

Research on the Financial Awareness of College Students based on Internet

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Abstract: With the emergence of various forms of online transactions, the problem of College Students' Internet Financial borrowing emerges in endlessly. To avoid this kind of phenomenon, this paper puts forward the research of College Students' financial precaution consciousness based on internet. Through the analysis of various financial lending behaviors on the internet, this paper puts forward the research methods to solve this problem, which effectively guarantees the network lending and shopping safety of contemporary college students.

Keywords: College students; Online loans; Financial prevention; Measures

1. Introduction

In recent years, due to the rise of the network economy, the Internet lending platform aims at college students and infiltrates into the campus in the form of loan platform, campus shopping platform and business platform. The tranquil ivory tower has become the place for the network lending platform to compete for, especially the network lending has become the main channel for college students to obtain funds [1-3]. In August 2017, Fan Mou, a junior in a university, committed suicide after leaving a legacy because he was unable to withstand the coercion of the online loan platform. This is not the first life caused by Internet lending. As early as March 2016, Zheng Mou, a sophomore in a university, jumped to suicide because he was unable to repay a huge amount of Internet loans. In recent years, the terms "campus loan", "training loan", "entrepreneurship loan" and "job-hunting loan" have frequently appeared on University campuses. On the one hand, they bring convenience to college students, on the other hand, they bring endless pain to college students and their families [4-5]. Therefore, it is of great significance to improve college students' awareness of network security and legal rights protection and to guide them to establish correct consumption concepts.

2. Reasons for College Students' Online Loans and Debts

2.1. College students become the main force of network lending

At present, college students' consumption concept is ahead of schedule, and their consumption demand is constantly expanding. Therefore, they are regarded as the most potential consumer group for online shopping. According to statistics, the potential market capacity of College Students' online shopping consumption can reach

the level of trillion, which will inevitably become the primary development customers of the online lending platform. On the one hand, the network lending business gives the network lending platform potential business opportunities and profits, making the network lending platform willing to lend to college students' consumer groups; on the other hand, college students also relieve their financial pressure through the network lending platform. According to the survey, at least 50% of students in Colleges and universities have made online loans.

2.2. College students lack rationality and consume blindly

Some surveys have found that the vast majority of College Students' online loans are not for the basic needs of their daily life, but to meet their excessive luxury of living consumption, and to meet the vanity of competing with their classmates, so it is not in line with the actual economic conditions and objective needs of their families to buy too much loans through the online lending platform. Goods, even through the purchase of luxury goods to meet their own vanity.

2.3. The purpose of college students' internet lending

2.3.1. Reducing economic pressure

With the advent of the Internet era, people's lifestyles and consumption patterns have undergone tremendous changes. Internet lending has become the main way for young people to solve their financial difficulties. With convenient procedures and simple conditions, network lending has quickly entered the vision of College students. It can not only satisfy the group of college students who want to spend overdraft in advance, but also let the college students go from the non-governmental way of borrowing from the acquaintances around them to the

way of borrowing from strangers, which seems to relieve the economic pressure of College students.

2.3.2. Simple procedures and convenient loans

Network lending platform is the intermediary between the two sides. By means of various agreements, both sides can quickly realize the flow and transaction of transaction funds. At the same time, the process of online lending is generally simpler than that of offline bank loans. There are no complicated procedures and harsh conditions for offline bank loans. Loans are relatively convenient, and even installment payment can be used.

2.3.3. Continuation of living and consumption and continuation of study

Internet lending companies grasp the mentality of blind high consumption and ahead consumption of College students, and provide convenient loan channels for college students in an open and guaranteed way. This can alleviate the temporary financial difficulties that some college students encounter in their lives, and some college students with poor family conditions are difficult to maintain their studies. Campus loans can help these students continue to live and consume and continue their studies.

3. The Criminal Law Regulation of Internet Lending

Network lending is composed of investors, borrowers and third-party platforms. College students, as the main body of network lending, generally act as borrowers. The essence of network lending belongs to the loan relationship in contract law. College students are borrowers in the loan relationship and investors are lenders in the loan relationship. However, with the rapid development of the Internet economy, the supervision of the Internet platform has lagged behind. Many third-party platforms attract college students to borrow at high interest through false propaganda and lowering the threshold for their own interests. Finally, they use various illegal means to coerce and induce them to bring troubles to college students themselves and their families.

According to the relevant laws and regulations of our country, the legal norms involved in network lending mainly include the following aspects:

3.1. The civil law regulations of internet lending

Internet lending contract interest rates exceed the statutory standards, suspected of "usury". According to the relevant laws, the annual interest rate of private lending is protected by law within 24%, if it exceeds 36%, the excess is invalid. At the same time, the interest of borrowing shall not be deducted in advance from the principal. When third-party platforms borrow online, they usually deduct the interest part in advance, and then calculate the

interest rate at three or even four times higher than the benchmark loan. This kind of high interest lending violates the law and is not protected by law.

3.2. The act of "two-party agent" of third-party platform violates the basic principles of law

The agency of both parties is an act of abusing the power of agency. The law stipulates that a contract signed by an agent in the name of the principal with other persons on his behalf is invalid. In the network lending with university students as the main body, university students are borrowers, investors are lenders, and the third party platform is not only the agent of University students, but also the agent of investors.

4. The Preventive Strategies of Internet Financial Lending for College Students

4.1. College students enhance their awareness of financial security risk prevention

Based on the Internet Finance generated by the internet, there exists information asymmetry among participants. College students are at a disadvantage in this legal relationship, and their rights and interests are vulnerable to infringement. So it is necessary to strengthen the propaganda and education of legal safety knowledge for college students, and to improve their self-protection awareness and risk resistance ability. In the process of network transaction, the next step of transaction can be carried out only when the identity of the trader and the actual intention of the transaction are clearly defined. We should pay attention to protecting personal information security and not arbitrarily disclose personal information to unidentified individuals or organizations.

4.2. Training of legal awareness in colleges and universities

Make full use of the advantages of modern information media, expand the publicity and education function of financial legal knowledge, and carry out various forms of legal awareness education. Colleges and universities should invite experts and scholars of financial security to organize regular activities such as knowledge popularization, publicity and legal consultation for college students. Secondly, we can publish posters, knowledge handbooks and other forms and ways to publicize the knowledge of Internet financial security, risk prevention measures, relevant legal knowledge and remedies for rights and interests, so as to help college students understand the business processes, rules and risk points of Internet transactions. Finally, we can set up a website of law learning for college students on the official website of the university, in which we can set up links of expert answers columns to guide the relevant legal practice of College students.

4.3. Exerting the legal propaganda function of community

Student apartments are often within the jurisdiction of the community, so there is a stable relationship between college students and the community. The enhancement of the legal propaganda function of university logistic service departments requires that a civil or administrative relationship be established between university students and apartment property management departments, schools and community management committees, so that the property management departments can connect the community to educate college students on legal awareness and clarify the rights and interests of both parties. Obligation.

5. Concluding Remarks

The "new generation" college students are in the critical period of forming their world outlook, outlook on life and values. Improving their awareness of security precautions against online lending and guiding them to establish correct values and consumption outlook depend on the joint efforts of society, schools, families and individuals to build a security defense line in the minds of College students. The research is carried out for this pur-

pose. The safety education of school network lending needs the guidance of practice, which needs to be based on theory. The data and results obtained from this survey will help schools to better carry out online lending security education and prevent and reduce the occurrence of student online lending incidents.

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