

Empirical Study on the Purchase Intention of Silver Hair Groups of Internet Financial Products —— Taking Guiyang Area as an Example

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Abstract: Since the 1990s, the financial development of western developed countries and regions has been extremely rapid, producing comprehensive and diversified Internet financial services covering banking, securities and insurance. Since the beginning of the 21st century, the rapid development of Internet technology has also injected fresh blood to China's financial industry, which has been in the process of reform. With the involvement of Internet enterprises in the financial industry, China's Internet finance has gradually formed a concept, which is closer to people's life, producing a unique development pattern. In an aging Chinese society, aging is no longer a new word. According to the seventh national census, the population aged 60 and above has exceeded 264 million, accounting for 18.70 percent. According to the latest WHO standards, middle-aged aged 45 to 59 are aged over 60 years old. Generally speaking, "silver hair" refers to mobile Internet users over the age of 45 years old.

Keywords: Silver Hair Group; Internet Financial Products; Purchase Intention; Perceived Value Theory; SPSS Data Analysis

1. Background

With the change of China's consumption concept, the elderly have more leisure entertainment time, which provides the opportunity for the elderly to consume to show themselves. In the field of consumption, self-pleasing has gradually become the mainstream consumption mode. In the past, the suppressed social needs of the elderly are gradually released, and more and more silver-haired groups advocate the extension of self-value. And when they also start to show themselves, there are new consumption opportunities and innovation points. Although health attention is still the main feature of silver hair consumption, they have more time than young people, so experiential consumption such as hairdressing and beauty, outdoor travel and learning has risen rapidly in recent years. At 20 o'clock, with the Internet penetration rate, especially the penetration of APP represented by wechat, the consumer market for the elderly is gradually opened, and more and more elderly people become "shopaholic". In addition to the sinking market, the new increment of online shopping crowd may be the sinking elderly market, so there may be important opportunities in the process.

2. Research objectives

Analyze the impact of the purchase intention of Internet financial products on the economy.

Explore the mechanism of influence between several groups of factors.

According to the statistical analysis results, the importance of various factors is compared, and targeted marketing strategies are formulated to provide great reference opinions for maintaining the sustainable development of Internet financial products and improving consumer stickiness.

3. Range of study

3.1 Theoretical significance and value

This study combines Internet financial products with consumers of the silver group, hoping to explore the purchase intention of the silver group of Internet financial products through behavior theory, perception theory and multiple dimensions.

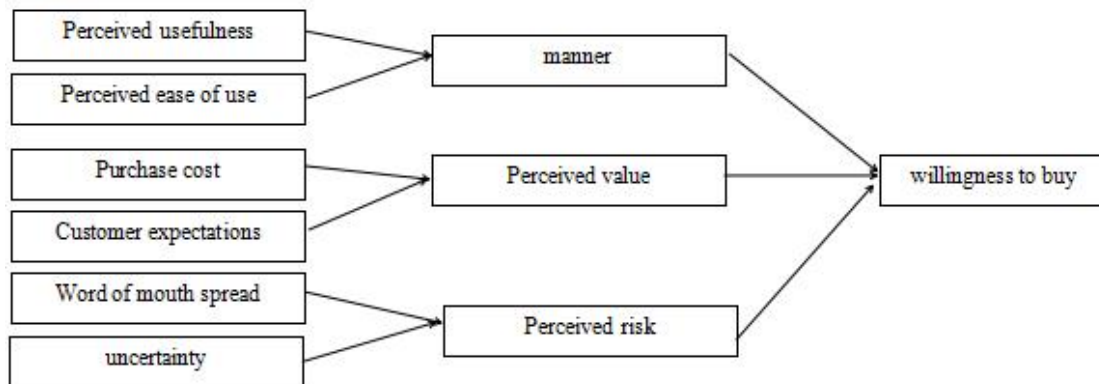
3.2 Practical meaning and value

At present, compared with developed countries, domestic personal finance services are very backward. The emergence of some Internet financial products has popularized the knowledge of money funds to some consumers without financial management experience, and also brought financial management experience. With the increase of the number of the silver hair group, income, the improvement of financial needs and financial awareness, China's personal financial service market has a lot of space for listing, and Internet finance is undoubtedly a development trend in the future. With the silver hair group as the group, it can provide corresponding development suggestions for the willingness to participate in the Internet financial market, and promote the sustainable development of Internet finance and the win-win situation of all parties.

3.3 Regional demographic characteristics of the study

Based on the selected areas of this study, the investigators strictly defined the scope of the study. In terms of the sample area, the researchers defined the area of Guiyang city, Guizhou Province, China, according to their own ability limitations, and conducted the sample survey and questionnaire distribution. A total of 400 questionnaires were distributed for survey and results collection.

3. The conceptual framework of the study



5. Theoretical principle

Rational behavior theory (TRA) is mainly used to analyze how attitudes consciously influence individual behavior and pay attention to the attitude formation process based on cognitive information. Its basic assumption is that people are rational and will synthesize various information to consider the meaning and consequences of their own behavior before making a certain behavior. Technology acceptance model (TAM) is the Davis using rational behavior theory research user information system accepted a model, put forward technology acceptance model original purpose is to explain the computer widely accepted decisive factors of Zeithaml (1988) study of perceived value, defined as consumers based on their pay and harvest measurement and comparison, give the overall assessment of product utility. Ji Wenjing (2013) proposed that from the perspective of purchase cost, consumers should not only pay the product price when buying products, but also spend time and energy to collect product information, investigate product quality and enterprise service level. Zhang Junjie (2020) proposed that when the products appear in the market, customers will first evaluate the products based on the degree that the performance of the products can meet their goals to form the expected value of customers. Zhou

Xiaobing (2017) constructed the eight dimensions of WeChat marketing (quality of information, word of mouth) as the influence of wechat marketing as the independent variables of the model. JiWenJing (2013) in network consumers purchase intention influence factors model, think perceived risk refers to consumers when considering online shopping, the seriousness of the shopping consequences and the possibility of subjective expectations, perceived risk uncertainty refers to the network consumers satisfaction of buying goods and buy the whole process of perceived uncertainty.

6. Related studies

Dodds (1991): purchase intention refers to the individual recognition of certain services or goods, when the higher the subjective rate and probability, the greater the possibility of purchase behavior. Sheth (1992) put forward: the so-called purchase intention is a subjective preference of individuals, which can be used to measure the probability of individual consumption of certain services or goods. Philip Kotler (2003) put forward: the so-called purchase intention refers to a possibility of individuals to purchase behavior after weighing the pros and cons of the goods.

Conclusion

In recent years, Internet financial products are in the stage of rapid development. With the continuous increasing of the number of silver hair group in China, the number of consumers of Internet financial products of silver hair group is also rising. But at present for the silver group Internet financial products purchase intention research is relatively small, silver group consumers for the Internet financial products understanding channels and knowledge popularization is relatively limited, this study is based on silver groups, fee perspective of Internet financial products research and how to buy some opinions, how to improve the silver group consumer purchase viscosity opinions. Through the data collation and the final conclusion orientation of this study, attitude, perceived value and perceived risk all play a decisive role in the purchase intention of consumers in the silver hair group, and also play an important factor in the future development path of Internet financial product enterprises.

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