

How important is the role of the internet in influencing college students' consumption patterns in China?

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Abstract:

In recent years, the proportion of Chinese teenagers in online shopping has gradually increased, and more and more college students and even high school and junior high school students will choose online shopping. This study collected the consumption patterns of college students and the use of online credit through questionnaires and provided effective strategies for constructing harmonious consumption patterns and concepts.

Keywords: Online finance, consumption patterns, online credit loan, social media

1. Introduction

By June 2023, the number of Internet users in China had reached 1.079 billion, with the Internet penetration rate reaching 76.4 per cent. Among them, the proportion of students has reached more than 20 per cent (China Internet Network Information Center, 2023), which is enough to show that students are deeply affected by the Internet. The development of the Internet has improved the consumption level of college students and promoted the economic growth, but it has also led to the proliferation of various advanced consumption behaviors among college students. In the Internet era, product consumption presents the characteristics of diversification and publicity, and the traps of product purchases are relatively increased. For contemporary college students, due to the lack of rational thinking about the products they consume, coupled with the lending function given by various online loan software, there will often be bad behaviors of advanced consumption, which is not conducive to the cultivation of college students' correct consumption concept, but also conflicts with the concept of green consumption, rational consumption and reasonable consumption.

On this basis, through questionnaire survey and literature research, this paper analyzes the influence of the Internet on college students' consumption patterns, and puts forward multiple strategies to guide college students to establish a correct consumption concept.

2. Literature review

2.1 Online Finance

The definition of Internet finance is undoubtedly a perennial topic. From the current situation in China, before the

People's Bank of China and other ten departments issued the "Guiding Opinions on Promoting the Healthy Development of Internet Finance" (referred to as the "Guiding Opinions") in 2015, domestic experts and scholars in different fields had different understandings of the concept of Internet finance. In terms of Internet enterprises, Ma Yun (2013) believes that Internet finance is "the behavior of Internet enterprises engaged in financial business based on Internet ideas and technologies"; In terms of financial institutions, Ma Weihua (2014), a former The President of China Merchants Bank believes that Internet finance is not divorced from the essence of finance, but is an Internet-based financial activity.

In the academic circles, Di Weiping and Liang Hongze (2000) first proposed "Internet finance", but the definition of "Internet finance" was not clear. With the deepening of relevant studies, the concept of "online finance" has become richer and clearer. A more representative example is Li Jizun (2015), who believes that Internet finance is a business form or service of financial financing activities based on Internet technology and breaks the limitations of traditional finance. It can be seen that the differences between experts and scholars in different fields on the concept of the Internet mainly focus on "how to view the innovative business carried out by traditional financial institutions based on the Internet". Zheng Guoqiang and Zhang Cong (2015) pointed out that the development of Internet finance has the following four characteristics: diversified modes, high-intensity informatization, high convenience and inclusiveness. In general, the innovation of Internet finance has further reduced the time and cost of financial transactions and expanded the field of financial services. In the same year, after the promulgation of the Guiding Opinions, the definition of Internet finance

was clarified, that is, Internet finance is a new financial business model in which traditional financial institutions and Internet enterprises use Internet technology and information and communication technology to achieve financial financing, payment, investment and information intermediary services. Different from the traditional financial model, it has the characteristics of digital finance, platform finance, inclusive finance and high efficiency and convenience. Through the Internet financial platform, it can conduct third-party payment, online fund and wealth management product sales, top-up payments, small loans and other behaviors. This concept is a good solution to the previous academic and practical circles of the definition of the concept of Internet finance is the focus of debate, so this study Based on this concept, this paper further discusses the role and influence of Internet finance in college students' consumption patterns.

2.2 Consumption patterns

“Patterns” generally represent the state of existence, operating programs and mechanisms of certain things, and reflect the development trends and internal laws of such things.

Jiang Xuemo (2005), author of the textbook of Political Economy, defines “consumption pattern” as “the characteristics and quantity regulations of consumption in a certain society in a certain period, including the norms, quantities and development trends of consumption mode, consumption structure and consumption level.”

It can be seen that consumption pattern is a method and form combined with consumption materials, a form of consumption, and a comprehensive expression of people's consumption relationship and behavior norms, reflecting the main content, basic situation and quality of people's consumption behavior on the whole. It not only reflects the main norms of people's consumption behavior, but also reflects the norms of social public life, and is the theoretical generalization and basis for social value judgment of people's consumption behavior.

2.3 Online credit loan

The traditional credit consumption process is that the applicant applies for a credit loan to a financial institution according to the prescribed procedures, and the financial institution provides financial services and products to the applicant with reference to its consumption level, consumption power and other factors.

There are also big differences between online credit and traditional consumer credit models. Online credit is a new type of consumer credit model, which provides consumers with personal credit services through Internet information technology. While the traditional credit consumption

procedures and processes are more complicated, in the situation of imperfect product business, network credit has the characteristics of convenient application and simple procedures, which can improve this deficiency. Network credit has the characteristics of being more convenient and efficient; It is easy for users to experience, has a wider scope of expansion, and does not require guarantees, which is a major innovation in the financial industry in the Internet era. Since the concept of network credit has a short time, there is no unified meaning explanation at present. Combined with the definition of Internet finance, the meaning of network credit refers to the loan issued by financial technology companies to natural persons or residents for consumption under the background of Internet development, which is a loan business carried out based on Internet technology.

