

A Study on the Cause Analysis and Intervention Measures of Campus Loan Among College Students

Shixinxin^{1*} lishengji¹

¹*School of Public Administration, Changchun University of Technology, Changchun 130000, China*

**Corresponding author: SHI Xinxin; E-mail: 1526960044@qq.com*

ABSTRACT

In recent years, the rise of excessive consuming makes campus loan become more and more common. The emergence of installment software brings convenience to excessive consuming, but also brings many abuses. College students, as a major population to contact with the campus loan, their loan behaviors have been influenced by many factors. This paper mainly analyses the influence factors and how to intervene in this behavior to prevent the harm caused by college students' excessive consuming, and to help students establish a correct view of money and values.

Keywords: *College Students, Campus Loan, Cause Analysis, Intervention*

1. INTRODUCTION

Nowadays, plenty of consumers can complete the consumption on the Internet. Campus loan, as the common product of Internet technology and financial industry^[1], has brought great convenience to consumers but also produced a very high risk. The view of excessive consuming with the slogan of so-called low interest and low cost makes college students lose their resistance to the temptation. Meanwhile the campus loan provides an opportunity for illegal net loan and brings negative effects to college students themselves, families and even society. Therefore, to prevent the occurrence of illegal campus loan effectively can not only reduce the harm to college students' physical and mental health. In order to provide relevant policy advice for the government to choose targeted intervention strategies, the government to choose targeted intervention strategies, this paper takes college students as the research object, analyzes the features and influence factors of college students' campus loan behavior and explore the reasons of the loan behavior.

2. BASIC CHARACTERISTICS OF "CAMPUS LOAN "

2.1. *Illegal loans and violent debt collection*

There are plenty of illegal loans and forcible debt collections since the emergence of campus loan. There is no stable income of college students. So once the capital

chain breaks, the loan platform will collect money by abusing the students' personal information and some violent measures. In addition to personal self-control and responsibility, the intentional mislead of platform and the absence of law and social supervision also play important roles in the negative consequences. Therefore, it is necessary for the government and society to rectify the campus loan platforms and promote to form better environment of loans.

2.2. *False campaign and fraud marketing*

College students only see the advantages of fast lending and high amount of loans but unable to be faced with insufficient economic capacity, insufficient planning of money and lack of awareness of this business. So it is unable for them to deal with the fraud marketing and pay attention to the risk before registering the loans.

2.3. *High temptation in closed environment*

In the relatively closed university campus, college students are a group with strong consumer desire and willing to accept and try new things. The young people in this period pay much attention to their own inside and outside and eager to peruse higher life quality. When campus loans can meet these needs, college students will have communication with the campus loan platform and gradually become spontaneous behavior.

2.4. Efficient and easy access

With the development of modern science and technology, the acquisition and promotion of campus loans can be transferred to the online, and advertising can be accurately pushed through a mobile phone. And the App can be download and provide campus loan service at any time^[2], which fully show the high efficiency and convenience of campus loan.

2.5. Private and multiple loan subject

All kinds of loans including Ant Credit Pay, Jingdong loan, P2P loan platform^[3] and national students loan and so on, which indicates that the loan subjects are multiple^[4]. Meanwhile, in addition to state loans, most campus loan platforms are private enterprises for profit purposes.

3. THE FACTORS OF "CAMPUS LOAN" BEHAVIOR AMONG COLLEGE STUDENTS

3.1. External factors

3.1.1. Lack of market supervision

The insufficiency of relevant laws and regulations and the lack of effective supervision^[5] and management mechanism lead to the chaos of campus loan platforms. First, the absence of supervision. There is still complete law system for the online campus loan, most campus loan from the application to the examination and approval are conducted through the Internet. However, the concealment of internet increases the difficulty of supervision and causes the government to only take the remedial measure after the problems. Second, the absence of law. Since the law is still incomplete, the relevant supporting implementation rules have not been formally issued, some loan platforms are still doing illegal activities under the banner of campus loans, which makes the legal provisions become empty.

3.1.2. The problems of platforms

One of the reasons of the chaos of campus loan is that there are loopholes in the development of campus loan platform itself in recent years. First, intentional temptation. Non-performing campus loan platform adopts various ways to promote, induce college students to lend, and even provide female college students with "naked lending". Second, loose lending. Most of the related transactions of campus loans are carried out on the Internet, there is no need for signature. Generally, it only needs to provide identity cards, student cards, contact information to obtain loans, whose review processes are not standardized.

3.1.3. Induction of the social environment

First: The influence of western consumerism. With the negative influence of utilitarianism, no foresight and excessive consumption, college students' consumption view is biased. Second: The influence of mass media. Some mass media partially advocate the importance of consumption and propagate abnormal aesthetics, inducing college students to excessive consumption. Third: The negative influence of consumption view from peer. Group living makes college students vulnerable to the influence of others and the surroundings, and unconsciously form the psychology of comparison and imitation with their peers, which invisibly stimulates the consumption of college students.

3.1.4. The absence of Consumption View Education in College

First, the examination-oriented education makes students and teachers devote all their energy to the knowledge on book^[6], which is out of social life to a certain extent. Second, The non-performing campus loan did not arouse the attention of college to the cultivation of college students' correct consumption view. Third, for the ideological and political education in college, there are obvious deficiencies in the consumption view education of college students, and there is no basic financial management and risk prevention education for college students, which is the main reason for the irrational consumption of college students.

3.1.5. The absence of Family Ideological Education

First, the influence of parents' education level, work nature and ideology leads to the lack of cultivation of correct consumption view. The other is the stereotype of parents on children's education, which ignores the fact that they are vulnerable to wrong consumption view and still need parents' guidance.

