

The Influence of Rural Household Consumption Credit Behavior in Wuhe County

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Abstract: With the development of the economy, the income of farmers is constantly increasing, and the consumption needs of rural households are becoming increasingly diversified, leading to significant changes in consumption structure. Credit, as a financial tool, plays an important role in promoting rural household consumption. However, there are still some problems that hinder the development of rural consumer credit business. As a rural area, rural households in Wuhe County face some special problems and challenges in consumer credit, such as the generally low income level of rural residents, and many people find it difficult to obtain sufficient credit lines; Financial institutions have relatively strict credit evaluations for rural residents, resulting in many rural residents being unable to obtain consumer credit; At the same time, the consumption concept of rural residents is relatively traditional and conservative, and there is a lack of demand and trust in consumer credit. These problems are restricting the development of rural household consumer credit in Wuhe County, and also affecting the optimization and upgrading of rural household consumption structure. This article mainly uses survey questionnaire analysis and literature analysis methods to conduct research. By integrating domestic journal articles and other literature materials, relevant knowledge is analyzed. Secondly, the data obtained from the survey questionnaire will be analyzed to examine the consumption credit behavior of rural households and its influencing factors, further revealing the impact of credit behavior on the consumption structure of rural households. Finally, the problems of rural household consumption credit are pointed out, and relevant recommendations are proposed to

promote the further important role of finance in rural areas of China.

Keywords: Rural Household Consumption; Financial Services; Rural Economy; Credit Behavior

1. Introduction

With the development of the economy, farmers' income has been constantly increasing, and the consumption demands of rural families have become increasingly diverse, with significant changes in their consumption structure. As a financial tool, credit plays a crucial role in promoting rural household consumption [1]. However, there are still some problems that hinder the development of rural consumer credit business. As a rural area, Wuhu County faces some special problems and challenges in rural household consumer credit, such as the generally low income level of rural residents, making it difficult for many to obtain sufficient credit limits [2]; financial institutions have relatively strict credit evaluations for rural residents, resulting in many rural residents being unable to obtain consumer credit [3]; at the same time, the consumption concepts of rural residents are relatively traditional and conservative, lacking demand and trust in consumer credit, etc [4]. These problems all restrict the development of rural household consumer credit in Wuhu County and affect the optimization and upgrading of rural household consumption structure. Therefore, this paper takes the consumer credit behavior of rural households in Wuhu County, Anhui Province as the analysis object, conducts a specific analysis of the role and potential risks of consumer credit in rural areas, and combines China's actual situation to propose suggestions for the future development of rural consumer finance, promoting the further important financial role of consumer finance in rural areas of China.

1.1 Research Situation at Home and Abroad

Domestic scholars have increasingly focused on the study of rural household consumption credit behavior, mainly exploring the impact of credit on rural household consumption levels, consumption structures, and consumption inequality. Qian Huang and others from Southwestern University of Finance and Economics found that an increase in consumption credit promotes rural household consumption. Rural household credit behavior helps improve the quality of rural household consumption and promotes the transformation and upgrading of consumption structures. It has the greatest effect on development-oriented consumption, followed by enjoyment-oriented consumption, and the least on survival-oriented consumption. On this basis, a standardized and favorable personal credit environment should be established, with a focus on supporting rural household formal credit to alleviate their credit constraints, improve the financial literacy of rural residents, and improve the social security system to promote the consumption and transformation and upgrading of rural households [5]. Currently, many domestic scholars have delved into the impact of rural financial support on agricultural economic growth, analyzed the channels through which rural financial support works, and proposed many specific measures to strengthen rural financial support, which is of great theoretical and practical significance for promoting the sustained and healthy development of the agricultural economy.

Foreign scholars have been studying consumption credit for a longer time, and their theoretical system is relatively complete. They mainly focus on the impact of consumption credit on household economic behavior, financial markets, and the macroeconomy. Issahaku research suggests that microcredit enables rural households to manage risks and cope with income shortages during shocks and pressures. Microcredit prompts participating households to invest in various forms to alleviate income pressure, but its ability to help the poorest households absorb risks is limited [6]. Sanjeev research indicates that access to consumption credit is crucial for promoting financial inclusion, improving household economic well-being, and stimulating

economic growth [7]. However, it can be a double-edged sword, such as increasing the risk of over-indebtedness, which is particularly evident in low-income households. This shows that the demand for credit is driven by the economic and financial vulnerability of rural households. In terms of rural household consumption credit, some foreign scholars have also conducted research on credit availability, the impact of credit on rural household consumption structures, and credit risks.