To sum up, online credit is a credit financial service behavior provided by online e-commerce platforms or traditional financial institutions using Internet technology (big data, cloud computing, etc.) to give credit to consumers and meet consumers' advanced consumption.

2.4 Characteristics of college students' consumption patterns

First of all, college students' consumption is more inclined to the Internet platform. The financial services provided by the e-commerce platform for college students are carried out based on perfect big data credit review, and corresponding services are provided according to the consumption tendency of college students, and the service features are fully displayed. In addition, the Internet financial platform will provide professional and directional service according to the realistic scenario of college students' consumption. Secondly, college students' online consumer loyalty is high. Most students, they have their favourite and recognized brand or style, and consumer brands can analyze and deal with the user stickiness of college students according to this feature.

The inherent characteristics of college students determine that they are easy to become consumption leaders, with large consumption demand and strong consumption desire. In the absence of stable and discretionary income sources, the characteristics of low threshold and breaking through time and space limits make online instalment consumption an important part of college students' daily life consumption. Contemporary college students are important participants in Internet finance. Many college students have not yet formed a mature consumption concept, resulting in a tendency to consume ahead of time, in the long run, will bring repayment pressure, thus affecting their consumer credit. (Qiang&Wang, 2022)

In the author's opinion, the meaning of harmonious consumption mode is that consumption ability and consumption behavior, current consumption and long-term consumption, material consumption and spiritual consumption harmony as the leading economic and reasonable consumption mode. College students are subject to the objective restriction of their own economic level, and should highly fit their social identity and consumption identity to form a harmonious consumption model with college students as the main body.

2.5 Evaluation of research status

To sum up, the exploration of Internet finance in China is still in its infancy, and there are few relevant literatures. During the research, the author will analyze the relationship between Internet Finance and college students' consumption patterns after reading literatures and collecting data, and put forward countermeasures and suggestions to guide college students to cultivate better consumption patterns.

3. Methodology

In order to study the impact of the development of Internet finance on the consumption pattern of college students, it is necessary to conduct statistical analysis and induction of the consumption status of college students through questionnaires. Therefore, the objects of the questionnaire are 200 college students from different universities in Shanghai, and the consumption status and patterns of college students are analyzed according to the questionnaire. Literature research and a questionnaire survey will be adopted in this study.

3.1 Literature research method

Any research is based on a large amount of literature. Collecting and consulting works and papers on Internet finance, consumption theory and consumption concept education of college students at home and abroad through multiple channels can help me increase the knowledge and understanding of this field, so as to conduct in-depth research on this basis, and then draw conclusions by combining other research methods.

3.2 Questionnaire survey method

The Questionnaire on Consumption Patterns and Use of credit Software of College Students is composed of 18 questions, including 6 dimensions: consumption amount, consumption items, characteristics of consumption behavior, factors affecting consumption, use of online credit software and its impact on consumption patterns. The questionnaire was randomly distributed to students from different universities in Shanghai, with a total sample size of 200.

This study mainly discusses the impact of the development of Internet finance on the consumption pattern of college students, using descriptive statistics and other statistical methods.

4. Current situation, characteristics and influencing factors of

college students' consumption behavior The purpose of this questionnaire is to study the impact of the development of Internet finance on the consumption pattern of college students. It is necessary to conduct a statistical analysis and summary of the consumption status of college students through the questionnaire

4.1 Consumption level of college students

This survey has designed four levels for the average monthly living expenses of college students. As shown in Figure 2 and Figure 3, these data reflect the spending power of college students, which is very important. The average monthly living expenses of most students are in the middle position, and the average monthly living expenses of the largest group are between 1001 yuan and 1,500 yuan, and the second highest proportion are students whose average monthly living expenses are between 1,500 yuan and 2,000 yuan. The average living standards of college students in the new era have been significantly improved compared with the past (Figure 1).

The data show that the income and expenditure of most students are at the same level, that is, 1000-2000 yuan, indicating that students' living expenses are basically used for this month's consumption. The satisfaction of material conditions makes students pay more attention to personalized life experiences, so as to complete the construction process of identity.

