

The development of financial technology from the perspective of rural revitalization

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Abstract: With the rapid development of Internet technology, fintech has shown great potential and value in rural areas. It has not only injected new vitality into the rural economy, but also become a powerful promoter of rural revitalization. This paper explores in depth the development trend of fintech and how it can contribute to the sustainable development of rural economy by innovating financial service models and improving the penetration and satisfaction of financial services. At the same time, combined with SWOT analysis, a series of policy suggestions are put forward to make up for the shortcomings of financial technology in supporting rural revitalization, give full play to its advantages and opportunities, and better explain the effective role of financial technology in rural revitalization.

1. Introduction

The rural revitalization strategy is another great initiative after our country's victory in the fight against poverty. It is one of the important strategies for our country to comprehensively build a modern socialist country. With the accelerated implementation of the national rural revitalization policy, financial technology has gradually become an important force supporting rural revitalization. The advancement of the rural revitalization strategy urgently requires innovative thinking, integration of resources, utilization of advantages, and enhancement of strength, and the development of financial technology provides new impetus for this process.

2. Fintech development and main content covered

Fintech generally refers to the integration of modern information technologies such as the Internet and mobile communications into the traditional financial field to create new financial products, services and operating models with the goal of improving financial service efficiency, reducing financial service costs, and improving financial service quality. A targeted technology and business model that is an important means to promote the development of capital markets and improve the efficiency of financial services^[1]. The key technologies of financial technology include big data, Internet technology, artificial intelligence, distributed technology, etc. my country started relatively late in the field of financial technology, initially focusing on Internet finance-related fields. From the Fintech 1.0 era from 1993 to 2013 (policy-led, capital support) to the Fintech 2.0

era from 2013 to 2018 (technology promotes financial innovation and drives policy improvement), to the future Fintech 3.0 era (technology Integrate deeply with finance to release production capacity) [2]. It mainly covers the following contents: First, digital payment. Including mobile payment, electronic wallet, etc. The second is Internet finance. Including P2P finance, crowdfunding, equity crowdfunding, etc. The third is blockchain technology. Applications in the financial field mainly include digital currency, digital securities, etc. The fourth is artificial intelligence. Applications in the financial field mainly include intelligent customer service, risk management, credit assessment, etc. The fifth is big data. Mainly used in risk management management, predictive analysis and other fields. Sixth is virtual bank. With digitalization as the core, we provide customers with various financial services through the bank's network technology and financial technology innovation^[3].

3. Fintech plays an important role in supporting rural revitalization

In recent years, financial technology is based on information technology and uses artificial intelligence, big data, blockchain, cloud computing and other technologies in banking, securities, insurance and other industries, thus forming a variety of ecosystems^[4]. As the application of financial technology in financial services, investment and wealth management, payment and settlement and other fields has been widely promoted, it has brought new ideas and methods to achieve rural revitalization. Faced with the urgency of the current national rural revitalization strategy, financial technology can give full play to its unique advantages, greatly improve farmers' participation and satisfaction in financial services, and inject new vitality into rural revitalization^[5].

3.1. Promote the upgrading of rural financial services

Fintech can change the business models and service methods of traditional financial institutions and help rural areas Rural financial institutions can better provide financial services to farmers. The services of traditional financial institutions often remain in simple loans, deposits, etc. With the development of financial technology, more convenient and comprehensive financial services can be provided to rural residents through technological means such as Internet finance, mobile payment, and big data analysis. The improvement of rural financial services by financial technology is mainly reflected in providing farmers with more efficient and faster financial services, better understanding of the trends and changes in rural economic development, and providing more targeted financial services. For example, in the field of rural finance, big data can help financial institutions better manage and analyze customer data and provide more precise financial services.