1.2 Research Significance and Methods

This article aims to explore the influence of rural household consumption credit behavior in Wuhe County. Through an in-depth analysis of the credit behavior, consumption structure and their interrelationships of rural households in Wuhe County, it reveals the influence mechanism of credit behavior on the consumption structure of rural households. Firstly, a brief description of the current overview of the rural household credit market in Wuhe County is provided. Then, the impact of credit behavior on the consumption structure and the influencing factors of credit behavior are analyzed. Combined with the analysis of questionnaire survey data, the existing problems of rural household consumption credit at present are identified, and targeted countermeasures are proposed to defuse risks and problems. To further elaborate on the role of consumer credit in the rural economy, providing theoretical support and practical guidance for improving the rural financial service system, promoting the consumption upgrade of rural families, enhancing the living standards of rural residents, and narrowing the consumption gap between urban and rural areas.

This paper mainly adopts the questionnaire analysis method and literature analysis method for research. By integrating domestic journal papers and other literature materials, the relevant knowledge is analyzed. Secondly, the data obtained from the questionnaire survey is analyzed to examine the consumption credit behavior of rural households and its influencing factors, and further reveal the impact of credit behavior on the consumption structure of rural households [8]. Finally, the problems existing in rural household consumer credit are pointed out, and relevant policy

suggestions are put forward to promote finance to play an important role further in rural areas of our country.

2. Questionnaire Design and Data Analysis of Wuhe County

2.1 Questionnaire Design

Wuhe County is under the jurisdiction of Bengbu City, with a total area of approximately 1,428.56 square kilometers. According to the latest data, from the seventh national census, the permanent resident population of Wuhe County is 521,000, with a total of 185,000 households, among which rural households account for 55%. In terms of the economy, Wuhe County achieved a regional GDP of 29.27 billion yuan in 2023. Financial institutions such as rural commercial banks within the county actively implemented financial credit policies, making significant contributions to serving agriculture, rural areas and farmers and promoting rural revitalization. This questionnaire survey aims to comprehensively understand the consumption credit behavior and influencing factors of rural families in Wuhe County. The content includes the basic situation of rural families, credit behavior and consumption structure, etc. The questionnaire survey mainly consists of multiple-choice questions, combined with some open-ended questions, to collect the opinions and suggestions of the respondents.

2.2 Sample Selection

For this questionnaire survey, the method of random stratified sampling was chosen. Among the 12 towns in the rural area of Wuhe County, rural families with loan intentions from approximately 67,000 households in 8 towns were randomly selected as the survey sample points. In this way, the different geographical, economic and social characteristics within Wuhe County can be better covered to ensure the representativeness and scientific nature of the sampling survey. Thirty-two rural families with loan intentions were randomly and stratified selected from each township as the survey subjects. Eventually, a total of 256 questionnaires were distributed, and 244 valid questionnaires were retrieved, with an effective recovery rate of

95.31%. According to the distribution of the questionnaire survey, at a 95% confidence level, the error is approximately $\pm 6.2\%$, which has a good exploratory significance for us to initially understand the development of rural credit and the credit demand of farmers.

3. Analysis of Survey Results

3.1 Analysis of Income Sources and Income Status

According to the data survey, Table 1 shows that the main sources of income of rural households in Wuhe County are diversified. Among them, working (41.39%) and agriculture (38.93%) are the two main sources of income. Aquaculture (10.66%) and business (11.48%) also account for a certain proportion. Family income is mainly from working and agriculture, accounting for more than 80% in total. Other incomes (such as non-agricultural businesses or sidelines) accounted for 24.59%, indicating that some families tried to diversify their income channels. However, traditional industries still dominate, which also reflects the current situation of the outflow of rural labor and the importance of agriculture.

Table 1. Main Sources of Income of Rural Households in Wuhe County

Option	Subtotal	Proportion
A agriculture	95	38.93%
B aquaculture	26	10.66%
C working	101	41.39%
D business	28	11.48%
E others	60	24.59%

The annual income range is shown in Table 2. The annual income of households is mainly in the range of 30000-100000 yuan (accounting for 49.59% in total), indicating that the overall economic level of rural households in Wuhe County is in the lower middle level. At the same time, there are also a certain proportion of households with an annual income of less than 10000 yuan (15.16%) or more than 200000 yuan (5.33%), showing the differences in family economic status.

