An Empirical Study on the Influencing Factors of Urban Residents’ Acceptance Behavior of Social Financing

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Abstract. With the reform of the Internet Finance, the transition from traditional mode of financial management to social financing is becoming an inevitable trend. Based on an in-depth analysis of the existing problems in the development of social financing, this thesis constructs the Five Factor UTAUT model. A questionnaire survey was conducted on 7 cities in Zhejiang province, 853 questionnaires were collected, reliability and validity were analyzed by using SPSS statistical analysis software, and the concept model was empirically tested through constructing the structural equation model. Research results show that the relationships between performance expectations, effort expectations, perceived risk, trust tendency and urban residents’ willingness to use social financing products are significant. Based on these, the thesis puts forward some suggestions for the development of social financing.

Introduction

In recent year, with the reform of the Internet Finance, different kinds of traditional modes of financial management are facing unprecedented challenges. In the face of the present situation, the transition from traditional mode of financial management to social financing is becoming an inevitable trend. Nowadays there is still no official concept of social financing, this thesis argues that social financing is a way to share, discuss and exchange experiences with each other in the financial activities of the people through the Internet for the purpose of preserving and increasing the value of property. However, compared with traditional financing, social financing has its unfavorable factors. Firstly, investors’ expected return was misled; secondly, social financing exists a certain regulatory loopholes. Thus, in the rapid development of the Internet Finance, social financing is facing a strong pressure to compete with the traditional financing. How to promote the development of social financing has become the significance of this study.

1. Literature Review

Searching through the professional database, there is currently the research scope of financial products on the Internet: Qiu, Yang and other scholars believe that in the influence factors on the users of Internet financing products, perceived ease of use, perceived usefulness, behavior intention and self-efficacy play a very important role [1]. Han and Chen believe that risk is an important factor in financial investment behavior [2].

As one of the Internet financial products, social financing products, more emphasis a form of sharing, discussing, exchanging of experiences in finance while carrying out financing activities through the Internet, but there is little research on social financing. Qiu believes that Alipay is of a higher degree of innovation wherever in mode of the financing products, technology applications and marketing aspects [3]. Song proposed the concept of social financing, which is based on the social situation of credit and financial system [4].
2. Model Structure

2.1 Assumption of acceptance and usage model based on Integrated Technology

Venkatesh put forward a more comprehensive and perfect integrated technology acceptance model (UTAUT) in 2003. The four core dimensions are: performance expectations (personal feeling through the use of system of job promotion level), effort expectations (referring to the personal use of the system which has to be paid for the effort of a few), social influence (referring to individual by the group of peripheral infection levels), and contributing factors (referring to the personal experience to the organization in terms of the help level of the use of the relevant technical equipment) [5]. To sum up the research goal, this thesis chooses the performance expectations, the effort expectations and the contributing factors as latent variable.

H1: Performance expectations have a positive impact on the willingness of urban residents to use social financing products.
H2: Effort expectations have a negative impact on the willingness of urban residents to use social financing products.
H3: Contributing factors have a positive impact on the willingness of urban residents to use social financing products.

2.2 Influence of perceived risk theory

According to the concept and property of social financing, and based on the factors of the UTAUT model, this thesis also proposed on the influence from perceived risk and trust tend to urban residents' acceptance behavior of social financing. Bauer first introduced the meaning of “perceived risk”, then introduced it into the marketing category [6]. Similarly, if the urban residents believe that the risk is small when purchase the social financial products, the demands may be higher. Therefore, in this thesis, we put forward the hypothesis H4:

H4: Perceived risk has a negative impact on the willingness of urban residents to use social financing products.

2.3 Influence of the theory of trust disposition

In 1994, first of all, it was Marsh who introduced the concept of trust in the field of sociology into the field of computer science [7]. If urban residents trust social financing products, the demands may be higher. Therefore, in this thesis, we put forward the hypothesis H5:

H5: Trust factors have a positive impact on the willingness of urban residents to use social financing products.

According to the research hypothesis, the model of this thesis is shown in Figure 1 below:

![Figure 1. Research model.](image-url)
3. Research Design

3.1 Research objects and locations

The objects in this study is 25-46 years old among urban residents in the financial mainstream consumer groups, not involve the groups of students who have no formal jobs and incomes, also not the retirees who share more leisure time. The location involved in Yiwu, Jinhua, Jiangshan, Xiaoshan, Yuecheng, Wuxing, Nanhu, 7 cities in Zhejiang Province, more developed in eastern regions, to a certain extent, ensure the scientific nature of the main body of the questionnaire survey.