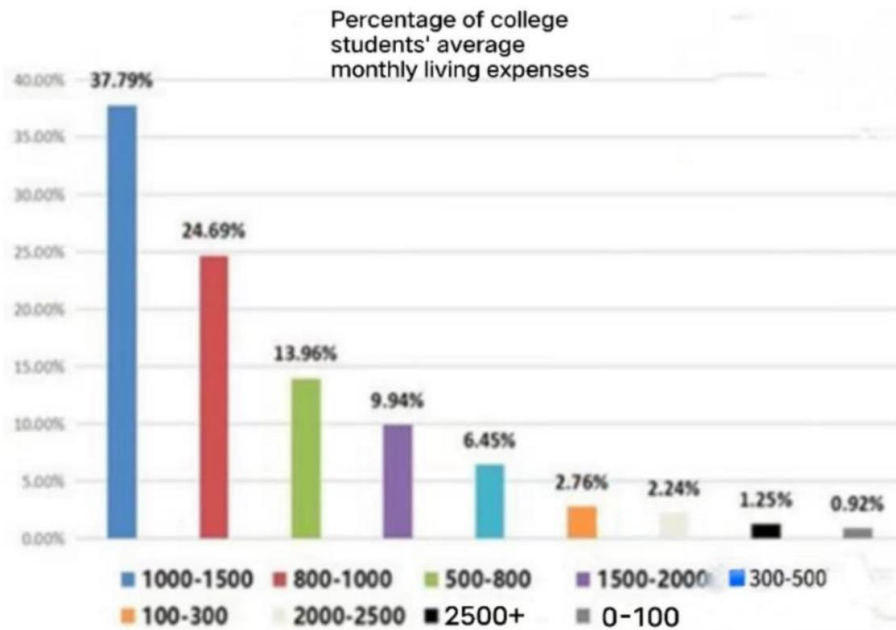


Figure 1 Percentage of college students' average monthly living expenses

Options	Subtotal	Ratio
Less than 1,000 yuan	14	8.75%
1001-1500 yuan	70	43.75%
1500-2000 yuan	44	27.5%
More than 2,000 yuan	32	20%

Figure 2 Distribution ratio of monthly living expenses of college students

Options	subtotal	scale
Less than 500 yuan	3	1.88%
500 yuan.-1000 yuan	9	30.63%
1000 yuan -2000 yuan	78	48.75%
2000 yuan-2500 yuan	18	11.25%
More than 2500 yuan	12	7.5%

Figure 3 Average monthly consumption of college students

4.2 Consumption patterns of college students

Consumption behavior can be divided into online and offline modes. This questionnaire investigates the way college students tend to choose shopping, because it can explore the influence of Internet shopping on college students.

As shown in Figure 4, 53.75% of college students prefer to shop online, 36.25% prefer to use the alternative of online and offline shopping,

and only 10% of college students prefer to shop offline compared with online. Compared with offline shopping, due to the remote location of the university and the single-stores around it, college students tend to choose the way of online shopping.

Online shopping has the advantages of simplicity, and high-cost performance, and is free from the constraints of time and space.

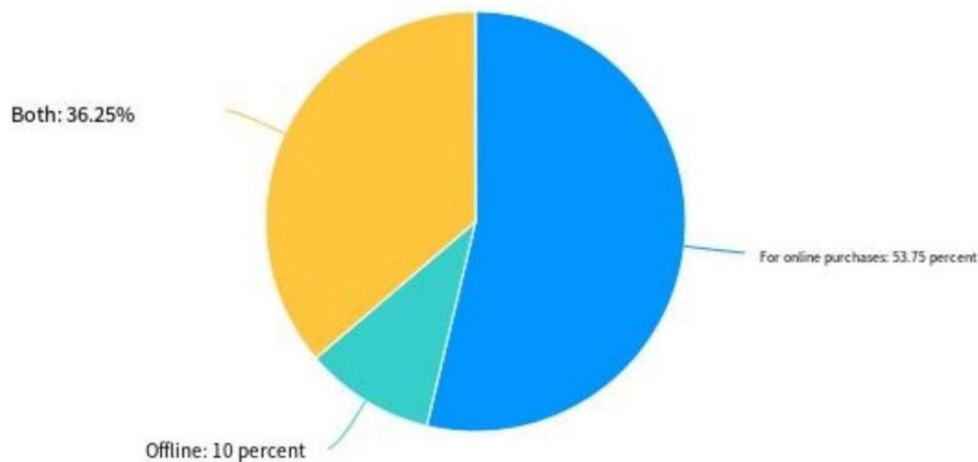


Figure 4. Whether college students prefer offline shopping or online shopping in daily life

4.3 The influence of product promotion on social media on college

students' consumption strategies

The questionnaire lists several social media software with the largest number of users in China. Influenced by social media, online shopping accounts for an increasing proportion of people, which is related to the research on the impact of social software on college students' consumption. The survey results show that among the many social

media, XiaoHongshu is the one that college students receive the most promotion of products. 84.38% of college students said that they would choose this platform for reference before purchasing goods; The second is TikTok, which has a large number of customers. A considerable number of students will buy the items they want because of the promotion of products on XiaoHongshu, TikTok or other social media platforms. The influence of social media on college students' online shopping can be reflected here.

