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The Mechanism of Internet Finance on the Assets and Business of Commercial Banks in China

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Internet finance has structural impact and market impact on commercial banking. Various forms of Internet finance such as third-party payment, crowdfunding, P2P lending, and internet money funds have emerged. Due to their low cost, high efficiency, and diversification characteristics, an increasing number of people are utilizing Internet finance for their businesses. This trend significantly affects traditional commercial banking operations and presents challenges. In order to gain competitive advantages through Internet finance, this paper explores how commercial banks can leverage their traditional business models. It introduces the concept, model, and characteristics of Internet finance; analyzes the importance of asset management for commercial banks; examines the influence of Internet on commercial bank's asset management; finally proposes countermeasures for the development of Internet finance. It is advocated that commercial banks should actively explore the road of "structured finance" with all-round structural reform in the future.

Keywords: internet finance, commercial bank, asset business

Foreword

In the era of big data, the development trend of the new Internet finance is unstoppable. However, the traditional financial industry dominated by commercial banks is still the main body of modern finance, and the two compete with each other. However, the development of modern finance is more about the integration of the two. The key is to use Internet finance and other products of the era to inject vitality into the traditional finance and promote its better development.

Theoretical Significance

The innovation of traditional commercial banks in turn promotes the further exploration and development of Internet finance, thus promoting new financial innovation activities. The development of emerging finance can realize the optimal allocation of resources from the perspective of transaction cost, so as to promote the development of financial innovation theory.

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Practical Significance

Based on the rapid development of Internet finance, we analyze the influence of commercial banks and get inspiration from it. Extracting useful elements from the influence on commercial banks and their enlightenment can stimulate the innovation of commercial banks and promote financial innovation, so as to realize their sustainable development.

Literature Review

Review of Foreign Studies

Allen and Dickinson (2002) points that Internet finance is an emerging field that combines the traditional finance with the Internet spirit. It is not the finance of Internet technology, but a finance based on the Internet thought and supported by technology. Scholtens et al. (2013) and Wolf et al. (2008) both believe that the new financial form of Internet finance is an organic combination of various financial businesses with modern IT and Web technologies. Spiekermann, Rothensee, and Klafft (2011) pointed out that in the Internet financial environment, due to the lack of lending experience in the anonymous network environment, and the more serious information asymmetry, the risk of capital transaction is much higher than the traditional financial industry.

Review of Domestic Studies

In 2012, Xie Ping and Zou Chuanwei (2012) put forward the concept of Internet finance for the first time in China. Under the rapid development of Internet finance, the domestic academic circle has gradually increased and deeply studied Internet finance. Nowadays, there are three main aspects of academic research on Internet finance.

Study on the basic theory of Internet finance. In terms of the definition of Internet finance, Xie Ping (2012) and Wu Xiaoqiu (2014) believe that the traditional finance of Internet finance is different, and it will have a huge impact on the financial system and the macro economy. Xie Ping and Zou Chuanwei (2012) believe that "Internet finance is a third financial financing mode that is different from both indirect financing of commercial banks and direct financing of the capital market" (p. 12), and they believe that the impact of Internet finance is subversive. In the study, Xie Ping, Zou Chuanwei, and Liu Haier (2015) proposed seven core features different from the traditional finance: reduced information asymmetry, reduced transaction costs, the expanded transaction possibility of collection, payment change and the monetization of financial products, trade to intermediation, the integration of financial and non-financial factors, fuzzy the boundary of banking, insurance, securities. Wu Xiaoqiu (2015) agrees with Xie Ping and others, and also defines Internet finance as a new financial form that is different from indirect financing by financial intermediaries and direct financing in the financial market. However, Zheng Liansheng (2014) believes that "Internet finance has not changed the essence of finance, it is the extension, upgrade and innovation of traditional finance in terms of concept, thinking, process and business through Internet technology" (p. 103), which is only the improvement of traditional finance.

Study on the risk supervision and development norms of Internet finance. Liu Fenhua, Wu Fei, and Li Huamin (2016) believe that the supervision of Internet finance should be strengthened. They used the P2P loan platform as an example to analyze the huge risks hidden behind the development of Internet finance. They believe that, on the one hand, most P2P online lending platforms do not really apply the technologies that we should apply in the analysis. On the other hand, due to the substantive absence of regulatory subjects and the vague regulatory responsibility, the current Internet finance is in a state of false prosperity. Xie Ping, Zou Chuanwei, and Liu Haiwei (2014) believe that the regulatory concept should not be adopted because of the immature development of Internet finance, but Internet financial innovation should be encouraged under certain bottom line thinking and regulatory red lines. Yin Haiyuan and Wang Panpan (2015) analyzed in China the Internet finance in the development model, regulation, regulatory system, differentiation, and from the regulatory subject and position, regulatory mode and principle, internal and external control and coordination, dynamic regulation, risk protection these five aspects, put forward the idea of the Internet financial system in our country.

