

An Analysis of College Student's Consumption Psychology in Frontier Minority Areas from the Perspective of Network Lending

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Abstract: With the continuous maturity and development of Internet technology, the online lending platform appears and rises rapidly. Although online lending has provided some convenience in meeting the financing needs of small and micro enterprises and individuals, it has led to chaos due to the poor supervision of the network platform and the financial sector, resulting in many students falling into the usury trap of bad online lending. Based on this, this paper studies the influencing factors of network lending on the consumption psychology of college students in frontier ethnic areas, and explores the long-term mechanism of cultivating college student's daily behavior norms and preventing the risk of campus network lending. Efforts should be made to improve the pertinence and timeliness of ideological and political education for college students, and to promote college students in economically underdeveloped areas to form a positive and healthy concept of network consumption and financing, so that a good campus network lending market environment will be created.

1. Introduction

The rapid development of the Internet financial market has led to the rise of campus network loan. Although network lending has provided convenience to meet the financing needs of small and micro businesses and individuals, it has become chaotic due to the ineffective supervision of online platforms and financial departments. Faced with the temptation of online borrowing, college students with strong consumer demand and lack of awareness of prevention are apt to breed abnormal consumption psychology and irrational consumption behavior. In order to prevent the bad development of online lending, Ministry of Education and CBRC(China Banking Regulatory Commission) jointly issued the "Notice on Strengthening Prevention and Education Guidance of Campus Bad Network Lending Risks" (Ministry of Education, ideological and political affairs letter [2016] NO. 15). It required the establishment of campus network lending risk prevention mechanism; and CBRC (China Banking Regulatory Commission) issued "CBRC guidance on risk prevention and control of the banking industry"(CBRC establishment[2017]NO.6), also strengthen the campus bad network lending platform supervision and regulation. All these have created a safe and standardized health network operating environment for the benign development of the network lending industry [1].

2. Survey and analysis of college students' consumption status in frontier minority areas from the perspective of network lending

With the popularity of the Internet and the expansion of financial business, online lending provides a convenient campus network lending platform for college students with strong customer demand in border ethnic areas. There are huge problems and hidden danger behind the seemingly convenient and fast financial services such as the low threshold of campus network lending and the fast speed of lending. In the game between college students' online consumption and financing concept and the changing network lending market, it is easier for them to breed irrational and unscientific abnormal consumption tendency, which has a great negative impact on the development

of school, family and society.

2.1 Follow suit and comparison leads to abnormal consumption psychology

Among 426 college students that surveyed in a frontier ethnic minority area, 49.06% have a living expenses of less than 1,000 yuan, 41.55% live on 1,000-1,500 yuan, 7.98% live on 1,500-2,000 yuan, and only 1.41% live on more than 2,000 yuan. This level of consumption can only meet the basic material needs of life. However, as a consumer group with extremely strong consumer demand, college students will show increasingly profound interest in satisfying their spiritual life needs and cultural consumption aspirations after meeting their basic material consumption need. Some students from poor families are easily attracted by the over consumption of students with relatively good economic conditions. It is easy to blindly follow the trend and lead to high consumption behavior. This abnormal irrational consumption tendency is the reflection of pathological consumption psychology.

2.2 Material poverty leads to a dilemma between money and morality

Among 426 college students that surveyed, 389 are from rural areas, accounting for 93.43 percent. 230 students were identified as poor student, accounting for 53.99%. There are 126 registered households, accounting for 29.58%. The survey shows that the poverty of the original family in the border ethnic areas is quite prominent, and college students are also trying to get rid of material poverty by pursuing money. But the limited number of work-study positions offered by the university cannot meet the needs of numerous poor students. It is really a dilemma for college students to choose how to pursue money in a moral way by virtue of their knowledge level and basic ability, or how to keep the moral bottom line in the pursuit of personal interests.

2.3 Mental poverty limited by thinking is more terrible than material poverty

90.38% of surveyed college students' living expenses are provided by their families. 5.16% of students' living expenses mainly come from scholarships and grants. 4.46% of students earn their living expenses from working. No one pays their living expenses through network campus loans. The living expenses of college students in border areas are basically provided by their families. However, the level of economic support that poor families can provide is limited, as is their ability to regenerate economically from other sources. This mental poverty which is limited by thinking is actually more terrible than material poverty!