Table 2. Annual Household Income Levels

Option	Subtotal	Proportion
A less than 10000	37	15.16%
B 10000-30000	45	18.44%
C 30000-50000	58	23.77%
D 50000-100000	63	25.82%
E 100000-200000	28	11.48%
F more than 200000 yuan	13	5.33%

The number of participants in economic activities is shown in Table 3. Most families (52.05%) have two people participating in economic activities, indicating that the labor allocation is relatively concentrated, which also shows a typical mode of rural family labor distribution. 18.03% of families have only one person participating, while 29.92% of families have three or more people participating, which reflects that some families have high income pressure, rural families generally participate in economic activities, and most families rely on multiple people to work together to maintain their livelihood.

Table 3. Number of Family Members Participating in Economic Activities

Option	Subtotal	Proportion
A 1 person	44	18.03%
B 2 persons	127	52.05%
C 3 and above	73	29.92%

3.2 Credit Policy and Difficulty Analysis

In terms of access to credit information, see Table 4. The bank channel accounted for 60.66%, and the recommendation of relatives and friends accounted for 10.66%, indicating that banks are the main channel to obtain credit information. Banks occupy a dominant position in the rural credit market, reflecting the need to expand diversified publicity channels.

Table 4. Access to Credit Information

Option	Subtotal	Proportion
A Bank	148	60.66%
B recommended by relatives and friends	26	10.66%
C network	19	7.79%
D telephone	6	2.46%
E others	45	18.44%

In terms of cognition of informal financial channels, as shown in Table 5, more than half of the households (51.64%) said they knew about online lending or loans from other informal financial channels, but the proportion of those who tried was relatively low (26.23%), which reflected that rural households had high awareness of informal financial channels and could also use informal channels such as cautious online lending. Credit service institutions should strengthen the publicity and promotion of formal credit services and guide rural households to use credit resources reasonably.

Table 5. Understanding of Loans from Informal Channels

Option	Subtotal	Proportion
A I have known and tried	64	26.23%
B I have known but not tried	62	25.41%
C Don't know	118	48.36%

In terms of understanding of credit policies, see Table 6. More than half of the households (60.66%) said they knew about the rural credit policy, but 39.34% of the households did not, which indicated that the popularization of the credit policy still needed to be strengthened, and the publicity and guidance needed to be strengthened to improve the rural households' awareness of the credit policy.

Table 6. Understanding of Rural Credit Policies

Option	Subtotal	Proportion
A Yes	148	60.66%
B No	96	39.34%

In terms of credit application experience, see Table 7. 38.93% of the families have applied for credit, and 61.07% of the families have not applied for credit, which reflects the popularity of credit services or the degree of family demand for credit, indicating that the penetration rate of credit services in rural areas of Wuhe County needs to be improved, there are a large number of potential customers, the prospect of the credit market is still broad, and there are a large number of potential demands that have not been met.

Table 7. Rural Credit Application

Option	Subtotal	Proportion
A Yes	95	38.93%
B No	149	61.07%

For the purpose of credit, see Table 8. Among the families that have applied for credit, the main uses include agricultural investment (33.2%), children's education (22.95%), building/decoration (24.18%) and doing business/Entrepreneurship (20.08%), which reflects the diversity of rural family's credit demand, both productive and consumer. This requires financial institutions such as commercial banks to provide diversified credit products to meet the credit needs of different groups. However, it is obvious that the rigid needs of agriculture and families (building houses and education) are the main uses, but the proportion used for entrepreneurship is low, reflecting the lack of rural economic vitality.

Table 8. Credit Usage

Option	Subtotal	Proportion
A agricultural input	81	33.2%
B medical care	28	11.48%
C child education	56	22.95%
D building and decoration	59	24.18%
E marriage, childbirth and other family events	24	9.84%
F business/Entrepreneurship	49	20.08%
G others	68	27.87%

The level of credit interest rate is shown in Table 9. 39.34% of households believed that it was too high, which might inhibit the demand for loans, indicating that there was still room for improvement in the interest rate setting of credit service institutions.