Research on the externalities of Internet finance. Li Bing and Zhao Yang (2014) conducted an analysis of the impact of Internet finance on China's macro economy. They believe that Internet finance absorbs a large amount of social idle funds through the capital supply side, transforms savings funds into productive funds, and promotes macroeconomic growth in three aspects: breaking through financial repression, alleviating the financing difficulties of micro, small, and medium-sized enterprises on the capital demand side, and promoting the process of interest rate liberalization. In addition, they also believe that there are three aspects that are detrimental to the stability of the financial system: first, Internet finance contains high credit default risk; second, capital supervision; and third, commercial banks are encouraged to choose high-risk businesses.

Related Overview of Internet Finance

Internet finance is a capital solvent based on modern information technology such as Internet and modern communication technology. In China, this is a new financial model. Therefore, as long as it has a certain impact on the traditional financial model, and the innovative financial services with the spirit and concept of the Internet, it can be called the Internet finance. It realizes the development of mobile payment, personal online banking, and other technologies. Obviously, there are significant differences between Internet finance and traditional finance. Traditional financial activities all exist in the form of entities, while Internet finance is a virtual (Zhang & Wu, 2013). Internet finance is a new financial model combined with modern information technology, especially the finance conducted with high-tech technology such as mobile payment, which will have a significant impact on the traditional financial model. This chapter mainly covers the definition, mode, and characteristics of Internet finance.

Definition of Internet Finance

Although the rapid development of Internet finance has made it a hot issue in the financial industry, it is still a new field. At present, there is no very clear and widely accepted authoritative definition in the theoretical circle. People's understanding of the definition of network finance is still developing, but in general, Internet finance is an emerging field combining the traditional financial industry and the network spirit.

In a narrow sense, Internet finance is a financial service model (Yuan, Li, & Zhang, 2013) that combines cloud computing technology, big data model, mobile Internet with Internet channels, and e-commerce business, which is the product of combining Internet technology and financial business. Their combination is not a simple addition mode. Due to the characteristics of Internet technology, the financial business has the advantages of openness and independence, so the financial business also makes the application of Internet technology more valuable.

In a broad sense, as long as the financial industry has the spirit of the Internet, it can be collectively known as Internet finance. Internet finance in a broad sense is a new field formed by absorbing the Internet spirit of "openness, equality, cooperation and sharing" and the traditional financial industry. It not only includes the application of narrow Internet finance in Internet technology and media, but also pays more attention to the application of the essence of the Internet spirit in the financial field, that is, any Internet application involving broad finance can be called Internet finance.

The Forms of Private Lending

Internet finance serves as an emerging financial model. Its rise and development reduce the degree of information asymmetry in the market, and greatly reduce the transaction cost by realizing the direct network connection between the supply and demand of funds. At present, the Internet financial mode can be divided into seven modes: third-party payment, crowdfunding, P2P online loan platform, Internet money fund, big data finance, Internet financial portal, and information financial institutions. This chapter mainly focuses on the mode of third-party payment, crowdfunding, P2P online loan platform, and Internet money fund.

Although all kinds of Internet money funds are issued by different types of institutions, but in essence, they all belong to money funds. According to the main types of the issuing institutions, the Internet money funds are divided into four types: "banking system", "fund system", "fund sales department", and "third-party payment system". Specifically, "banking" is an Internet money fund issued by the bank; "Fund" is an Internet money fund product issued by fund companies; and "fund consignment" is an Internet money fund issued by fund marketing agencies, because Internet companies, e-commerce platforms, mobile operators, and other institutions issued "baby" financial products and rely on their own third-party payment platforms, which are collectively referred to as third-party payment systems.

The Characteristics of Internet Finance

Internet finance has a low-cost nature. Under the Internet finance model, both the supply and demand of funds can complete the screening, matching, pricing, and transaction of information through the Internet platform, without the traditional intermediary, transaction costs, and monopoly profits. On the one hand, financial institutions can save capital investment and operating costs for opening business outlets; on the other hand, consumers can quickly find suitable financial products on an open and transparent platform, thus reducing the degree of information asymmetry and saving time and energy.