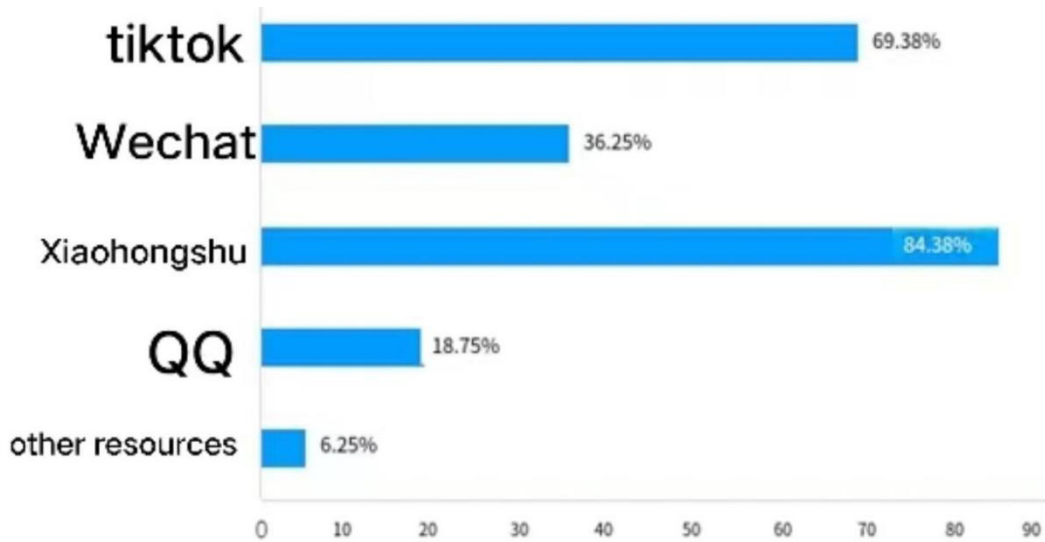


Figure 5 Which social media products are promoted more

4.4 Characteristics of college students' consumption behavior

4.4.1 Main consumption contents of college students

After the statistics of college students' consumption content, this study will discuss the development of college students' consumption behavior characteristics based on it, which is consistent with the research content in this paper, so it is very crucial. In the contemporary college students monthly living expenses accounted for a large proportion of the daily life needs and leisure and entertainment. As is

shown in Figure 6, most students rank their personal life needs in the first place, but in addition to their personal life needs, leisure and entertainment also account for a large proportion of college students' consumption. In terms of niche interests, college students spend a small amount, but they also take up a considerable proportion of their monthly consumption. From the point of view of purpose, consumption can bring students a certain degree of happiness, and also help them to be accepted by their peers more quickly and integrate into different circles.

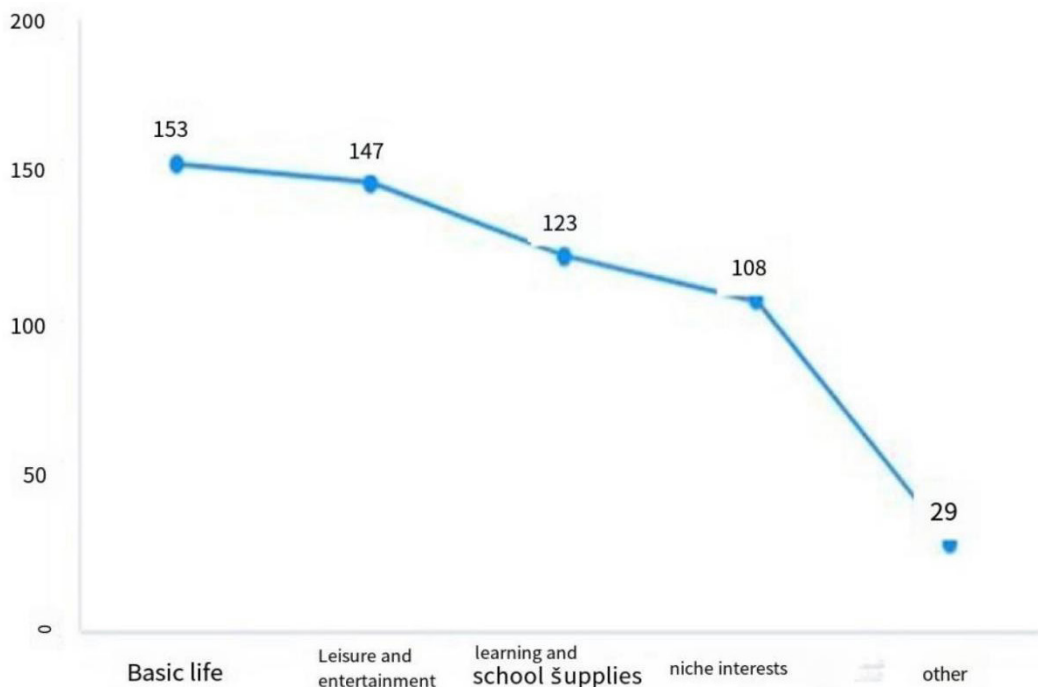


Figure 6. What do students spend most of their living expenses on

4.4.2 Development of college students' consumption behavior characteristics

Firstly, this paper conducts a questionnaire survey through qualitative characteristics, and then quantitatively summarizes the characteristics of consumption behavior patterns in the mobile Internet environment represented by college students through descriptive statistics. College students' consumption is social and they are willing to conspicuous consumption;

Random and fragmented consumption of college students, weak purpose,

shopping is not limited by time and space, most of them completed online shopping in fragmented time; Diversified consumption behavior, college students in addition to physical consumption, there is a certain proportion of virtual consumption and service consumption, service consumption types are also diverse, covering all aspects of life; Advanced consumption behavior, college students' acceptance of mobile Internet consumption is very high, and their consumption behavior is group-oriented.