3.2. Promote product innovation of rural financial institutions

Traditional financial institutions face many problems, such as capital risk control, information asymmetry and other issues. Financial technology can improve the level of risk control by providing smarter and more technological services, while providing rural people with products more suitable for their needs and improving the competitiveness of financial institutions in rural areas. With the continuous development of financial technology, branding, differentiation and refinement of financial services have become important directions for future financial development. By establishing a new financial service model that is more efficient, safer, and more reliable, we will enhance the innovation and competitiveness of financial services, thereby promoting the positive interactive development of financial innovation and rural revitalization.

3.3. Improve the service efficiency of rural financial institutions and achieve inclusive financial services

Rural financial institutions are relatively far away from cities and face problems such as limited resources, lack of services, and small business volume. The operating efficiency of financial institutions is relatively low. The development of financial technology can reduce operating costs and improve service efficiency by improving the informatization level of financial institutions, optimizing business processes. First, financial technology lowers the threshold of financial services through the Internet, big data and other technical means, allowing financial services to gradually extend downward to grassroots units and individuals, which can meet the financing needs of farmers and difficult areas and promote rural financial inclusion. Second, financial technology can also reduce the operating costs of financial institutions, improve efficiency, and promote financial institutions to become more sophisticated and intelligent.

3.4. Promote rural industries to obtain financial support

First, financial technology provides convenience for rural industrial financing, including financial services such as Internet finance and big data risk assessment. By simplifying rural processes, reducing financing costs, and improving financing efficiency, we will comprehensively promote the popularization and technologicalization of rural finance and make finance more inclusive. Second, rural industries receive innovation support. With the continuous development of financial technology, many emerging industries are also emerging, such as rural tourism, agricultural and sideline product processing, etc., adding new highlights to the development of rural economy. The development of these emerging industries also provides support and development impetus for financial technology innovation.

3.5. Promote the promotion of modern technology in rural areas and provide more business opportunities

First, financial technology can help farmers sell their agricultural products through online platforms and provide corresponding financial services. In recent years, the development of new e-commerce platforms and logistics and transportation systems has brought about major changes in the traditional agricultural product sales model. With the help of financial technology, services can be provided in many aspects, including farmers' planting, logistics and transportation, mall sales, and financial services. Second, the Internet of Things and big data analysis are widely used in rural areas. Farmers can better connect with the market and agricultural products become more competitive. Third, financial technology can improve farmers' education and knowledge levels. New technological applications such as online education and cultural entertainment can improve farmers' cultural literacy and scientific and technological knowledge reserves, and will open up more business opportunities for farmers' production and operation activities.

4. The current shortcomings of financial technology in supporting rural revitalization work

4.1. Infrastructure construction is weak and technology is not fully utilized

First, infrastructure construction in some rural areas is relatively weak and network coverage is incomplete, which hinders the development of financial technology. Second, financial institutions are not proficient enough in the use of technical means, and some institutions are in the process of transformation due to relative lack of experience and low technical level.

4.2. Insufficient financial technology services and lack of standardized service processes

First, the demand for financial services in rural areas is relatively large, but financial technology services have not yet spread to rural areas and cannot meet the needs of farmers. Second, due to the different service processes between different financial institutions, there may be service experiences that are difficult for rural people to accept. Third, the lack of strong regulatory and policy support measures has also led to financial institutions encountering some difficulties in the process of promoting financial technology.

4.3. Information security risks exist

Financial information in rural areas is not transparent enough and there is information asymmetry, which hinders the application of financial technology in rural areas. Two is an information security issue. The financial environment in rural areas is relatively complex, legal regulations are not perfect, and risk management and control costs are relatively high. In addition, information security awareness in rural areas is generally weak, and problems such as information leakage still occur from time to time.

5. SWOT analysis of financial technology support for rural revitalization practice

5.1. Advantage analysis(S)

First, financial technology can help solve the shortcomings of rural financial services, improve the quality and efficiency of financial services, and promote rural economic development. Second, financial technology can shorten the distance between urban and rural finance, promote inclusive finance, and improve rural residents' financial knowledge and skills. Third, financial technology can help rural enterprises reduce financing difficulties and loan costs, attract more financial resources to the countryside, and support the upgrading and transformation of rural industries.

