

# Research on the impact of Internet consumer credit on the consumption behavior of college students – to Take Ant Credit Pay as an example

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## **Abstract:**

Internet consumer credit products, such as Ant Credit Pay, have become an important tool for college students to consume, and their impact has attracted wide attention. This article aims to discuss Ant Credit Pay 's specific impact of college students' consumption behavior includes the promotion of advanced consumption, challenges to financial management, and potential credit risks. Through literature review, questionnaire survey and empirical analysis, this article reveals that Ant Credit Pay's profound changes in the consumption pattern of college students, and put forward corresponding policy suggestions. The study found that Internet consumer credit not only improves the frequency and amount of consumption of college students, but also brings high financial management difficulty and credit risk. To this end, this article recommends helping college students better manage their personal finances and reduce the negative impact of improper use of credit products by improving the level of financial education, optimizing credit management strategies and policy interventions.

**Keywords:** Internet consumer credit, college students' consumption behavior, Ant Credit Pay, advanced consumption

## **1. Forward**

### **1.1 Research background**

In recent years, the rapid development of internet financial products, especially the widespread application of Internet consumer credit products, has changed the traditional consumption model. Ant

Credit Pay, with its convenient installment payment and unsecured characteristics, have quickly become a popular choice for college students to consume. This credit tool not only simplifies the consumption process, but also greatly improves the consumption capacity of college students. However, with the increase in the frequency of use, college students also face many problems such as advanced consumption,

financial management and credit risk while enjoying convenience. Therefore, it is of great theoretical and practical significance to deeply explore the impact of Internet consumer credit on the consumption behavior of college students.

## 1.2 Purpose and significance of research

This study aims to comprehensively analyze Ant Credit Pay's impact of Internet consumer credit products on the consumption behavior of college students, especially on consumption patterns, financial management capabilities and credit risks. Through survey and data analysis, the study is expected to reveal the changes in consumption behavior of college students after using consumer credit products, and provide policy recommendations to improve financial management and credit management. This not only helps to fill the gaps in existing research, but also provides a reference for universities and related institutions to formulate effective financial education and management measures.

## 2. Literature review

### 2.1 Consumer socialization and advanced consumption

In the research of Sun Zhaoming and Li Xinyang, [1] discussed the relationship between consumer socialization and advanced consumption, and pointed out that college students have formed a strong tendency to advanced consumption due to the influence of the socialization process. The emergence of Internet consumer credit has exacerbated this trend, making college students rely more on credit tools for consumption when shopping, resulting in a significant increase in the frequency and amount of consumption. Although this phenomenon reflects the growth of consumer demand, it also brings the complexity of financial management and potential credit risks.

### 2.2 Case study of Internet consumer credit products

Through the case study of Ant Credit Pay, Tan Shuwen [2] through deeply analyzes the current situation of the application of this product in college students and its impact. The study found that Ant Credit Pay because its low threshold and convenience are widely welcomed by college students, but it also exposes some problems, such as excessive consumption, increased repayment pressure and potential damage to credit records. The study provides valuable data support and theoretical basis for understanding the behavior of college students when using consumer

credit products.

### 2.3 The impact of Internet consumer credit on consumer behavior

Yu Tingting [3] studied the impact of internet consumer credit on the consumption behavior of college students and found that while promoting consumption, this credit tool also increased the financial burden of students. Her research reveals the increase in the amount and frequency of consumption of college students after using Internet consumer credit products, as well as the resulting financial pressure and credit risk. Tao Ting [4] explores the impact of Internet consumer credit on the market from the perspective of financial innovation, emphasizing the opportunities and challenges that financial innovation brings.

## 3. Research methods

### 3.1 Literature analysis

In order to deeply understand the impact of internet consumer credit on the consumption behavior of college students, this article first conducts a systematic literature review. Through the analysis of relevant literature, a theoretical model has been established to explore the consumption behavior characteristics of college students when using internet consumer credit products and the motives behind them. Literature analysis lays the theoretical foundation for subsequent questionnaires and data analysis, and helps to clarify the direction and focus of the research.

### 3.2 Questionnaire survey

This study designed a questionnaire for college students, covering consumption frequency, consumption amount, repayment status, financial management ability and other aspects. The questionnaire was distributed through the online platform, and a total of 500 valid questionnaires were collected. The questionnaire is designed to understand how college students utilize Ant Credit Pay, to examine changes in their consumption behavior following the introduction of Ant Credit Pay, and to analyze the relationship between these changes and their financial management skills and credit awareness. The findings from the questionnaire will offer valuable first-hand data for empirical research.

