

Research On New Development Mode Of Internet Consumer Finance In The Era Of E-Commerce

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Abstract: Internet consumer finance is a credit service provided for consumption. It has the characteristics of wide coverage and low barriers to entry. With the rapid development of information technology, Internet consumption finance based on information technology has also been improved, and its service quality and service efficiency have been significantly improved. More and more consumers have recognized the application effect of Internet consumer finance. E-commerce platforms have risen rapidly in recent years, and they become the main force of Internet consumer finance and lead the development of Internet consumer finance in a new direction. This paper discusses the development of Internet consumer finance in the era of e-commerce, summarizes relevant new development countermeasures to seek benefits and avoid harms, so as to promote the development of our financial market.

The emergence of e-commerce has caused a great impact on Internet finance. It is like a double-edged sword. It has brought a series of development problems while bringing on Internet consumer financial transactions^[1]. We should take the initiative to understand the development status of Internet consumer finance on e-commerce platforms, summarize the existing problems and put forward improvement suggestions to maximize the value of e-commerce platform. Consequently, users can get more advantageous services, and promote the development of Internet consumer finance in the right direction.

1. Development of Internet consumer finance

Internet consumer finance originated in 2013, and the transaction scale grew geometrically in the following years. The network staging platform based on Internet consumer finance was also launched in 2013. However, due to the influence of insufficient capital strength and insufficient risk management, its initial development was seriously restricted. In 2014, e-commerce platform appeared, but it was not fully involved in Internet consumer finance at that time^[2]. P2P was the popular mode of Internet consumer finance at that time. In the following years, e-commerce platform quickly occupied the Internet consumer finance and took the lead in the following years by virtue of its characteristics of effectively restoring the real online consumption scene. Statistics show that at the end of 2017, the Internet consumption transaction center completed through e-commerce has accounted for more than 70% of the e-commerce ecosystem model. This data shows that the era of e-commerce has come, and Internet consumer finance will be ruled by e-commerce in the future^[3].

2. Operation mode of Internet consumer finance

2.1 Network staging

Network staging is the most important mode of Internet consumer finance, which often cooperates with offline shopping malls and third-party e-commerce platforms. Due to the lack of consumption scenarios in this transaction mode, it is necessary to find a consumption scenario interface^[4]. The Internet consumer finance of online installment mode aims at specific consumer groups and specific consumption scenarios, such as decoration staging and tourism staging. There is a high similarity between the online staging mode and the credit card mode, and it is basically the

same as the shopping installment consumption mode on the e-commerce platform.

2.2 Commercial banks

There are two ways for commercial banks to develop Internet consumer finance, that is, consumer loan products and e-commerce platforms. The former is cash loans. Consumers will see consumer loan products after logging into commercial banks. If consumers choose online loans, they only need to sign up for relevant information and credit, and then they can spend in online and offline stores signed by commercial banks. E-commerce platform is an important place for commercial banks to display consumer financial services ^[5]. However, the establishment of e-commerce platform requires a lot of manpower, material resources and funds. Generally, small-scale banks do not have the ability to establish independent e-commerce platforms. Only large-scale banks such as CCB, ICBC and ABC have the capital to establish independent e-commerce platforms.

2.3 E-commerce ecosystem

At present, e-commerce platform has become the leading role of Internet consumer finance, leading the new trend. From the development of e-commerce platform, large-scale e-commerce platforms including Alibaba, and Jingdong started early, and accumulated a large number of loyal consumers in a few years. Consumers have been used to the current consumption mode, and it is difficult to adapt to the new e-commerce platform ^[6]. Although e-commerce platform belongs to online consumption, merchants often have offline physical stores. They can build a virtual consumption scene through Internet technology to give consumers a real consumption experience. Moreover, e-commerce transactions based on the Internet are more convenient, which is reflected in the selection of goods, payment transactions, and pick-ups. They are unanimously recognized by consumers. E-commerce platform has received a lot of information in the development process including user personal information and user transaction information. According to the above data for credit services, AI intelligent carries out comprehensive evaluation on big data and gives the loan limit, and effectively controls the situation that users are unable to repay loans ^[7]. In addition to the above contents, the e-commerce platform is also committed to improving its ecosystem. For example, Alibaba has opened services such as ant Ant Huabai and ant Ant Borrowing, which has improved the user's experience in Internet consumption finance.

3. Development of e-commerce platform in Internet consumer finance in the era of e-commerce

3.1 Advantages of e-commerce platform in Internet consumption finance

Internet financial transactions completed through e-commerce platforms have exceeded 70%, and currently known e-commerce platforms include Alibaba and JingDong, and they quickly occupy the market with high-quality user experience. For instance, Ant Huabei of Alibaba attracts a large number of young consumers. Compared with the previous Internet consumer finance, the e-commerce platform is larger and the quality of the goods is guaranteed; the service efficiency is higher, and users can quickly complete order shopping, which is highly praised by users ^[8]. The popularity of credit cards has also allowed consumers to expel the idea of early consumption, and it quickly penetrates into all aspects of people's lives, which comprehensively improves the quality of life of consumers.