Table 9. Credit Interest Rate Level

Option	Subtotal	Proportion
A too high	96	39.34%
B reasonable	92	37.7%
C too low	5	2.05%
D others	51	20.9%

The main difficulties encountered in the credit application process are shown in Table 10. 42.21% of the families thought that the information was cumbersome, 33.2% of the families thought that the interest rate was high, and 22.54% of the families thought that the bank approval was slow, which showed that the main difficulties encountered by families in applying for credit were cumbersome information preparation, high interest rate and long approval time, which affected the enthusiasm and success rate of families' applying for credit, reflecting the need for banks to simplify procedures and optimize the interest rate structure.

Table 10. Main Difficulties Encountered in Applying for Credit

Option	Subtotal	Proportion
A complicated data preparation	103	42.21%
B the interest rate is too high	81	33.2%
C long approval time	55	22.54%
D there is no eligible collateral	29	11.89%
E can't afford to worry	55	22.54%
F the loan limit is too small to meet the needs	33	13.52%
G others	70	28.69%

In terms of the satisfaction of the credit line, it is shown in Table 11. 45.57% of households expressed partial satisfaction, and 14.34% of households expressed dissatisfaction, which reflected that some credit products failed to fully match the demand, and it was necessary to improve the flexibility of credit line and credit approval.

Table 11. Satisfaction of Credit Line

Option	Subtotal	Proportion
A fully satisfied	99	40.57%
B Partially satisfied	110	45.08%
C not satisfied	35	14.34%

In terms of demand for credit service improvement, see Table 12. Rural households' demand for improvement of credit services mainly focused on reducing interest rates (65.98%), simplifying the application process (47.54%) and strengthening the publicity of credit knowledge (24.18%). This shows that rural households have high expectations for the convenience, cost-effectiveness and knowledge popularization of credit services, which is also where commercial banks and other financial institutions need to improve, focusing on the convenience and efficiency of the people and benefiting farmers, and improving efficiency and service quality.

Table 12. Demand for Credit Service Improvement

Option	Subtotal	Proportion
A lower interest rate	161	65.98%
B. simplify the application process	116	47.54%
C. strengthen the publicity of credit knowledge	59	24.18%
D increase credit line	55	22.54%
E provide more diversified repayment methods	68	27.87%
F others	45	18.44%

The impact of credit services on household economy is shown in Table 13. Most families believed that credit services promoted income growth (43.44%), helped family consumption (43.85%) and improved the quality of life (42.21%), but a certain proportion of families believed that credit services increased family economic pressure (18.03%) or destroyed family financial planning (10.66%), which suggested that credit service institutions should pay attention to the economic status and affordability of different families when providing services to avoid negative effects.

Table 13. Demand for Credit Service Improvement

Option	Subtotal	Proportion
A driving revenue growth	106	43.44%
B helped household consumption	107	43.85%
C improved quality of life	103	42.21%
D no impact	36	14.75%
E increased family economic pressure	44	18.03%
F undermines family financial planning	26	10.66%

3.3 Analysis of Credit Service Quality and Credit Popularity

The popularity of credit scoring mechanism is shown in Table 14 below. The popularity (50%) is average, which indicates that credit education needs to be strengthened to improve the transparency of the credit scoring mechanism, and also reflects that the credit system needs to be improved and popularized. More than half of the households (52.02%) believed that credit score had a significant impact, and credit score was the key factor of credit access, indicating the need to promote the transparency of scoring standards.

Table 14. Popularity of Bank Credit Scoring System

Option	Subtotal	Proportion
A Yes	122	50%
B No	122	50%

Among households that have received loans, as shown in Table 15. High satisfaction (very satisfied and satisfied accounted for 62.71%), but a certain proportion of families expressed general or dissatisfaction, indicating that credit service institutions still have room for improvement in customer service, such as increasing the quota and optimizing services.

Table 15. Satisfaction with Bank Credit Scoring System

Option	Subtotal	Proportion
A very satisfied	66	27.05%
B satisfied	87	35.66%
C general	80	32.79%
D dissatisfied	4	1.64%
E very dissatisfied	7	2.87%

In terms of credit services in rural areas, see Table 16 below. More than 80% of households (80.33%) recognized the need for credit services, reflecting the strong demand for rural credit, which is also one of the important tools to support rural revitalization.

