

The Transformation and Development of Internet Finance to the Lifestyle of Chinese Residents

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Abstract: In the context of the rapid development of Internet finance, researchers can understand the needs of users according to their behaviors and consumption habits, which can help enterprises and governments formulate relevant strategies. In addition, financial technology in the field of Internet finance continues to innovate, and researchers are committed to exploring the future application prospects of new technologies. However, there are still some research gaps. The research theme of this paper is the impact of Internet finance on low-income groups and residents in rural areas. The specific question that this paper wants to explore is what impact Internet finance has on low-income groups and residents in rural areas in which aspects. The result of the study is that Internet finance has a positive impact on low-income groups and rural residents through the convenience of financial services, the convenience of financial management, the expansion of lending channels and the popularization of financial knowledge education.

Keywords: internet finance, means of payment, national financial management, information processing is oriented, information processing visualization

1. Introduction

Internet finance is developing rapidly. Firstly, researchers have conducted extensive investigation and analysis on the behavior and consumption habits of Internet finance users in view of user behavior and consumption habits. They studied users' behavior patterns, preferences, and decision-making processes in areas such as mobile payments, e-commerce, and personal finance. These studies help to understand users' acceptance of Internet finance, motivation for use and demand for different financial products and services, and provide references for enterprises and governments to formulate relevant strategies. The second is the innovation and development of financial technology. The Internet finance field has been constantly emerging with new financial technology innovations, such as blockchain, artificial intelligence, big data analysis, and so on. Researchers are committed to exploring the application and impact of these new technologies in Internet finance. Although the research of Internet finance has made a lot of progress, there are still some research gaps that need to be further explored. With the rapid development of Internet finance, users' personal information and transaction data are facing privacy and security risks. Researchers can further study the technical and policy measures to protect user privacy, and how to ensure the security and legitimate use of user data.

The research topic of this paper is the impact of Internet finance on low-income groups and residents in rural areas. The specific question that this paper wants to explore is what impact Internet finance has on low-income groups and residents in rural areas in which aspects. The research carried out in this paper will help to solve the marginalization of some people in financial services, and provide suggestions and solutions to improve the inclusion of financial services.

2. The Innovation of Means of Payment

Internet finance (ITFIN) refers to a new financial business model in which traditional financial institutions and Internet enterprises use Internet technology and information communication technology to realize financial financing, payment, investment, and information intermediary services. [1] Therefore, based on this definition, this paper mainly expounds on the transformation and development of Internet finance in Chinese residents' lifestyles from three aspects, namely, the innovation of payment means, the realization of national finance, and the visualization of information processing.

When Internet technology companies such as Alipay launched mobile payments, people did not like it. They used to use cash to buy vegetables, cash, or swipe cards for shopping in shopping malls. At that time, POS machines were the world. But with the popularity of third-party payment, people began to come into contact with this new way of payment, that can only be heard in TV broadcasting before suddenly entering people's daily lives. A wallet is essential before shopping, and to pay the spread of go-out shopping, now sweeping codes only need a mobile phone, and a QR code scan can complete the payment. On October 25, 2008, Alipay officially launched public utility payments, supporting water, electricity, coal, communications, and other payments. [2] Mobile payment is not limited to food and shopping. With the development of science and technology, it has been involved in every corner of people's life, covering people's clothing, food, housing, and transportation. On March 21, 2018, Ant Gold and many allies signed a strategic cooperation agreement. Both parties will take place on a national scale with Alipay mobile payment services and jointly promote the optimization and upgrading of social, medical, and other industries pay experiences. This means that to have a meal or shopping consumption, such as only needing to bring a mobile phone, after payment in the future will also be able to fully support the mobile payment. [3] After experiencing the simplicity, convenience, and speed of this payment method, people immediately became supporters of it. The third-party payment has also naturally integrated into people's daily life, rapidly popularized throughout China, and become an indispensable part of Chinese residents' life. Payment experience is not only in the daily life of people; the popularity of online payment for the establishment and development of online shopping platforms means that whenever people buy things, they should be going to the store, and even some big shopping centers use cash or credit card shopping. Through the way of electronic payment, they can now realize the purchase and payment on the Internet, which greatly reduces the time cost. In addition, a series of advantages, such as a wide variety of goods, full refund support, detailed user experience evaluation, and quick payment methods on online platforms, make people shift from shopping in offline physical stores to shopping in online electronic malls. Innovations in payment methods have made online shopping more and more prosperous, further changing people's lifestyles.