Compared with the past, the rapid dissemination of information has given birth to the circle culture, and the entertainment consumption mode is becoming more and more vertical. People like to grow grass share the economy model, and exchange consumption behavior for "social currency". Young people have a stronger sense of belonging to their peers, and can easily find "fellow members" belonging to their own circle in the Internet era. They like the unique language of their own small circle and their own community and are willing to promote their favourite community. WeChat, QQ, XiaoHongshu, Tiktok,

etc. are the gathering places of college students' consumer groups, and also the places of cultural exchange in the circle. Businesses can also create different personalized circles to gather more potential consumers and carry out direct circle marketing. Influenced by childhood exposure to computers and the Internet, contemporary college students are living in a new era with higher social inclusion and more diversified values. They accept new things faster than the previous generation, so their consumption habits are relatively more cutting-

edge and trendy. As college students seek to be unconventional and not afraid to stand alone, their individuality has also led to the rise of niche consumption.

Firstly, the proliferation of online social networking software facilitates the formation of clique culture; Second,

college students are more willing to make friends with like-minded people. Growing up in the era of mass consumption,

the post-00s are more inclined to personalize and customize their consumption and are more willing to pay for goods that meet their preferences and interests.

In general, college students' consumption behavior shows the characteristics of a diversified personality and pursuit of experience.

5. Current situation and influence of college students' online credit software use

5.1 Current situation of using online credit software

5.1.1 Consumption amount of college students using online credit software

Because the post-00s college students are mostly the only-child generation, the children were born in a relatively comfortable family environment, and have been loved and cared for by the whole family since childhood, so the post-00s have relatively fewer concerns about family economic problems and are more likely to accept advanced consumption thinking. In the choice of products, they also have a wider choice of space and channels. The amount of money borrowed by college students on Internet loans varies. As shown in Figure 7, although the proportion of those who borrowed less than 500-1000 yuan reached 37.04%, accounting for the largest proportion. But those who borrowed more than 2,000 yuan also accounted for 11.11 per cent.

5.1.2 Current situation of online credit consumption of college students of different genders

Online credit has been integrated into all aspects of college students' consumption. This study collects the use of online credit by college students of different genders, and this set of data can be used to explore the relationship between gender factors and consumption behaviors. FIG. 8 shows that more than half of the students use credit software in their daily lives and in the purchase of clothes, shoes and hats. Travel accommodation and cosmetics are next. It should be noted that training, education and digital products also account for a certain proportion of spending. It can be seen that the main purpose of credit software in universities is to meet the needs of students' own life and study.

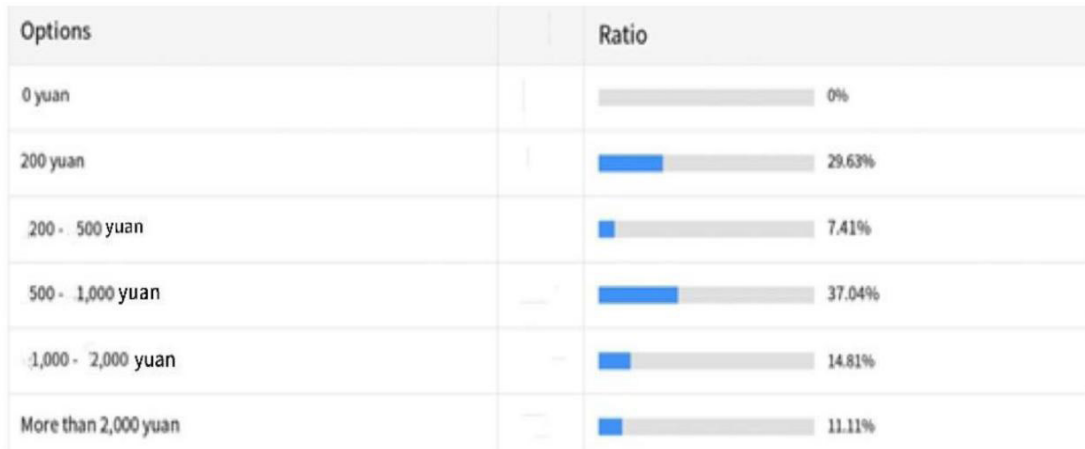


Figure 7 How much is the average monthly loan amount of college students using online credit software

Some students do not have enough economic ability, so they can borrow money to buy luxury goods to meet their consumption desires, which may result in the deformity of their consumption structure. Gender differences lead to different uses of credit consumption. In addition to leisure and entertainment, male students purchase a higher proportion of digital products. It also shows that in addition to using credit software to meet the needs of their daily life, male students also prefer digital products. After using the installment service of credit software to complete advanced consumption, male students have comparison psychology and satisfy their vanity by comparing the quantity and quantity of electronic equipment. In terms of cosmetics consumption, girls occupy the mainstream, and many girls buy luxury-

goods and cosmetics that do not meet their consumption ability with the idea of looking for recognition. Consumption can meet the infinite expansion of desire, show status, meet vanity, show off psychology, consumer psychology, so that people in the excessive worship of goods, high dependence on the loss of self, the opposite transformation. Some college students with superior family conditions believe that "the possession of things is equal to the possession of happiness and a better life", believe in materialism, money worship, hedonism, lack of frugality consciousness, blind pursuit of luxury consumption, ostentatious consumption, symbol consumption, squandering consumption.