Table 16. Necessity of Credit Services in Rural Areas

Option	Subtotal	Proportion
A Yes	196	80.33%
B No	48	19.67%

According to the above questionnaire survey information, it can be found. First, rural families in Wuhe County mainly rely on agriculture and working income, and the annual income level is generally in the middle. Most families understand the rural credit policy, but the proportion of families applying for credit is relatively low. The prospect of the credit market is still broad, and there are a large number of potential demands that have not been met. Second, families mainly use credit for agricultural investment, building and decoration, children's education and other aspects. Families have different views on the level of credit interest rate. Some families believe that the interest rate is too high. Banks are the main channel for rural families to obtain credit information. Third, most families believe that the main difficulties encountered in applying for credit include cumbersome data preparation, high interest rates and long approval time. The main expectation of most families for the improvement of credit services is to reduce interest rates and simplify the application process. Fourth, credit services have had a positive impact on the family economy, but some families believe that they have no impact or have a negative impact.

Therefore, the rural credit service in Wuhe County should focus on product optimization, interest rate reduction, process simplification, risk control and other aspects. To release the potential demand of the rural credit market and improve the efficiency of credit services. And balance the inclusiveness and sustainability of rural credit to better help rural revitalization.

4. Problems and Policy Suggestions of Rural Household Consumption Credit in Wuhe County

Through the analysis and organization of the above survey data, it can be concluded that there are some problems in rural household consumer credit, such as single credit products with high interest rates, high credit risks, and insufficient sustainable development of credit institutions. The following is a detailed elaboration.

4.1 Problems in Rural Consumer Credit

4.1.1 Single Credit Product with High Interest Rate

Because most rural areas are dominated by agriculture. The questionnaire also shows that agriculture (38.93%) is the main source of income for rural residents. This has led to the fact that rural credit services are basically agricultural business loans as the main credit products. This leads to the single structure of credit products. Just for agricultural production, credit support for life, consumption, education and other fields is not enough. It can also be seen from the data of the questionnaire survey. Many rural families' participation in credit is mainly used for children's education (22.95%), building/decoration (24.18%) and doing business/Entrepreneurship (20.08%). These credit demands other than farming account for nearly 60%. This leads to the contradiction between the diversity of rural household credit demand and the singularity of existing credit products. At the same time, 40% of households believe that the interest rate is too high. The main expectation of most families for the improvement of credit services is to reduce interest rates and simplify the application process. Due to the weak credit system in rural areas, the risk of bad debt is relatively high. In order to prevent risks, financial institutions often raise interest rates to offset potential bad debt risks. But this situation has greatly increased the financing cost of farmers. The decline of farmers' willingness to lend is not conducive to the benign development of the credit market.

4.1.2 High Credit Risk

The credit risk in rural areas is relatively high. This is also one of the important factors restricting the development of rural consumer credit. At present, some farmers in rural areas do not have enough awareness of credit products. In terms of popularizing the credit scoring mechanism, 50% of the farmers do not understand the credit scoring mechanism, and more than half of the farmers do not know the importance of the credit scoring mechanism. It is easy to confuse credit loans with policy support funds. This thought of free use led to the insufficient willingness of some farmers to repay. From the perspective of the objective environment, the production cycle of agriculture is easily disturbed by uncontrollable factors such as abnormal

climate, pests and diseases, which also leads to farmers' lack of stable solvency foundation and guarantee of repayment sources. Financial institutions lack an effective post loan management mechanism after loan issuance, and it is difficult to detect and dispose of potential risks in time. These factors together lead to the increase of credit risk in rural areas.

4.1.3 Insufficient Sustainable Development of Credit Institutions

The main body of county credit supply is facing the bottleneck of sustainable development. Subject to the non-profit orientation, public welfare microfinance organizations have long relied on financial capital injection or external donations. In terms of capital scale, product innovation and other aspects, it is still weak, and can only meet some agricultural micro loans. Insufficient capacity under diversified credit demand. However, commercial financial institutions are caught in the dilemma of regulatory constraints and market expansion: they are unable to broaden the source of funds by absorbing reserves, and are subject to the regulatory requirements of higher risk weight of agricultural loans, resulting in high capital costs. This structural contradiction is intertwined with practical problems such as weak credit reporting infrastructure and insufficient collateral in rural areas, forming a vicious circle restricting the healthy development of credit institutions and directly affecting the sustainable development of credit institutions.