The biggest advantage of the e-commerce platform is to reduce consumer's shopping pressure and simplify the shopping process. Consumers can directly operate online, apply for loans, obtain loans and repay loans. The emergence of credit makes consumers more diversified when choosing goods, and they don't need to go through various procedures. They can choose goods by clicking on mobile phones or computer terminals, and the consumption experience of users has been significantly improved. Therefore, it has become an important direction for current exploration of e-commerce platform ^[9].

3.2 Problems in e-commerce platforms in Internet consumer finance

The main current problems of e-commerce platform in Internet consumer finance are ambiguous definition and lack of supervision. The existence of regulatory agencies in Internet consumer finance is mainly to prevent the occurrence of risks and minimize the risk losses that have occurred. The current situation of e-commerce platform is that personal credit supervision is insufficient, there is no effective evaluation method, and the credit method of the e-commerce platform is different from that of corporate credit ^[10]. Therefore, the choice of credit supervision method should also be innovative. Considering the characteristics of product diversification, we should effectively improve the regulatory measures to quickly respond to new situations in the rapid development of Internet consumer finance.

The financing mode of e-commerce platform in Internet consumer finance is relatively single. It faces certain property pressure, and has relatively high operational risk. Taking Jingdong Baitiao as an example, the maximum amount of credit loan in 2014 could reach 15000 RMB, which directly attracted more than 500000 people to participate in. During the same period, the restricted capital reached 35.4 billion RMB, and the circulating funds was few. For large-scale e-commerce platforms like Jingdong, circulating funds has been in short supply. If small e-commerce platforms continue to use the traditional financing method ^[11], it is even more like walking on thin ice. Traditional financing methods mainly rely on Internet companies, commercial banks and other large platforms with high stability and reliability, and do not make full use of the resources brought by the Internet era.

There is also the risk of credit default in the e-commerce platform in Internet consumer finance. Because there is no need for mortgage and guarantee for credit loan of e-commerce platform in Internet consumption finance, and sufficient preparation work has not been done in the early stage of development. Therefore, in the development process, personal default occurs from time to time. In the later stage, with the continuous expansion of business scale and coverage, the weak risk of e-commerce platform in Internet consumer finance gradually increases. Faced with this problem, e-commerce platform collects a large number of user information, carries out personal credit, and controls risks through personal data. However, it is difficult to complete the construction of personal credit system in a short time.

4. Countermeasures for the development of Internet consumer finance in the era of e-commerce

4.1 To expand financing channels

In the era of e-commerce, the development of Internet consumer finance needs a lot of financial support, and financing is the most effective means to obtain funds. In the past, the financing methods of Internet consumer finance mainly include credit companies and banks. Their stability and reliability are high, but there is a lack of financing channels. In the future development, Internet consumer finance should expand financing channels and move closer to personal capital and asset securitization.

4.2 To set up market access mechanism

E-commerce platform in Internet consumer finance has the characteristics of diversification and complexity. In the face of an increasing number of market entities, we should do a good job in the supervision of market access mechanism in the absence of regulatory mechanism today, and resist the market entities with poor risk control ability and unstable operation from the Internet consumer finance which can greatly reduce the development risk of the industry. The setting of access threshold should take into account the core competitiveness, industry status, and business situation. In addition, we should improve the regulatory legal system and personal credit reporting system ^[12] to strictly eliminate unreasonable e-commerce platform participation and maintain a fair and standardized and healthy market environment.

4.3 To make risk control

Risk control is an essential factor in the development of e-commerce platform in Internet consumer finance. It is an important content of risk management and control to build a defense system that can completely prevent and control risks, eliminate all harmful external invasion and ensure the safety of consumers participating in e-commerce platform. In terms of computer, server and other hardware equipment, strict supervision should be carried out to avoid the occurrence of man-made damage and natural disaster damage to hardware equipment. In terms of the risks faced by Internet consumer finance, in the context of big data, the risks are unpredictable. We must do a good job in risk management and control, carry out risk education for all customers, and nip all the security risks in the development of Internet consumer finance in the cradle.

Conclusion

In summary, in the era of e-commerce, there are problems restricting development in Internet consumer finance. In order to play the value of e-commerce platforms in Internet consumer finance, it is necessary to determine the market access mechanism, optimize the financing method, and do a good job in risk management and control. Furthermore, it needs to comprehensively improve the status of Internet consumer finance, and lead the Internet consumer finance to move in the right direction.

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