Comparison of online shopping product types between male and female students

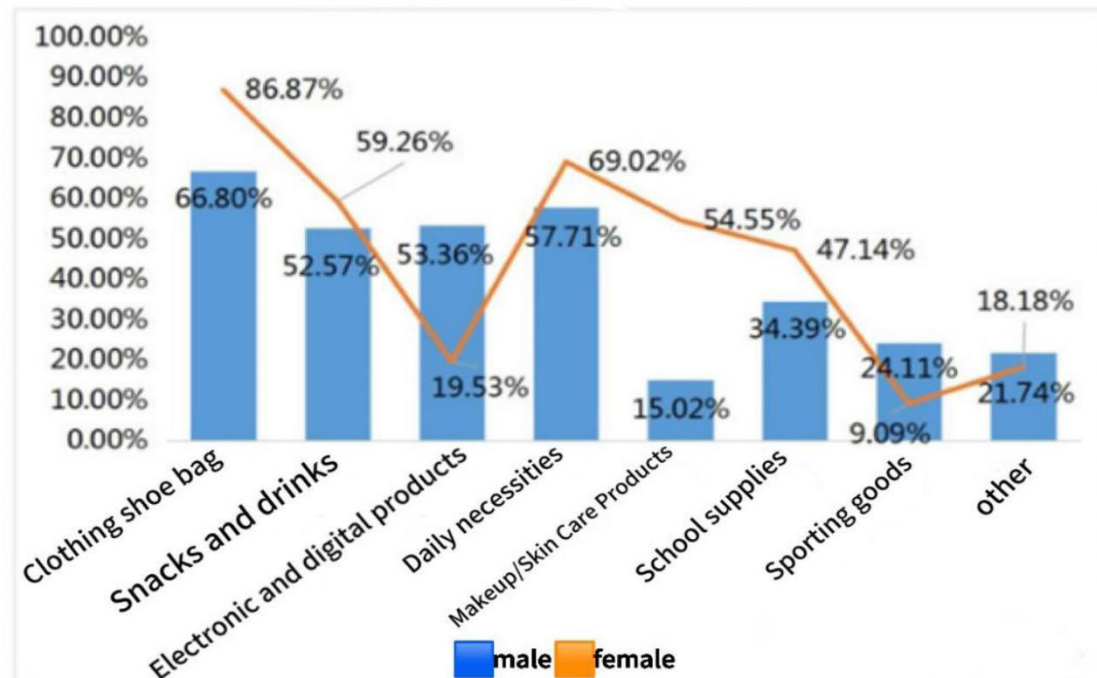


Figure 8. What are the main uses of online credit software by college students

5.2 Importance of credit to consumer decisions and preferences

The questionnaire measured college students' views on online credit software.

The data is crucial because different students' reasons for using online credit software can be found. As can be seen from Figure 9, some students have a high degree of recognition for the advanced consumption mode brought by the credit software. The students who think that the advantages of credit software outweigh the disadvantages think that credit software means that they can spend ahead of time and buy the goods they need in advance, instead of waiting for the money to buy. It is relatively cost-effective to use credit software to buy goods, especially when merchants offer special offers on their platforms.

They believe it is a rational way to spend ahead of time. 55.56% of the students believed that credit software could promote reasonable consumption and repay by instalments as needed.

Some students also think that credit software does more harm than good, they think that credit software will promote unnecessary consumption and cannot be controlled, or irregular repayment will lead to more and more interest, and many students lack self-control, and cannot make reasonable planning, beyond their repayment ability, causing excessive personal financial pressure in repayment.

The students who believe that the disadvantages of credit software outweigh the advantages indicate that they have a relatively conservative consumption concept, have a certain financial planning for online credit consumption, and will not blindly consume in order to follow the social trend. Only a very small number of students believe that credit software does not have an impact on people's lives. To sum up, the government should use big data to find out and restrict some college students who overspend as soon as possible, so as to prevent this from happening. On the other hand, school guidance and family education and other means, cultivate college students' rational consumption concept and establish correct values.

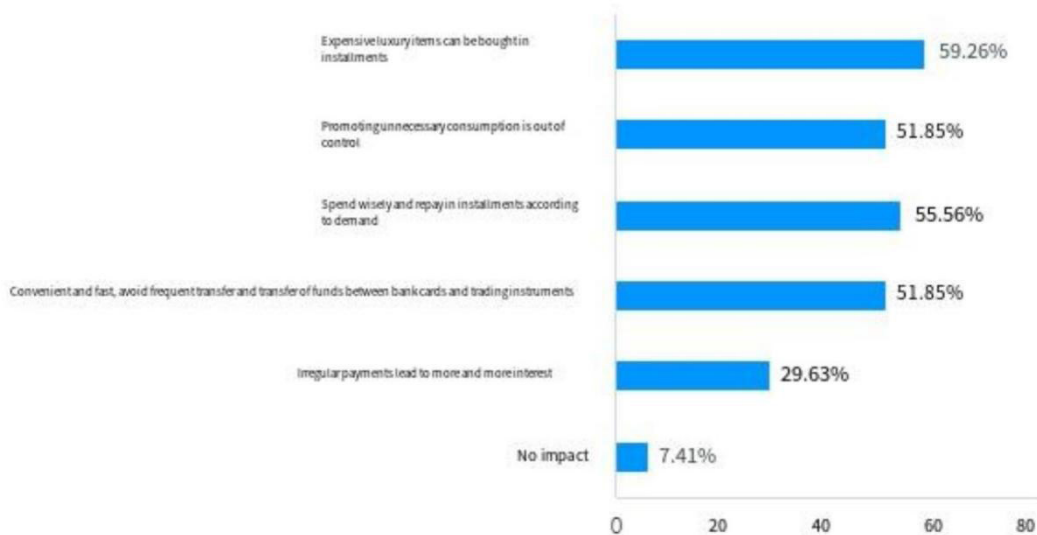


Figure 9. The influence of online credit software on college students' consumption