4.2 Suggestion

4.2.1 Enrich the Types of Credit Products and Optimize the Interest Rate Structure

At present, the use of credit products by households in Wuhe County is not only satisfied with agricultural production. There are various demands for children's education, health care, marriage and house repair. This requires financial institutions to carry out various types of consumer credit according to local conditions. Adjust the credit line, loan time and repayment method. For example, housing repair needs a lot of funds, so it can carry out medium and long-term loans. Marriage is short-term consumption, which can be borrowed and repaid at any time, and the corresponding credit products can be matched according to the needs of farmers. At

the same time, financial institutions should reduce the financing cost of farmers and realize the differentiated interest rate, not one size fits all. Farmers with strong repayment ability, sufficient collateral and good credit score should take the initiative to reduce interest rates. For some high-risk products, it is necessary to conduct intra bank collective negotiation, provide interest rates and do a good job in post loan management to reduce the risk of bad debts. According to the public opinion in the survey report, as the most urgent need of the public, it is still the need to reduce interest rates. This requires the government to guide and encourage the good development of the credit market. We should ease the pressure of financial institutions and jointly create a good rural credit market through financial subsidies, tax cuts and fees reductions.

4.2.2 Improve the Financial Service System in Rural Areas

The improvement of the financial system has a promoting effect on the enhancement of the financial service level in rural areas of Wuhe County. The more branches of financial institutions there are in a region, the greater the demand for financial service products will be among people. It is necessary to strengthen the construction of financial institutions' branches in rural areas, expand the service radius of the branches, and strive to cover the entire township area. The manifestations of the lack of service can be verified from the investigation report. In the suggestions of the public at the end of the survey, high-frequency words such as "simplification" and "process" can be clearly seen. This precisely indicates the imperfection of the local financial service system. Regulatory authorities or the government may require branches to understand the consumption preferences and credit demands of people in the service areas where they are located. Credit services should be carried out in accordance with local conditions, mainly to facilitate the daily life of villagers, making it more convenient for farmers to handle deposits, transfers and business inquiries. A complete mobile payment system should also be built. In rural areas, there is not much understanding of new payment methods such as online transfer payment and online banking, and their popularity is also insufficient. This requires financial institutions to carry out publicity and

guidance, enabling farmers to conduct business such as transfer and payment without leaving their homes. This not only improves the working efficiency of banks but also reduces the transaction time and costs for farmers. More than half of the farmers are not familiar with the credit scoring mechanism. This also requires financial institutions to carry out popularization and publicity and establish and improve the credit scoring mechanism. Risk assessment of farmers' credit should be conducted, and at the same time, popularization and publicity should be strengthened to make farmers clearly understand the difference between credit funds and government subsidy funds.

4.2.3 Strengthen Financial Supervision and Risk Prevention

The safe development of the rural consumer credit market in Wuhe County cannot be separated from financial supervision and prevention. Due to the fact that the agricultural production cycle of farmers is vulnerable to uncontrollable factors such as abnormal climate and pests and diseases, some farmers mainly engaged in farming do not have a stable debt repayment capacity foundation, and their repayment sources cannot be guaranteed. This requires financial institutions to conduct strict examinations during loan approval, and at the same time, do a good job in post-loan management and conduct regular follow-up visits. The government should also supervise financial institutions to prevent situations such as random lending, non-compliance with procedures, and excessively high loan interest rates. It is necessary to ensure that financial institutions provide credit services under reasonable and legal circumstances. It is also necessary to strengthen risk early warning and formulate emergency plans to prevent sudden financial risks. One of the reasons for the collapse of village and town banks in many regions at present is the lack of financial supervision and anti-corruption measures, and the government lacks effective means to regulate the business transactions of financial institutions. Therefore, it is suggested that the government should share risks with financial institutions, provide some guarantee services for them, relieve their pressure and better carry out credit service business.

5. Conclusion

As a financial tool, credit plays an important role in promoting rural household consumption. This paper analyzes the role and potential risks of consumer credit in rural areas through the analysis of consumer credit behavior of rural households in Wuhe County, Anhui Province. This paper analyzes the consumption structure of households in Wuhe County from three aspects of development consumption, enjoyment consumption and survival consumption, and concludes that different consumption has different effects and preferences on credit. At the same time, combined with the questionnaire survey, it is concluded that rural consumer credit is mainly used for agricultural investment, building and decoration and children's education. The current problems are high interest rates, cumbersome data preparation and long approval time. The main expectation of most farmers for the improvement of credit services is to reduce interest rates and simplify the application process. For the problems reflected in the questionnaire survey, we also put forward corresponding countermeasures. Efforts should be made from product optimization, interest rate reduction, risk control and other aspects to release the potential demand of the rural credit market and improve the efficiency of credit services. And balance the inclusiveness and sustainability of rural credit to better help rural revitalization.

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