Internet finance has high efficiency. The Internet financial business is mainly computer processing, and the operation process is fully standardized. A new financial ecological environment is established, customers do not need to wait in line, can process the business quickly, and the user experience is better. This platform is characterized by several dimensions such as convenience, security, efficiency, and simplicity. With the best customer experience, it is easy to maintain customer stickiness and achieve sustainable development.

Internet finance has a wide coverage. Under the mode of Internet finance, customers can break through the restrictions of time and region, find the financial resources needed on the Internet, provide more direct financial services, and have a wider customer base. In addition, the reform of the traditional financial system needs to be deepened because large financial institutions ignore the lack of "inclusive finance", "grassroots" financial demand, and the lack of competitive financial supply in the financial market. Most of the Internet financial customers are mainly small and micro enterprises, covering some blind areas of the traditional financial industry in the financial services, which is conducive to improving the efficiency of resource allocation and promoting the development of the real economy.

Internet finance has a high-risk profile. The high risk of Internet finance is mainly reflected in the risks caused by the imperfection of the Internet financial system itself and the lack of the corresponding regulatory system. First of all, due to the characteristics of Internet finance such as imperfect credit system and network security risks, the default cost of network finance is low, which is easy to induce risk problems such as malicious loan fraud and running away with money. Secondly, the lack of relevant regulatory laws, regulations, and relevant regulatory measures of Internet finance leads to the weak management of Internet finance. Therefore, the entire Internet financial industry is also facing many policy and legal risks.

Investigation on the Impact of Internet Finance on Commercial Banks

Questionnaire Design and Survey Respondents

Questionnaire design ideas. This survey is for the population of different ages and various educational qualifications. In this questionnaire, some questions about the impact of Internet finance on commercial banks are designed. First, the number of times the respondents go to the physical bank every month; second, to know the specific commercial banks they go to for business, and further the specific reasons why they go to the commercial bank to handle business; finally, according to the knowledge of Internet finance, the advantages and improvements of commercial banks under Internet finance.

Introduction of the respondents. The sample of this survey is mainly of all age groups and professional groups, mainly investigating the groups' views on the impact of Internet finance on commercial banks. Questionnaires were distributed at will to collect information about people of different ages and monthly income going to commercial banks, including their views on Internet finance. A total of 210 valid questionnaires were collected in this survey.

Investigation and Analysis of the Current Situation of Farmer Private Lending in Zhaoqing City

Table 1

The Basic Data Sheet

Variable	Class	Number of people	Percentage (%)
Sex	Man	97	46.19%
	Woman	113	53.81%
Age	Under the age of 18	30	14.29%
	18-25 years old	103	49.05%
	26-35 years old	52	24.76%
	36-50 years old	17	8.10%
	Over 50 years old	8	3.81%
Education level	Junior high school and below junior high school	29	13.81%
	Senior middle school	57	27.14%
	Specialist/undergraduate	115	54.14%
	Master's degree or above	9	4.29%
Monthly income level	Below RMB 3,000 yuan	52	24.76%
	3000-5000 yuan	59	28.10%
	5,001-100,000 yuan	67	31.90%
	10,001-20,000 yuan	25	11.90%
	Over 20,000 yuan	7	3.33%

Data source: the data obtained through the questionnaire survey (sample number: 210).

Background of the sample population. According to Table 1, the male-female ratio was 97 male, accounting for 46.19% and 113 females, accounting for 53.81%; The data show that the female respondents accounted for a large proportion. The education level distribution of the surveyed sample population is: 29

students below junior high school, accounting for 13.81%; 57 senior high school, accounting for 27.14%; 115 junior college and undergraduate students, accounting for 54.76%; and nine students with master's degree or above, accounting for 4.29%. The data show that the education level of the population is mainly junior college and undergraduate, surprisingly, 13.81%, which also shows that with the development of society, people pay more and more attention to education. In terms of monthly income, the monthly income of 52 people is less than 3,000 yuan, accounting for 24.76%; 59 is between 3,000-5,000 yuan, accounting for 28.1%; the monthly income between 5,001 and 10,000 yuan accounts for 31.9%; the monthly income of 25 people is between 10,001-20,000 yuan, accounting for 11.9%; only seven have monthly income of more than 20,000 yuan, accounting for 3.33%. According to the data, the monthly income level of 5,001-10,000 yuan is the most, followed by the monthly income level between 3,000-5,000 yuan; and the monthly income of over 20,000 is the least, indicating that the middle income level accounts for the majority in the society, while the rich people are less.

Basic Information of the Sample Population Handling Business in Commercial Banks

The frequency analysis of going to commercial banks for business every month.