2.4 The pros and cons of online lending are difficult to decide

The survey results show that 26.76 percent of college students have experienced of borrowing and spending. Among the ways of borrowing money, 81.92% of college students borrowed money from relatives and friends, and 3.76% borrowed money through campus online lending. Due to the single income of college students and their inability to repay, most students hold a wait-and-see attitude towards online lending. Vicious incidents such as “usury” and “naked loan” in online lending are more likely to involve college students in the quagmire of campus loans that are difficult to get out of. The resulting economic losses and psychological trauma will not allow them to recover in a short time. College students who have a strong willingness to consume entertainment and credit and are in financial distress are more likely to lead to excessive consumption when faced with the temptation of easy operation of online lending, no mortgage and rapid lending. Online lending provides students with convenient money service and increases the potential risk of borrowing. At present, there is no sound supervision system and effective risk prevention and control measures for online lending in China. Online lending has become a “double-edged sword” in urgent need of good guidance.

2.5 Passive waiting and lazy procrastination will miss critical period of learning and growth

According to the survey results, 67.14% of college students are not clear about the action process of campus Internet lending and 77.93% were not familiar with the legal knowledge involved in lending products. The survey found that college students have little understanding of online credit

risks. They only think of learning relevant knowledge passively when they are in the right time, and miss the best opportunity for learning and growth. Under the circumstance, that college students are not familiar with the online credit platform, they can easily get into the crisis of online lending by blindly taking credit.

2.6 Worrying individual financial ability to avoid irrational consumption

According to the survey, only 4.93% of college students earn more than they spend each month. Among the question whether online lending will increase individual consumption desire, the proportion of college students who will not be affected completely is 48.83%. The main problems reflected in online borrowing and consumption on campus mainly focus on the difficulty of normal repayment of college students, improper consumption habits of some college students, excessive profits obtained by borrowing companies through campus network loans and defects in the audit mechanism of campus network loans. This shows that college students have poor financial planning ability of rational consumption, and some bad illegal lending institutions use students' consumption psychology to induce them to make excessive consumption, which may lead to families directly bearing students' debts.

3. An analysis of the influence of college students' consumption psychology in frontier minority areas from the perspective of network lending

College students in ethnic minority areas in the border areas have strong consumer demand. However, without stable income and rational consumption concept, the popularity of network blending is likely to encourage them to blindly follow, compare with others and show off their consumption psychology. They are even induced to over consumption and follow the crowd, leading to irrational and diversified consumption.

3.1 The influence of group consumption concept of online lending on individual consumption psychology

The immaturity and rapid development of network lending industry promotes the growth of college students' negative consumption psychology, which is easy to produce scale effect [2]. The information in the border areas is relatively closed, and the general ways for college students to borrow money are relatives and friends. However, once an individual enters the consumer group of network lending, students with less mature psychology and poor discrimination ability will become blind and impulsive. They will not hesitate to suppress their own views and behaviors, accept the opinions, ideas and beliefs provided by the group without doubt, and blindly imitate the behaviors and attitudes of others in the group. Moreover, they will satisfy their vanity by the identification of authority and peers, and strengthen their conformity behavior in network blending and consumption [3].

3.2 The influence of successful network lending and default risk on individual consumption psychology

Network lending is a double-edged sword. It temporarily alleviates the pressure of financial shortage of college students in a short period of time, so that their consumption behavior can be enriched, which is generally recognized and supported by them. However, at the same time, it can also induce or condone irrational consumption beyond their repayment ability by college students who lack basic risk prevention awareness, forcing them to default and fall into the credit crisis, seriously distorting their consumption concept [4].

3.3 The influence of material and spiritual poverty on individual consumption psychology

Faced with the increasingly rich material life and spiritual life, college students who are trapped in the whirlpool of network blending often misinterpret consumption as the ultimate goal to meet the immediate material needs and short-term spiritual enjoyment. Their network blending consumption behavior is gradually far away from their actual need and in an irrational consumption

situation [5]. Real poverty comes from comparing and contrasting with the myth of happiness. This makes college students produce a constant “sense of poverty”, which stimulates their desire and impulse to consume and makes them willingly become followers of irrational consumption.

3.4 The influence of economic crisis caused by over consumption on individual consumption psychology

Blind over consumption will increase the economic burden of college students and promote the psychology of over consumption. Although online lending is an urgent solution, at the same time, the high interest rate of network lending makes college students miserable who have no economic source, which brings about irreparable trauma to themselves and their families [6].

3.5 The influence of network lending risk and supervision on individual consumption psychology

The imperfect network lending mechanism and the lack of market regulation lead to vicious competition among enterprises. Online lending platforms make false propaganda under the guise of “zero interest, zero down payment, and zero guarantee” to induce excessive consumption of college students. Network lending seems to be a viable way out of their financial difficulties. Once college students take on debts beyond their repayment ability, they will face huge interest from online lending institutions and various unexpected means of payment collection, which makes the vicious incidents of online lending frequent and alarm bells ringing for their irrational consumption.

