

Research on the Influence of Perceived Risk on College Students' Use of Internet Wealth Management Products

—Taking Yu'ebao as an Example

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Abstract—With the steady growth of residents' disposable funds, the potential demand for wealth management by Chinese people continues to increase, and college students are gradually becoming an important group of Internet wealth management products. Among them, as a large-scale domestic money fund, Tianhong Yu'ebao Money Fund has a certain representativeness. However, in the past two years, the annualized rate of return from the Yu'ebao Money Fund has been declining, which is followed by the loss of investors. By combing the relevant literatures on perceived risk and willingness to use, this paper puts forward hypotheses. Meanwhile, based on the existing related research, this paper constructs the measurement indicators and use SPSS software to scale the data collected for correlation analysis, in order to explore the impact of investors' perceived risk on the investment behavior of wealth management products, and finally draw conclusions and make recommendations from the perspective of enterprises and investors.

Keywords—perceived risk; willingness to use; college student wealth management; Yu'ebao

I. INTRODUCTION

With the rapid development of information technology, the Internet has become an emerging channel for financial management. It integrates big data, artificial intelligence and other technologies with user network behavior data and wealth management product information, and can provide users with intelligent financial services. On February 28, 2019, the Internet Information Center (CNNIC) released the 43rd Statistical Report on the Development of China's Internet. According to the report, China's netizens are mainly young and middle-aged. As of December 2018, the number of netizens purchasing Internet wealth management products reached 151 million, an increase of 17.5% over the same period of last year. The steady growth of the number of Internet users and the rapid development of payment technology have provided the foundation for the development of Internet finance.

College students are gradually becoming one of the important groups to use the Internet for financial management. According to the "University Physiology Report" released by Ali's ant Jubao in September 2015, more than 35% of the more than 25 million college students in the country have tried to use

the Internet for financial management. The wealth management products include Yu'ebao.

As an Internet cash management product launched by Ant Financial, most of the funds in Yu'ebao will be used to purchase money funds. There is a risk in itself Monetary Fund. The characteristics of Yu'ebao are simple, low-threshold, and easy to use. As a large-scale domestic money fund, Tianhong Yubao Money Fund has a certain representativeness. However, compared with the peak period just established, the annualized rate of return of the Yu'ebao Money Fund have been declining in the past two years, which is followed by the loss of investment groups and the decline in the scale of fund management. Therefore, it is very necessary to study the relationship between perceived risk of investors and investment behavior of wealth management products.

II. LITERATURE REVIEW AND THEORETICAL ASSUMPTIONS

A. Perceived risk

Perceived risk was first introduced by Harvard University's Bauer from the introduction of consumer behavior research. The reason for perceived risk is that the actions taken by consumers may produce unpredictable and unpleasant results [1]. Based on the predecessor theory, Zhao Dongmei defines perceived risk as: subjective expectation of the consequences of the purchase behavior when consumers make purchases on the C2C e-commerce website [2].

However, the predecessors did not point out which are the components of perceived risk, that is, which perceived risk factors can influence consumers to make decisions, which led to the study of the facet of perceived risk. Later scholars based on existing research. The factors affecting perceived risk, namely the facet of perceived risk, Stone et al pointed out that the six risks of financial, functional, social, physical, psychological and temporal have strong explanatory power, and most of the scholars later adopted these six facets[3]. Yang Yongqing and others believe that consumers' perceived risk factors for mobile value-added services include privacy risk, financial risk, functional risk, psychological risk and time risk [4].

B. Perceived risk and willingness to use

Bruner used the technology acceptance model when researching consumers' willingness to use, and found that the influence of intrinsic entertainment motivation on the willingness to adopt is greater than the perceived usefulness [5]. Guo Hongli and others pointed out that website characteristics, customer characteristics and interactions, in which customer characteristics include perceived risk, trust, etc., three dimensions affect each other, and directly affect the customer experience, which in turn affects the willingness to purchase [6]. Luo Changli et al found through research that security risks, economic risks and time risks have a significant negative impact on users' willingness to use. Social risks and psychological risks have no significant influence on the willingness to use [7]. Through empirical analysis, Ye Yun concluded that perceived risk negatively affects users' willingness to use mobile payment. The smaller the perceived risk, the greater the willingness to use [8].