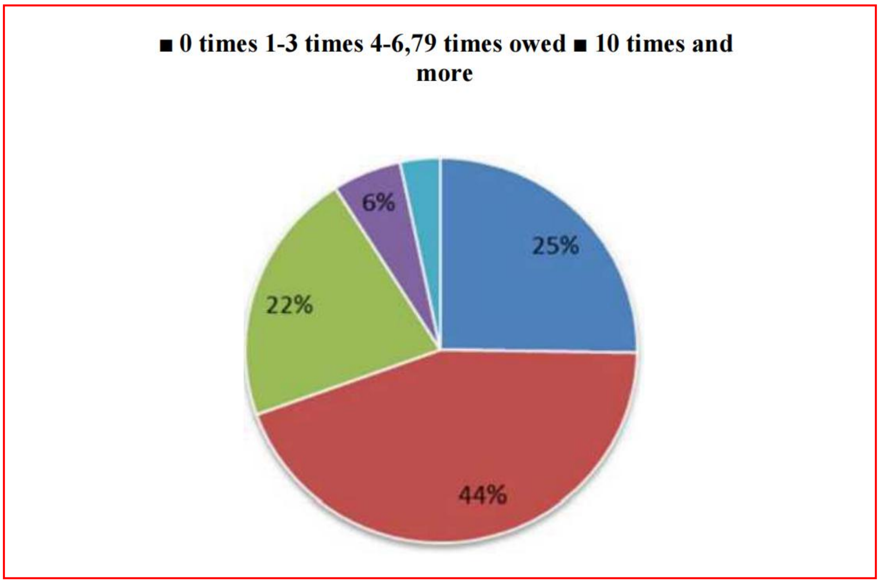

Figure 1. Statistics chart of business frequency of going to commercial banks every month.

As per figure 1 above, the frequency distribution of sample population going to commercial banks for business every month is: 93 people 1-3 times per month, accounting for 25.24%; 45 people 4-6 times per month, accounting for 44.29%; 12 people 7-9 times per month, accounting for 5.71%; and 3.33% 10 times or more per month. The above data show that most of the people have only been to 1-3 times, 25.24% of the people have not been to commercial banks for business, and only a few people have been to commercial banks more than 10 times for business. This also reflects that about 75% of the population have some business contacts with commercial banks.

Analysis of the reasons for which commercial banks handle business and which banks to handle business.

According to Table 2, 93 people, accounting for 44.29%, went to state-owned commercial banks; 45 to joint-stock commercial banks accounting for 21.43%; to postal Savings Bank, accounting for 17.14%; 31 to rural commercial banks and rural banks, accounting for 14.76% and five to foreign banks, accounting for 2.38%. Therefore, it can be seen that most of the people choose to do business in the four major state-owned banks, and only a small number of people go to foreign banks. In terms of the reasons for going to the bank for business, most people choose to go to the bank for business personally due to the safe and comfortable operating environment of the bank and the quality service of the staff. A few people go to commercial banks because they cannot use online banking, Alipay, and other platforms. This also shows that under the rapid development of science and technology, people are increasingly relying on Internet financial products.

Table 2

Data Sheet of Reasons for Handling Business and Handling Business

Variable	Number of people	Percentage (%)
Physical commercial bank (Big four state-owned commercial banks)	93	44.29%
Joint-stock commercial banks and city commercial banks	45	21.43%
The Postal Savings Bank of China	36	17.14%
Rural commercial banks and rural banks	31	14.76%
Bank with foreign capital	5	2.38%
Reasons to go to the bank for business		
The business outlet is close to the home/unit	84	40%
The operating environment is safe and comfortable	132	62.86%
Staff members provide high-quality service	141	67.14%
Modernization of the facilities and equipment	111	52.86%
High business and service efficiency	105	50%
Business designated bank (like payroll)	77	36.67%
Will not use online banking, Alipay and other platforms	45	21.43%
Other	19	9.05%

Data source: the data obtained through the questionnaire survey.

Analysis of the views on the impact of Internet finance on bank asset business.