3.2. Internal factors

3.2.1. No rational consumption view

College students are in the best period of forming consumption view, irrational consumption psychology and simple consumption concept will lead to wrong consumption behaviors. These college students use campus loan platform to borrow money irrationally, which seems to meet their diversified consumption needs. But actually, college students only pay attention to the immediate enjoyment but ignore the long-term spiritual development, and lack of rational consumption concept. If college students are trapped in non-performing loan platform, they will not only fail to meet their own

consumption needs, but also bad for the long-term development of the spiritual world.

3.2.2. Weak risk awareness

College students are lack of social experience and risk prevention awareness so that easy to be cheated. There are mainly two aspects. First, college students have no defense against non-performing campus loan platform. And they are lack of basic financial knowledge to distinguish unreasonable regulations on campus loan platform so that easy to fall into the trap of bad campus loan platform. Second, college students have no prevention of "impostors" Some college students tell their personal information to others at will. As a result, the personal information is disclosed, which leads to the "loan dilemma."

3.2.3. The absence of Personal Credit Recognition

Some college students borrow blindly on the campus loan platform, ignore their repayment ability, and are prone to overdraw and unable to repay. With the strengthening of the supervision of campus loan, once the campus loan is brought into the personal credit system, the behavior of college students overdue and repaying loans with loans will inevitably lead to the lack of their own credit^[7], which will affect the personal credit information and the future development.

4. CONCLUSIONS AND SUGGESTIONS: INTERVENTION MEASURES OF COLLEGE STUDENTS' CAMPUS LOAN

4.1. Regulate market order

Since there different kinds of credit platforms, it is necessary to pay more attention to building and improving supervision system. The lack of supervision and supervision system is derived from the lack of "campus loan" laws, regulations, so it is urgent to increase the timeliness and effectiveness of laws, regulations and policy normative documents.

First of all, the government should issue the relative laws to standardize the order of campus loan market. And then raise the entry threshold of campus loan to filter illegal campus loan companies. And combating non-performing loan platforms in accordance with the law.

Secondly, it is necessary to strengthen the implementation of laws and regulations, purify the market order, establish a blacklist of non-performing loan platforms and publish the list to the public in time, and resolutely combat violent loan collection.

4.2. Developing Risk Awareness

4.2.1. From students' perspective

As the main body of campus loan, firstly, college students should understand the campus loan correctly, guard against the hidden trap^[8] and raise the awareness of self-protection. Secondly, college students should actively study relevant credit and legal knowledge to make rational choices when facing to temptation. And actively report illegal and criminal acts, and safeguard their own rights and interests. Finally, college students should establish correct consumption concept, improve self-control ability and strengthen risk prevention consciousness.

4.2.2. From society perspective

The society should create a good financial credit environment, improve the credit system of college students, and establish a risk warning system. Mass media should play a better role in creating a good guidance of public values, and guide college students to establish a scientific view of consumption. The government should also expand the access of college students' student loans and formal loan platforms, and establish a credit system for college students which approve the loan amount according to different credit scores to set up a more reasonable loan process. The banks should strengthen information exchange, share users information and avoid one person applying for loans in different banks.

4.3. Strengthen educational guidance

4.3.1. Strengthen school education

College students are in the critical period of the formation of outlook on life and values, in which school education plays a key role. First of all, college should strengthen the education of consumption view, cultivate college students' rational consumption values^[9]. Secondly, college should improve students' awareness of risk identification, hold regular lectures on relevant knowledge, popularize financial credit knowledge, and let students recognize the potential hazards and serious consequences of campus loans. Cultivate students' ability to guard against the risk of excessive consumption and identify bad credit. Finally, the monitoring mechanism of campus loan in colleges should be established to improve advantages of online supervision and education and help students set up correct view of consumption.

4.3.2. Strengthen family education

Independent consciousness, economic pressure, complex family environment, vanity and comparison atmosphere and other bad factors make some college students live in the state of psychological depression and

inferiority for a long time. Finally, this negative energy push these college students into the dilemma of "campus loan". First of all, parents are the authority of the family, the family should guide students to identify risks and crisis intervention to help students establish reasonable consumption principles. Secondly, cultivate children's correct consumption consciousness and moderate consumption view; Finally, the family should become the backing of children always protect students from being cheated.

4.4. Promote social poverty alleviation

First of all, establish and improve the poor college students supporting system, solve the difficult student fees and living expenses in time. Secondly, increase work-study posts to alleviate the economic difficulties of poor students. Finally, using the positive impact of campus loans to make difficult students get real help. Society should introduce formal commercial banks or formal financial institutions into the campus to improve the coverage of formal loans and reduce the threshold of loans. College should set up credit lines reasonably, and meet the increasing consumption demand of college students, reduce the risk of campus loan, so as to prevent the occurrence of campus loan tragedy.

ACKNOWLEDGMENTS

From the beginning of the topic selection to the final conclusion of this paper, we need to thank the relevant scholars for their careful research. At the same time, I would like to thank the organizer of the conference for providing me with this opportunity. This paper was supported by the General Project of Higher Education and Scientific Research (Project Approval No.: JGJX2019D85) and the General Project of Educational Science in the 13th Five-Year Plan of Jilin Province (Project Approval No.: JH19104).

About the Author

Shi Xinxin (1995-), female, born in Baoding, Hebei Province, master student of School of Public Administration, Changchun University of Technology, research direction: Administration.

Li Shengji (1986-), male, born in Yongji, Jilin, associate professor, School of Public Administration, Changchun University of Technology, research direction: labor economy.

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