C. Willingness to act

The relationship of behavioral willingness comes from the theory of planned behavior. It is the famous theory of attitude and behavior in social psychology. The theory holds that behavioral intention is the most direct factor affecting behavior. Behavioral intention is in turn influenced by attitude, subjective norm and perceptual behavior control [9]. Regarding the willingness to act, we can understand it as the tendency to use Internet financial products. It can be known from the theory of planned behavior that the stronger the willingness to act will lead to the direct use of Internet financial products by college students.

Based on the above literature, it is not difficult to find that perceived risk has a significant impact on consumers' willingness to use, and the willingness to use is directly related to actual behavior. Combined with the characteristics of Yu'ebao, this study will focus on the impact of perceived risk composed of negative perception information on college students' use of Yubao behavior, and based on the existing dimensions, put forward the theoretical hypothesis:

H1: Perceived risk has a significant negative impact on the willingness to use the university's physiological products.

H2: The willingness to use the university's physiological products has a significant positive impact on its financial management behavior.

This paper is based on the predecessors' summary and draws on Sun He's [10] interpretation of perceived risk, and selects financial risk, privacy risk, functional risk, and psychological risk as the measurement indicators of perceived risk, and draws on their indicators. The explanation, combined with the characteristics of the college students and the characteristics of Yu'ebao, we explains the four indicators:

1) Financial risk: Property damage caused by factors such as account theft.

2) Privacy risk: Personal information is easily leaked.

3) Functional risk: The income and services of Yu'ebao cannot reach the level they should have and cannot meet the expectations of college students.

4) Psychological risk: The psychological pressure that may be used by Yu'ebao, such as worrying about property loss and the safety of living expenses.

III. EMPIRICAL ANALYSIS

Based on the indicators proposed by Wang Liyuan [11] and Yang Yu [12] and Guan Peiyi [13], based on the characteristics of college students' behavior, this paper constructs a scale of perceived risk scale, willingness to use and behavior of use.

In the perceived risk structure, this article uses "I am worried that the loss of funds due to operational errors in the use of Yu'ebao" and "the money fund itself has certain risks, which will bring financial losses" to represent financial risks, and take "When using Yu'ebao, my personal information may be leaked" and "My payment habits may be analyzed and tracked by Yu'ebao" to represents privacy risks, using "Yu'ebao's treasure has a low rate of return and does not meet my income expectations" to represent functional risk, take "If the money is lost, there will be psychological pressure" to represent psychological risk.

In the face of the willingness to use and the behavior of use, this article uses "I am willing to use Yu'ebao for financial management" and "I am willing to recommend the Yu'ebao to others" to represent the willingness to use, and we use "compared to other similar products, Yu'ebao is my first choice" and "I will continue to use Yu'ebao in the future" to represent the use behavior.

A total of 125 questionnaires were distributed to college students in economics and management, and 110 valid questionnaires were collected. The effective recovery rate of the questionnaire was 88%. After that, we use SPSS to analyze the reliability and correlation of the data. Because the questionnaire contains reverse items, we will reversely process the scores of the inverse items to ensure that the scores of the items are consistent. Then the results are as follows:

TABLE I. TRUST LEVEL ANALYSIS

Cronbach reliability analysis			
Name	CITC	A coefficient after item deletion	Cronbach α coefficient
Use behavior	0.617	0.923	0.919
Willing to use	0.63	0.922	
Psychological risk	0.83	0.895	
Functional risk	0.874	0.889	
Privacy risk	0.842	0.893	
Financial risk	0.822	0.896	

It can be seen from the above table that the reliability coefficient value of the research data is higher than 0.9, and the reliability coefficient value after the deletion of the item is not significantly improved. The comprehensive description indicates that the data reliability is high and can be used for further analysis.