5.2. Disadvantage analysis (W)

First, rural residents have a low acceptance and usage rate of financial technology, and publicity, popularization and training are needed to enhance the confidence and enthusiasm of rural financial consumers. Second, the level of information development in rural areas is relatively lagging behind, and the development of financial technology faces certain technical and facility bottlenecks. Third, the development risks of financial technology in rural markets are relatively high, and various possible risks such as financial risks and technical risks need to be controlled.

5.3. Opportunity Analysis (O)

First, as the country advances its rural revitalization strategy, financial institutions and technology companies have more opportunities and space to intervene in the rural financial market. Second, the upgrading and transformation of rural industries require a large amount of funds. With financial support, financial technology can provide a more convenient, fast and low-cost service model. Third, the development of financial technology has led to the innovation and upgrading of the financial market, as well as the development of rural digital construction, rural asset management, risk management and other aspects.

5.4. Threat Analysis (T)

First, competition in the financial technology market has become increasingly fierce, and the rural financial market is also facing a complex competitive environment from urban and international markets. Second, the continuous development and innovation of financial technology may bring impact and damage to traditional financial systems and institutions. Third, the rural financial market has problems such as information asymmetry, weak supervision, and illegal operations, and needs to strengthen supervision and risk management.

6. Related suggestions

6.1. Accelerate infrastructure construction and improve financial technology services

First, the government and financial institutions should increase technical training and infrastructure construction in rural areas to lay a solid foundation for the application of financial technology. Improve network coverage on the basis of improving infrastructure construction in rural areas to provide guarantee for the development of financial technology. The second is to encourage financial institutions to increase investment in financial technology services in rural areas and promote the widespread application of financial technology in rural areas. The third is to increase social investment. In rural revitalization, the government and social forces work closely together to accelerate rural financial modernization by setting up financial technology innovation funds, providing public financial services, helping financial institutions build and upgrade technology.

6.2. Increase supervision and strengthen information security

The first is to strengthen the supervision and standardized management of financial technology, establish a sound risk management and supervision system, standardize the business development of financial institutions in the field of financial technology, and ensure the property safety of the people. The second is to strengthen information security management and improve information transparency. The government and financial institutions should strengthen the collection and disclosure of information in rural areas and break information asymmetry through complete information systems and technological means. In view of the weak information security awareness in rural areas, information security management should be strengthened and the information security awareness of relevant personnel should be improved.

6.3. Increase policy support to support financial technology innovation

First, the government should increase policy support for financial technology in rural areas, including issuing incentive policies and establishing risk compensation mechanisms to provide a strong guarantee for the promotion of financial technology in rural areas. The second is to strengthen support for scientific and technological innovation. Increase support for financial technology innovation in rural areas, guide financial institutions to actively carry out financial technology projects, and promote the transformation of traditional financial institutions. By combining emerging technologies with the traditional financial industry, we use emerging financial technology methods to improve traditional financial service methods and efficiency, improve the competitiveness, flexibility and efficiency of the financial industry, and enhance support for rural revitalization and development.

7. Conclusion

In the perspective of rural revitalization, the development of financial technology provides a new impetus for the sustainable development of rural economy. By innovating financial service models and improving the penetration rate and satisfaction of financial services, fintech has strongly promoted industrial upgrading, employment increase and livelihood improvement in rural areas. However, we should also see that fintech still has some shortcomings in the process of supporting rural revitalization, such as inadequate technology application and limited service coverage. Therefore, a series of policy measures need to be taken, such as strengthening technology research and development, optimizing the supply structure of financial services, etc., in order to give full play to the advantages and opportunities of financial technology, and inject stronger impetus into rural revitalization. Looking ahead, fintech will continue to play an important role in rural revitalization and contribute more to the sustainable development of the rural economy.

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