3. National Financial Management

In those days when the Internet was not widespread and people were used to saving money in the bank or keeping cash in the safe at home, people's understanding of financial management was still in the stage of trying or not daring to try. In the city's residents tend to keep their money in the bank, and the bank will give the residents a small amount of interest in return for deposits, but in the

countryside, the bank is not as popular, and city access money is very trouble, so the rural people tend to collect money from home. Although the money in the home does not have any profits, people's thoughts still think more safety insurance money at home. Therefore, some financial services and financial derivatives launched by banks cannot be well popularized, and financial management seems to be still far away from people. However, nowadays, with the rapid development of the Internet and the arrival of the information age, the word financial management has been quietly introduced into people's attention. When online payment platforms such as Alipay gradually integrated into people's lives, Yu 'ebao service was officially launched in June 2013. Yu 'ebao is a monetary fund product cooperated by Ant Financial (then known as Xiaowei Financial) and Tianhong Fund. Due to its low threshold (starting from 1 yuan) and easy operation (users can easily purchase through Alipay APP), Yu 'ebao is defined as a cash management tool under Ant Financial [4]. It will pay treasure has been found in the balance of money into treasure, can get interest income, but also along with it, is very convenient, so a lot of pay treasure clients become the balance at the same time in the balance of treasure treasure fans, and other companies such as WeChat also change passed a similar way to fund management, the service object successfully changing the way people save money. According to a survey on the deposit habits of college students, they mainly deposit their funds in Yu'ebao and Xiaochangtong, followed by bank cards. According to the survey, few people will put money in Alipay and wechat small change instead of Yu 'ebao and wechat small change tong. Both of them are available at any time, and one has an interest rate and the other has no interest rate, so they will naturally choose the option with more economic value for their users. However, financing is not confined to these along with financial services. On August 18, 2015, Kim served its wisdom financing platform; Ants Jubao was launched; Ants Jubao is the gold suit of a financial product; it provides the user with a financial management platform; users can purchase funds through the app for the company's products; and it truly achieved the online financial management model. Now people can not only use the Internet to manage their wealth but can also rely on the Internet to carry on some simple financial wealth through intelligent professional interest. This is surely a good way to manage their wealth. Internet finance makes people no longer constrained by geography, greatly reducing the time cost. Compared with the past, people needed to make transactions on online exchanges and pay certain consulting fees to securities brokers; now, people only need to pay a certain proportion of commission fees to enjoy online financial services, which further reduces transaction costs and makes the pace of national financial management faster and faster in today's society.

The second is the orientation of information processing. Internet finance has brought about the rapid development of information industry. One of the important functions of Internet finance is the organization, sorting, and retrieval of information through search engines, which can alleviate the problem of information overload and meet information needs in a targeted way. The fusion of search engines and social networks is a trend, the essence of which is to use the relationship data contained in social networks to screen information, which can improve the degree of "integrity". For example, the "crawler" algorithm of crawling web pages and the link analysis method of web page ranking (represented by Google's PageRank algorithm) both make use of the link relationship between web pages, which belongs to relational data. In the preliminary stage of Internet development, due to the lack of regulation to maintain social networks, some hackers stole user information and the number of accounts through computer technology, bringing negative influence to China's netizens. With the gradual development of the Internet, financial regulation is becoming more and more perfect, constructing the security and stability of the network for the use of Chinese residents and further improving the efficiency of information retrieval. It also greatly ensures the reliability of key information. Another important function is to guarantee the high-speed processing ability of massive amounts of information through cloud computing. Under the guarantee of cloud