This set of data is crucial as it can see the dependence of college students on credit software and also reflect its influence. At present, college students' shopping rationality and self-control are insufficient, and their living expenses are difficult to cover the purchase desire, and the early consumption behavior is often accompanied by excessive consumption, comparison and show off the bad consumption concept. When people's short-lived vanity is satisfied, therepayment pressure will follow, and enhance the personal credit risk

6. Factors influencing college students' consumption behavior

6.1 Influencing factors of college students' consumption behavior

The questionnaire statistics various factors affecting college students' consumption behavior, and analyzes the intermediary role of Internet finance in influencing college students' consumption pattern through the comparison of different factors. As shown in Figure 10, 56.25% of college students buy because of the recommendation of classmates and friends. On the one hand, college students have a herd mentality and worry about being regarded as "alternative" by their peers. They hope

that through the unity of consumption performance and self-belonging group, it is easy to appear the phenomenon of convergence consumption, and obtain group identity, certainty and belonging.

52.5% of college students pay more attention to personal needs when shopping,

followed by the impact of family consumption concept, 36.88% of college students will buy because the spokesperson is their idol or has a good impression on the spokesperson. Comparatively, the proportion of buyers who show and quality in the influencing factors of college students' consumption is becoming less and less. With the increasing subject consciousness of college students, it turns out that more and more college students hope to show fashion and personality through consumption, pay attention to shaping personal image,

modify themselves according to their favourite aesthetic orientation, reflect the distinctive self, transmit their group characteristics to society, and express the meaning of "who they are". Commodities are endowed with social relation and other connotations by means of symbols. Therefore, college students are not only satisfied with the functional needs of commodities, but are more inclined to personalized choices, such as differences in appearance, colour, service and so on.

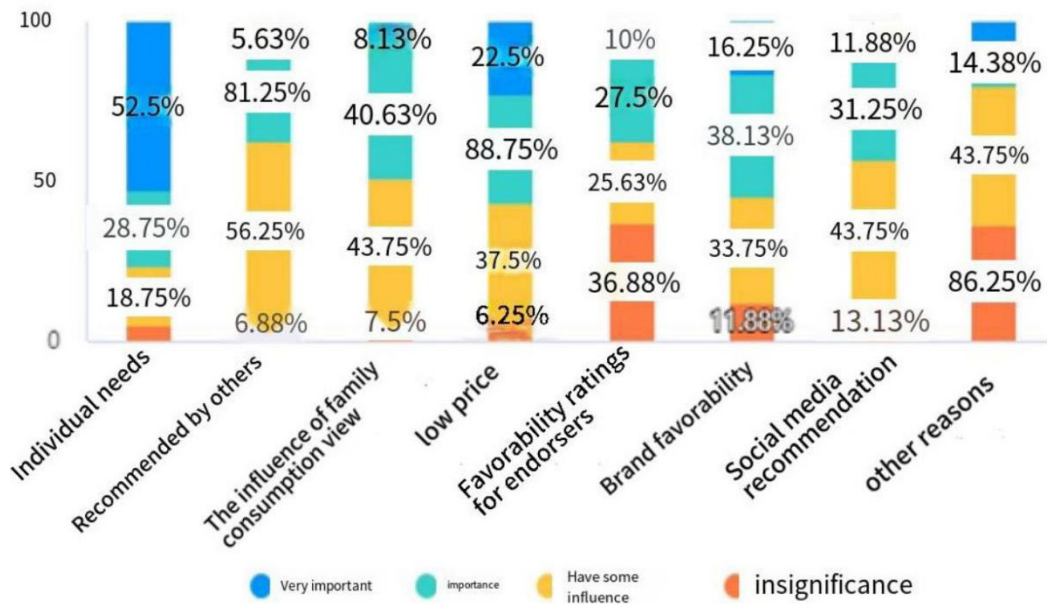


Figure 10 What factors will affect college students when they buy goods (online shopping)

6.2 Formation of Factors Influencing College Students’

consumption behaviorThe factors of college students’ consumption view can be attributed to fouraspects: economic development, social system and policy, scientific and technological innovation, and consumption culture guidance. College studentsare young, active, full of passion, have a wide range of hobbies, like new things, and have a strong desire for consumption. However, their world outlook, lifeoutlook, values and consumption outlook are not stable and mature enough.

Due to many reasons, some college students’ consumption concept appearsdeviation or even distortion, resulting in enjoyment, comparison, vanitypsychology, and yearning for luxury, ostentation, and symbolic consumption.

