regard, parents should play a leading role in setting an example and effectively resort to their own consumption and financial management behavior.

To strengthen the education of College Students' consumption and financial management, we should be cautious about online consumption. For college students' consumption behavior and financial management concepts, correct guidance and training should be carried out from the level of consciousness. With the increasing complexity of society, the role of family education has become increasingly prominent. In the family, parents should also give proper financial education to their children so that they can put their money concept right. At the same time, the school should pay attention to the ideological education of college students in their usual education, help them establish correct consumption views and values, not blindly compare, high and far-reaching, blindly pursue luxury goods, achieve moderate consumption, and develop good consumption habits. Blind purchase of wealth management products is not responsible for their own, and reasonable financial management methods can reduce financial risks and increase financial income. Therefore, mastering financial management knowledge is of paramount importance. Only under the scientific and reasonable financial management methods can we minimize the risk of financial management and will not cause unnecessary economic losses due to blindness. Therefore, when choosing a financial management method, college students should start from their own conditions and consider various factors to choose the most appropriate Internet wealth management products for themselves.

4. Conclusions

The rapid development of Internet finance in China has made people's lives convenient, but it has also caused many problems. When used properly, it is an economic income for college students, and it is also a great encouragement for college students' financial management confidence. If it is not used properly, Internet finance may become a bottomless pit and become an unnecessary financial burden for college students and even the entire family. The positive impact lies in the formation of concepts such as advocating convenience, combining consumption and financial

management, and moderate borrowing and consumption. In terms of support for the modern service industry, the financial industry itself is at the core of the service industry. It is necessary to encourage commercial banks to innovate and improve the efficiency of capital utilization. It not only exposes students to more financial tools, but also makes them dare to try to manage their own money. College students are in the period of mental development and maturity. Improve their own judgment, use our knowledge of consumer finance, serve themselves and the public. Therefore, college students should have correct thinking and cognition in their consumption behavior and financial management concept, so as to achieve rational consumption. Under the background of Internet finance, college students' consumption outlook education should adhere to the principles of combining cooperative education with positive education, strengthening humanistic care with improving consumption literacy, combining indoctrination with guidance, and combining education with management.

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