computing, information about the supply and demand of funds is revealed and disseminated through social networks, organized and standardized by search engines, and finally forms a time-continuous and dynamically changing information sequence. Risk pricing or dynamic default probabilities can be given to any capital demander (institution) at a very low cost. In this way, the information basis (sufficient conditions) for financial transactions is satisfied. Through the cloud computing platform, some investment institutions can synthesize various data for real-time analysis of the risk and return on investment of investors. It can make an important contribution to the investment decision, greatly improve the return on investment, and minimize the risk. Cloud computing not only provides high-speed information processing ability but can also screen out the most valuable information from the mass of information to be processed and finally get the results that users want. A spot market for computing power emerged in February 2011, and futures markets are expected to follow. The financial industry is a big user of computing power, and cloud computing will have a significant impact on the financial industry.

Finally, the visualization of information processing. In the past, people could obtain corresponding liabilities by borrowing from banks; if they exceeded the reimbursement date, they would not repay debt by the deadline for record in the credit reporting system. The credit reporting system was limited to recording people's loan repayment ability. This is some one-sided; a man without a bad record is not necessarily "integrity", it requires a variety of textual research. At that time, people, in addition to mortgages, car loans, and enterprise loans, usually do not borrow to meet their daily needs. First of all, debt itself, in the traditional concept, is not a safe performance. People are more inclined to live in a debt-free state. Now that the Internet industry is flourishing, Taobao, Jingdong Tmall, and a series of electric business platforms are rapidly rising and occupying the market, people from offline shopping gradually shift to online shopping, and the launch of the electric business platform on a regular basis of favorable activity makes people buy beyond their economic ability, need to borrow to solve the problem, and bank lending is still needing a lot of formalities and is more troublesome. Therefore, online lending arises at the historic moment, and the e-commerce platform builds and launches its own lending platform to solve the pressing need for consumers. Although the lending mode is changing, the purpose of "what you borrow must be repaid" remains the same. The reason why these online lending platforms dare to offer low or even zero interest loans to their user groups lies in the credit history analysis of their user groups by big data. In this era of information explosion, the large amount of information on the Internet and Internet financial-related institutions and platforms will record the user groups of all kinds of information, such as the status of the property, consumption habits, and credit behavior, carry on the visualization processing, generate a personal credit report, and give the corresponding lending. It is this model that makes people have different amounts when they open Huabei. People with good credit records and rich assets tend to have higher amounts of loans, while those with bad records and a lack of funds tend to have lower amounts, all thanks to the visualization of big data. Chinese residents in today's society are no longer as afraid of debt as before, but through reasonable debt, they can improve their lives. Now that the new credit reporting system is increasingly perfect, credit registries are no longer limited to several parts, such as credit cards and mortgages, but will include, in addition to the borrowing information, more information, such as: telecommunication business pay costs, water business, record outstanding taxes, civil rulings, enforcement and administrative punishment, thresholds, qualifications, and the information such as the administrative reward. [5] The record of personal information will be more complete. The previous credit reporting system was updated once a month, making some want to pass the time. Violations of borrowing from the banks have a chink in the wall, and the new credit systems, through big data, do one day more, real-time record the credit information of people, achieve a high degree of visual information, and make the system more perfect and meet specifications.

4. Conclusion

Therefore, in this era of rapid information development, the emergence and development of Internet finance have brought great changes to the lifestyle of Chinese residents. After clarifying the definition of Internet finance, this paper discusses the impact of Internet finance on Chinese society from three aspects. First of all, the innovation of payment means. Internet finance has brought third-party payment means, giving people a more convenient and quick choice, which has been integrated into people's daily life. The advent of Internet finance has broken the long-standing barrier to financial management and lowered the threshold for people to understand and conduct financial management. The establishment of financial management platforms such as fund companies has lowered the cost and threshold for people to conduct financial management, thus realizing national financial management. Finally, the visual information processing and the advent of the Internet indicate the network system is highly developed; people's movements can be put on record, so the information increasing concentration and improvement of the credit system on the basis of providing personal information online for lending and borrowing, heavily circumvention of the past has no ability to pay off debt, promoted social stability and economic progress.

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