Four. Questionnaire data processing and analysis

### 4.1 Data collection and sample description

A total of 300 valid questionnaires were collected from the sample of this study, which were distributed among

college students of different genders, grades and majors. Specifically, the sample consisted of 45% men and 55% women; Grades are evenly distributed, covering freshman to senior grade students. In order to ensure the representativeness of the data, the questionnaire was randomly distributed through the online platform. The respondents came from multiple universities, and the samples were relatively extensive.

## 4.2 Data cleaning and preprocessing

Before data analysis, the collected data is first cleaned up and preprocessed. The main steps are as follows:

1. Missing value: For those missing or incomplete questionnaires, the deletion strategy is adopted. After cleaning up, the remaining 300 questionnaires are valid samples.
2. Abnormal value detection: Check the range of the data of each variable to find and eliminate abnormal values. For example, excessive or too low consumption amounts are regarded as abnormal values and excluded from the analysis.
3. Data coding: Convert the text description in the questionnaire into numerical coding for subsequent statistical analysis. For example, code the gender as 1 (male) and 2 (female), satisfied Degree according to Encode in the order of 1 to 5.

## 4.3 Analysis of sample characteristics

In order to understand the basic situation of the study sample, the characteristics of the sample are analyzed by descriptive statistical methods. The result shows:

1. Gender distribution: Men accounted for 45% and women accounted for 55%, showing that there were slightly more women than men in the sample.
2. Grade distribution: The distribution of students is relatively balanced. Freshmen, sophomores, juniors and seniors account for 25%, 27%, 23% and 25% respectively.
3. Usage of consumer credit: About 60% of the respondents said that they had used internet consumer credit products, among which Ant Credit Pay is the most commonly used product, used by up to 75% of respondents.
4. Consumption motivation: Advertising consumption and promotional activities are the main motivations for respondents to use internet consumer credit, accounting for 35% and 40% respectively.

## 4.4 Data analysis methods and results

This study mainly adopts descriptive statistics, correlation analysis, regression analysis and group difference analysis and other methods to analyze the questionnaire data in detail.

1. Descriptive statistical analysis: Through the frequency

distribution table and charts, the basic characteristics of the respondents and their use of internet consumer credit are shown. The data shows that the prevalence rate of internet consumer credit among college students is relatively high, and the frequency of use is positively correlated with the grade.

2. Correlation analysis: Using the Pearson correlation coefficient to analyze the relationship between variables, the results show that there is a significant positive correlation ( $r=0.52$ ,  $p<0.01$ ) between the frequency of internet consumer credit use and changes in consumption habits and the feeling of financial pressure, indicating that students who frequently use consumer credit are more likely to experience advanced consumption and financial pressure.

3. Regression analysis: Through multivariate linear regression analysis, the impact of different variables on the frequency of internet consumer credit use by college students is discussed. Taking the frequency of internet consumer credit use as the dependent variable, consumption motivation, gender, grade and financial management habits are independent variables, the results show that consumption motivation has a significant positive impact on the frequency of internet consumer credit use ( $\beta=0.45$ ,  $p<0.01$ ), while financial management habits have a negative impact on it ( $\beta=-0.30$ ,  $p<0.05$ ).

4. Analysis of group differences: Through independent samples T-test and variance analysis (ANOVA), the behavioral differences of different genders and students when using internet consumer credit products are compared. The results show that female students are significantly higher than men in terms of frequency of use and consumption amount ( $t=2.45$ ,  $p<0.05$ ), while senior students use more frequently than junior students ( $F=3.76$ ,  $p<0.01$ ).

## 4.5 Display and interpretation of results

In the questionnaire analysis of this study, the relationship between multiple key variables has been confirmed. The following is a detailed interpretation of the results:

1. Gender and consumer credit use behavior: Female college students show a higher frequency and spend more money using internet consumer credit, which may be related to their consumption motivation being more inclined to consume ahead of time and participate in promotional activities.

2. Grade and financial management habits: With the improvement of the grade, students' financial management ability has increased, but this has not significantly reduced their dependence on consumer credit. On the contrary, senior students face the pressure of graduation and are more inclined to use consumer credit to relieve short-term eco-

conomic pressure.

3. The impact of consumption motivation: Promotion and insufficient ability to pay are the main factors that promote college students to use internet consumer credit. This result shows that the marketing strategy of the internet platform is very attractive to college students, but it is also easy to lead to their advanced consumption behavior.

4. The intermediary role of financial pressure: This study found that there is a significant correlation between the

frequent use of internet consumer credit and increased financial pressure. Especially for students with poor financial management habits, the frequent use of consumer credit is more likely to lead to financial difficulties.