The main purpose of consumption is not to obtain the use value of commodities,

but to compete, enjoy and show off, there is alienated consumption, evenabnormal consumption phenomenon, values are more inclined to the idea ofmultiple utility, as a kind of internalized in the mind and externalized in thepractice of ideological existence, once formed, values have a fundamentalguiding effect on people’s behavior. Therefore, it is necessary for schools tofocus on the education of college students’ consumption patterns.

7. College students’ green consumption model education path

Schools usually put the cultural curriculum education in

the most importantposition, with all knowledge education as the core, other related education shouldgive way to the dissemination of knowledge. However, under the current-knowledge system that only focuses on curriculum education, colleges anduniversities often neglect the education of college students’ three views, including the education of college students’ consumption values. After enteringcollege from high school, college students will immediately face the test of anindependent life like a cliff. However, most colleges and universities have notset up corresponding financial management courses and consulting systems tohelp college students correct their wrong consumption behaviors and establish-correct values of spending money. To sum up, the lack of education onconsumption values in colleges and universities is also one of the reasons forthe formation of wrong consumption values among college students.

7.1 Carry out green consumption model education activities for college students

7.1.1 Carry out green consumption theme education

To organize green consumption education activities, colleges and universitiesshould organize and carry out green-themed education activities throughadmission education, themed class meetings, moral lectures, special lectures, training courses for student cadres, graduation ceremonies and otheropportunities, publicize the glorious tradition of hard work, diligence andfrugality through various platforms on campus, and guide college students torealize the importance of green consumption to individuals, society

and ecology.

Cherish resources and energy, enhance the sense of responsibility and mission of consumption, do not attach too much importance to material consumption, formulate reasonable consumption plans according to their own conditions, and adjust unreasonable consumption expenditures in time. Before the National Day, Spring Festival and other important holidays, carry out targeted consumer education activities to improve college students' consumption judgment, choice and control ability.

7.1.2 Resist consumerist ideas

"If we do not maintain the high ideological ground of universities, all kinds of wrong non-Marxist and anti-Marxist ideas will take advantage of it." (Ge, H., 2016) There is no doubt that colleges and universities are important positions in our country's ideological field.

Consumerism gives rise to materialism, hedonism, individualism and other bad ideas, through the existence and dissemination of sensibility, infiltrate into the daily life consumption scene, pay attention to happiness, success, happiness and other personal topics, easy to gain the recognition of college students, and quietly change the values and lifestyles of college students, resulting in the nihilization of college students' values. Ideals and beliefs have become unattainable "luxury goods", or even "waste products" that are not needed at all. Colleges and universities should firmly grasp the leadership, management and right to speak in ideological work, always maintain political sensitivity and discerning ability, strictly managing classroom teaching, special lectures, academic forums, exchange seminars, etc., strengthen mainstream ideas and public opinion, accurately grasp the dynamics of public opinion and leave no opportunity or space for the spread of wrong ideas. Prevent all forms of ideological infiltration by evil forces and the spread of unhealthy ideas such as money worship, hedonism, consumerism and extreme individualism, guide college students to learn to observe, analyze, and recognize the nature, manifestation and the harm of consumerism, strengthen ideals and beliefs, and respect differences.

To tolerate diversity, enhance self-confidence in road, theory, system and culture, establish correct learning and life goals and personal development methods, establish a solid psychological defence line, enhance rational judgment self-examination and adjustment ability, and stay away from consumerism.

7.1.3 Strengthen the responsibility of the media and create the guidance of public

opinion for harmonious consumption The mass media has a double impact on ideological and political education.

When the information provided by mass media and ideological and political education is consistent or complementary, the effect of ideological and political education can be strengthened; Otherwise, the effect of ideological and political education may be weakened.

The direction of public opinion on social media also plays a crucial role in the ideological construction of college students. Many social media platforms should enhance the sense of social responsibility, publicize China's excellent traditional culture, and properly control the release of luxury consumption advertisements. Do not fabricate or deliberately exaggerate the role of commodities for economic benefits, report advanced consumption examples and negative consumption cases, and strive to become a disseminator of better consumption.

8. Conclusion and reflection

The consumption problem of college students not only focuses on the consumption of college students themselves, but also interweaves with many social factors, influencing and interacting with each other.

According to the research results, there is a significant correlation between the development of Internet finance and the consumption pattern of college students. College students in the new era are deeply affected by consumerism and hedonism and their consumption show more diversified characteristics. It is necessary for the joint efforts of all parties in the society to help college students shape a healthy consumption pattern and form a correct view of the three aspects.

This study takes the construction of harmonious consumption pattern of college students as the topic discusses the factors that affect the consumption pattern of college students with a background in Internet finance, sets goals for the construction of harmonious consumption patterns of college students, strives to explore practical ways, correctly cultivate the consumption concept and consumption behavior of college students, and contributes to the construction of a harmonious society.

At the same time, this study also has many shortcomings:

1. Due to the limitation of manpower and time, the number of survey samples is too small, which inevitably has regional limitations and biases. As a case study, it cannot completely and correctly present the whole picture of college students' consumption problems, and it is only for reference.
2. Lack of theoretical understanding, due to the lack of knowledge of economics and sociology encountered difficulties in statistical analysis and failed to accurately combine the obtained data with the theory, so as to achieve detailed and thorough expression.

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