3.2 Design of questionnaire

The questionnaire is designed based on the literature and research model, all items’ validity is tested, and resulted in the previous literatures, the author combines the substance of this study to perfect the questionnaire. Divided into two parts, the first part of the questionnaire is basic information, including urban residents’ gender, age, experience of buying social financing products, monthly income and the app used for social financing etc. In the second part, 9 questions about performance expectations, effort expectations, social impact and contributing factors are from the Venkatesh, 2 questions about the perceived risk are from the Bauer, what’s more, another 2 questions about the trust trend are from the Marsh. Questions were all using the Li Kete five point scale, measured value from 1 (very disagree) to 5 (very agree). At the same time, in order to ensure the content validity of the scale, the relevant experts were also requested to do a modification and improvement.

3.3 Sampling methods and samples’ characteristics

Data is acquired by using random sampling survey, the survey time ranges from 2015 to 2016, a total of 900 questionnaires were issued, eliminated 47 invalid questionnaires, 853 questionnaire are valid, the effective rate was 94.2%. Of those, 490 women and 358 men, the proportions were 58% and 42%, female is slightly higher. Samples were divided into three levels, 25-35 years old, 36-45 years old, 46 years old and above, covering multiple age groups. In used social finance APP, Yuebao accounted for 11.85%, Licaitong accounted for 2.93%.

4. Data Processing

4.1 Analysis of reliability and validity

The characteristic or test result of the test score is reliability. Coefficient alpha values are often used in the reliability test of the Li Kete scale method. This research takes the 0.7 value as the standard of the test by the scholar NUNNALLY.

After inspection the questionnaire’s reliability coefficient alpha values is 0.803, illustrating a good internal consistency and strong reliability. Each part was greater than 0.6, a better stability, shows that the questionnaire designed is reliable.

This research uses the software SPSS21.0 to analyze the construct validity. The correlation analysis of the individual and the whole operation to measure the validity is advocate by Oliver, Lundstrom and other scholars. According to KAISER’s research, the value of KMO more than 0.9 is very good, more than 0.8 is good, and below 0.5 is not acceptable. The validity of all variables in this thesis are consistent with the test related standards, the structural validity of the questionnaire is qualified. In a word, the questionnaire has reached the standard, with a good overall validity.

4.2 Model fit analysis

The more credible the results of the data analysis, the higher the degree of fitting of the model should be. Yi Y and BAGOZZIRP think the conservative index is 0.9, if more than 0.8 is also better. In this study, through the chi square value and the degree of freedom, the modified fitting and the goodness of fit index were used to analyze the model’s fitness. Results show that the main evaluation index like chi-square/df, GFI, CFI and NFI have reached the acceptable and above level,
while AGFI and RMESA haven’t, indicating that the fitting degree of the model still need an amelioration.

4.3 Model validation

The factors discussed in this thesis are difficult to be measured directly and also difficult to avoid the basic characteristics of subjective measurement error. Sweden statistician Karl proposed a structural equation model (SEM). Therefore, this thesis analyzes the main factors that influence the acceptance of social financing products by urban residents through using SEM. In this study, we use AMOS21.0 software for data processing, and the results are shown in Figure 2.

![Figure 2. Model test results.](image)

Analysed by the above experimental results, in the case of a significant level of 0.05, the relationship between performance expectations, effort expectations, perceived risk, trust factors and the willingness of urban residents’ to use social financing products is significant. Assuming 1, 2, 4, and 5 are supported.

The relationship between the contributing factors and the willingness of urban residents to use social financing products is not significant, which shows that the hypothesis 3 is not supported.

5. Management Inspiration

Based on the above analysis, this thesis puts forward suggestions from 5 aspects on promoting urban residents’ acceptance of social financing. (1) Improve protection measures of social financing consumers’ rights to improve their trust; (2) Improve the relevant legal system, clear the regulatory body, regulate the development of the industry to reduce the perceived risk of consumers; (3) Accelerate the construction of social credit system to improve the performance expectations of consumers; (4) Pay attention to social financial products’ innovation pattern, in line with the public habits to reduce consumer expectations; (5) Ameliorate the level of customer management, polish up the quality of staff to improve the promote factors of social finance.

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