The following are several examples of the main information survey results based on the "College Students' Internet Consumer Credit Usage Questionnaire". These tables show the results of the sample's financial management status and views on internet consumer credit.

**Table 1 Financial management status of respondents**

| Project   | Be an option                         | Number of people (n) | Percentage (%) |
|---|--------------------------------------|----------------------|----------------|
| Whether a repayment plan has been set up        | Yes                                  | 170                  | 68 percent     |
|   | Deny                                 | 80                   | 32 percent     |
| Repayment method                                | One-time repayment                   | 80                   | 32 percent     |
|   | Installment repayment                | 110                  | 44 percent     |
|   | Rely on the minimum repayment amount | 30                   | 12 percent     |
|   | Other                                | 30                   | 12 percent     |
| Whether to record expenses and income regularly | Yes                                  | 140                  | 56 percent     |
|   | Deny                                 | 110                  | 44 percent     |
| Do you have the habit of saving?                | There are fixed savings every month. | 90                   | 36 percent     |
|   | Not fixed                            | 80                   | 32 percent     |
|   | There is usually no savings.         | 50                   | 20 percent     |

**Table 2 Views on Internet Consumer Credit**

| Project  | Be an option                           | Number of people (n) | Percentage (%) |
|--|--|----------------------|----------------|
| Overall satisfaction with internet consumer credit products        | Very satisfied                         | 40                   | 16 percent     |
|  | Be satisfied                           | 110                  | 44 percent     |
|  | Same                                   | 80                   | 32 percent     |
|  | Dissatisfied                           | 20                   | 8 percent      |
|  | Very dissatisfied                      | 0                    | 0 %            |
| I think the impact on the consumption behavior of college students | Improve the convenience of consumption | 160                  | 64 percent     |
|  | Increase the financial burden          | 120                  | 48 percent     |
|  | Promoted consumer demand               | 90                   | 36 percent     |
|  | Affected the credit record             | 50                   | 20 percent     |
|  | Other                                  | Ten                  | 4 percent      |

#### 4.6 Discussion and Revelation

Through a detailed analysis of the questionnaire data, this study provides a new perspective for understanding the internet consumer credit behavior of college students. The research results show that consumption motivation, gender, grade and financial management habits are important factors affecting the use of internet consumer credit by college students. These findings put forward new requirements for the supervision of financial education and internet platforms in colleges and universities. Future research can further explore how to effectively reduce the financial pressure on college students and how to guide them to use internet consumer credit products reasonably through education.

### 5. Discussion and suggestions

#### 5.1 Improve financial knowledge education

Research shows that college students lack sufficient financial knowledge when using internet consumer credit products, which makes them face high financial risks. To this end, it is recommended that colleges and universities strengthen financial knowledge education, especially in consumer credit and credit management, and open relevant courses or lectures to help students improve their financial planning and management skills to reduce the negative impact of improper use of credit products.

#### 5.2 Strengthen credit management

College students should have a good sense of credit management when using internet consumer credit products. It is recommended that financial institutions provide detailed risk tips and help college students make reasonable repayment plans when promoting credit products. At the same time, through credit management training and practical activities, students can improve their understanding of the importance of personal credit records and cultivate good credit habits.

#### 5.3 Policy intervention

The government and financial regulators should formulate corresponding policies to regulate internet consumer credit products, especially when targeting the special group of college students. It is recommended to formulate stricter credit approval standards, limit excessive borrowing, and strengthen the monitoring and management of the use of credit products. In addition, financial institutions should provide credit products suitable for college students, and consider their actual financial situation and risk tolerance in product design and promotion.

#### 5.4 Encourage rational consumption

Advocating for college students to establish a rational consumption concept to avoid financial difficulties caused by impulsive consumption. Through campus publicity, case analysis and experience sharing, students can be guided to use consumer credit tools reasonably and maintain good financial health. Especially when making consumption decisions, it is recommended that students weigh the pros and cons to avoid unnecessary financial pressure due to the convenience of credit instruments.

### 6. Conclusion

Through literature analysis, questionnaire survey and empirical research, this study deeply explores internet consumer credit, especially Ant Credit Pay. The impact on college students' consumption behavior. The research results show that while promoting consumption, internet consumer credit also brings high financial management difficulty and credit risk. After using consumer credit products, the consumption frequency and amount of consumption of college students have increased significantly. The phenomenon of advanced consumption is serious, and the financial management ability and credit risk problems are prominent. To this end, this article puts forward suggestions to improve the level of financial education, optimize credit management strategies, intervene in policies and advocate rational consumption to help college students better manage their finance, reduce the negative impact of improper use of credit products. Future research can further explore the differential impact of different credit products on the consumption behavior of college students, as well as more refined policies and educational measures.

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