3.6 The influence on individual consumption based on the lag of legal risk prevention consciousness psychology

The Internet financial market is developing rapidly and the relevant management and supervision laws and regulations are not perfect. The high interest rate of network lending has great confusion and concealment. It is difficult for college students with poor identification ability to realize the criminal legal risk crisis caused by the high interest rate of online lending based on insolvency [7]. For college students with poor control ability and high consumer demand, network lending platform defrauds them with false propaganda to obtain loans with hidden fees, pushing them into the irrational consumption abyss.

4. Risk identification and countermeasures of college students' network lending traps in border areas

Online lending provides a fast and convenient consumption mode for college students. Meanwhile, its own blind and irrational consumption, imperfect system of network lending platform and lack of market supervision lead to frequent vicious incidents. How to identify the network lending trap, prevent college students from falling into the consumption vortex, maintain the healthy development of the network lending industry, and guide them to set up a scientific concept of network consumption and financing, which needs to be solved urgently.

4.1 Establish the long-term mechanism of scientific consumption concept education

Colleges and universities will take network lending common sense and consumption concept into the ideological and political classroom and full education system. Make full use of QQ, WeChat and Weibo platforms to promote common knowledge of online financial and consumption, and guide college students to establish a correct outlook on life, values and world outlook through speeches, debates, salons and theme classes. We can help them improve their ability to resist publicity stunts of online lending platforms, and create a good campus rational consumption environment for them [8].

4.2 We will establish and improve the financial aid and credit system for poor students

Colleges and universities should grasp the trend of students in financial difficulties in a timely manner, make clear the loan process and requirements for students in need of economic assistance,

and organize them to study the policies and regulations of scholarships, grants and interest-free loans in their source areas, so as to meet the reasonable and legitimate needs of students for policy assistance [9]. At the same time, college students can get as many opportunities as possible to do part-time jobs to help students with financial difficulties ease the pressure on tuition and living expenses, and avoid them from borrowing money from campus online lending platforms due to financial distress.

4.3 Improve students' practical ability of financial management

In addition to giving full play to the role of ideological and political course as the main channel of education, colleges and universities should also strengthen the propaganda, training and education of college students' knowledge of Internet finance and consumer finance. According to the needs of students, relevant financial practice activities should be carried out to improve their relevant skills and risk prevention awareness, regulate their online borrowing consumption behaviors, and make appropriate consumption according to their actual economic conditions, so as to gradually form healthy and green consumption habits [10].

4.4 Carry out targeted psychological poverty alleviation to help people get out of poverty mentally

Colleges and universities should strengthen the education of college students' core socialist values and Chinese fine traditional culture, so as to enhance their awareness of social responsibility and life values. It is not only necessary to carry out material poverty alleviation for college students, but also to carry out psychological targeted poverty alleviation for them, so as to encourage them to actively improve themselves and seek to change the current situation, cultivate their positive and healthy psychological quality, and prevent the occurrence of psychological problems. At the same time, it is necessary to guide college students to establish the correct concept of online borrowing and consumption, and avoid the bad consequences caused by wrong cognition.

4.5 Establish effective network lending supervision mechanism

To ensure the healthy and orderly development of the online lending industry, the government should introduce relevant laws and regulations. Financial regulatory authorities should strengthen the construction of online lending risk control system, cut off the "illegal entry" channel of online lending platform, strictly review the information of college students on campus network lending consumption, timely grasp their online lending consumption motivation and behavior, and avoid students falling into high-risk online lending consumption trap .

4.6 Establish a real-time warning mechanism for bad campus network blending

Colleges and universities should actively establish a real-time warning and handling mechanism for bad campus network lending, and establish a defense mechanism for the linkage of parents, students and ideological and political educators. Timely follow up and establish network blending files of college students, and do a good job in preventing risks of campus online borrowing as well as education and guidance of rational consumption. Then help them to enhance their ability to identify and resist harmful online lending business, take measures to control the network risk in a tolerable range and maximize its positive function.

To sum up, the rapid development of network lending has not only brought convenience to college students, but also caused many problems. Network lending has a certain impact on students' consumption behavior and psychology. To solve the problem of campus online lending of college students in border areas, it is necessary for schools, families and society to participate in the construction of effective long-term mechanism of campus online lending risk prevention. We should strengthen the correct guidance on the cultivation of students' daily behaviors and consumption psychology, and strive to improve the pertinence and timeliness of ideological and political education for college students. Moreover, encourage college students in economically underdeveloped areas to form a positive and healthy concept of online consumption and financing, so that their network blending into a sound and healthy track of development.

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