TABLE II. CORRELATION ANALYSIS BETWEEN PERCEIVED RISK, WILLINGNESS TO USE, AND USAGE BEHAVIOR

Pearson related - standard format		
	<i>Use behavior</i>	<i>Willing to use</i>
Psychological risk	-0.430**	-0.439**
Functional risk	-0.475**	-0.475**
Privacy risk	-0.441**	-0.446**
Financial risk	-0.515**	-0.499**
* p<0.05 ** p<0.01		

As can be seen from the above table:

- The correlation coefficient between the willingness to use and the psychological risk was -0.439, and showed a significant level of 0.01, thus indicating a significant negative correlation between the willingness to use and the psychological risk.
- The correlation coefficient between the willingness to use and the functional risk is -0.475, and exhibits a significant level of 0.01, thus indicating a significant negative correlation between willingness to use and functional risk.
- The correlation coefficient between willingness to use and privacy risk is -0.446, and exhibits a significant level of 0.01, thus indicating a significant negative correlation between willingness to use and privacy risk.
- The correlation coefficient between willingness to use and financial risk is -0.499, and exhibits a significant level of 0.01, thus indicating a significant negative correlation between willingness to use and financial risk.
- The correlation coefficient between the use behavior and the psychological risk was -0.430, and showed a significant level of 0.01, thus indicating a significant negative correlation between the use behavior and the psychological risk.
- The correlation coefficient between the use behavior and the functional risk is -0.475, and exhibits a significance of 0.01 level, thus indicating a significant negative correlation between the use behavior and the functional risk.
- The correlation coefficient between usage behavior and privacy risk is -0.441, and exhibits a significant level of 0.01, thus indicating a significant negative correlation between usage behavior and privacy risk.
- The correlation coefficient between usage behavior and financial risk is -0.515, and exhibits a significant level of 0.01, thus indicating a significant negative correlation between usage behavior and financial risk.

TABLE III. CORRELATION ANALYSIS BETWEEN WILLINGNESS TO USE AND BEHAVIOR OF USE

	<i>Use behavior</i>
Willing to use	0.965**
* p<0.05 ** p<0.01	

As can be seen from the above table, the correlation coefficient between the use behavior and the willingness to use is 0.965, and exhibits a significant level of 0.01, thus indicating a significant positive correlation between the use behavior and the willingness to use.

IV. CONCLUSION

It can be seen from the above analysis that perceived risk has a significant negative impact on the willingness to use the university's physiological products, and the willingness of college students to use financial products has a significant positive impact on their financial management behavior.

From a business perspective, different investors have different levels of perception of risk, which will affect their willingness to invest and ultimately lead to different investment behaviors. Companies should segment the market and make appropriate product recommendations for different investors. Taking Yu'eobao as an example, Yu'eobao's liquidity is higher, but different customers' expectations of income and risk tolerance are different, which will affect their willingness to invest. Therefore, companies can analyze customer's risk assessment results to determine if they are suitable for this wealth management product. If not suitable, companies can help them find more suitable wealth management products, which will help reduce perceived risk and improve customer satisfaction. Also, this will promote the transformation and long-term development of the enterprise.

From the perspective of college students, they should fully understand the detailed information of wealth management products, choose the right financial products based on their own financial situation, and better weigh the risks and benefits. It is necessary for them to learn the professional knowledge of financial management and improve the ability to distinguish wealth management products, this will help them choose products that suit them more scientifically and accumulate their investment experience.

V. RESEARCH OUTLOOK

First of all, the survey is aimed at college students. Future research can expand the coverage of the sample, including more age, geography, and education level, in order to improve the accuracy of the research.

Secondly, this paper mainly studies the relationship between perceived risk, investment willingness and investment behavior. Among them, according to the characteristics of college students, the perceived risk of this paper has four dimensions. In the future, with the expansion of sample coverage, this study can explore the impact of other aspects of perceived risk on investment willingness and investment behavior on the basis of previous research, and conduct more comprehensive research.

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