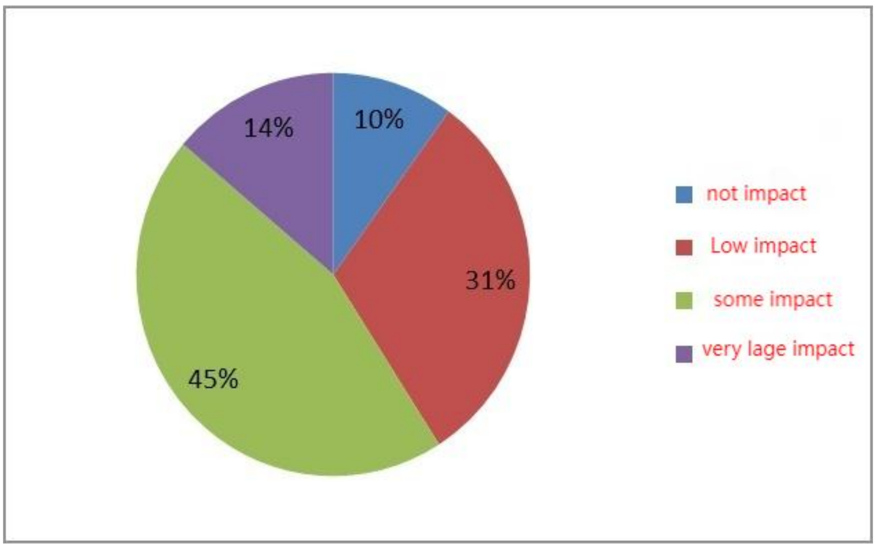

Figure 2. Statistical chart of views on Internet finance affecting bank asset business.

From Figure 2 above, 10% considered that Internet finance had no impact on bank assets, 31% considered little impact, 45% considered some impact, and 14% considered great impact. Among them, 90% of the people believe that the Internet has an impact on bank assets, while only 10% believe that Internet finance has no impact on banks. This also shows that with the rapid development of social economy, Internet finance has an increasing influence on banks, impacting the asset business of banks.

Impact of Internet Finance on Commercial Banks and Countermeasures Analysis

Analysis of the impact of Internet finance on commercial banks.

Table 3

The Advantages and Disadvantages of Commercial Banks

Variable	Number of people		Percentage (%)
Advantage (multiple options)			
	Bank finance is more reliable, stable income	80	38.10%
	Perfect risk control system, high safety factor	160	76.19%
	User's personal experience is good	132	62.86%
	Strong financial strength	130	61.90%
	Rich customer resources	74	35.24%
	Other	14	6.67%
Disadvantages (multiple options)			
	The waiting lines are long	84	40%
	Poor service attitude (discriminate between ordinary customers and VIP customers)	150	71.43%
	The procedures are cumbersome	155	73.81%
	The charge is unreasonable	119	56.67%
	Other	21	10%

Data source: the data obtained through the questionnaire survey.

According to Table 3 above, most people believe that commercial banks have obvious advantages in perfect risk control system and high security factor; good personal experience, and strong financial strength. In terms of disadvantages, most people think that banks have a poor service attitude (ordinary customers are treated differently from VIP customers) and cumbersome procedures. This shows that commercial banks, on the basis of giving full play to their own advantages, should take customer demand as the center, improve service quality, simplify business procedures, and actively address the impact of Internet finance.

Analysis of the countermeasures of commercial banks under the development of Internet finance.

Table 4

Table of Views on the Business Improvements of Banks

Variable	Number of people	Percentage (%)
Countermeasures (multiple options)		
It's already very good and has no need for further improvement	55	26.19%
We will improve the service level of our bank branches	164	78.10%
We will expand our Internet finance services	169	80.48%
Launch more rich, flexible and personalized products	118	56.19%
other	18	8.57%

As can be seen from Table 4 above, improving the service level of bank branches and expanding the Internet finance business are the two aspects that commercial banks need to improve: Conduct service training for new and old employees, improve service level and increase customers to handle business of commercial banks, expand the business channels of commercial banks, change the single asset structure of banks, and realize both online and offline with the help of Internet platform.

Analysis of the influence of Internet finance on the asset business of commercial banks. The asset business of a commercial bank refers to the activity in which the bank absorbs the funds to earn income by borrowing or investing. The development of Internet finance has brought great impact on the asset business of commercial banks, especially the loan business

The Importance of the Asset Business of Commercial Banks

The basis of starting a business is capital, and the basis of shopping consumption is also capital. If there is a shortage of funds, you can choose loans and borrow funds from the bank. The borrowers can be individuals or businesses. In fact, loan consumption is a kind of advanced consumption, with the continuous development and progress of the society, most people's consumption concept has also changed, more and more people can accept loan consumption, so more and more people consume through credit card, for example housing loan, personal car loan.

First of all, for a bank, it can increase its own capital accumulation. The main function of the bank is storage and loan. The customer's deposit money can be used by the bank, but it is not the bank's funds. The profit of the bank comes from the loan, it is not free, the loan has interest. The longer the time, the greater the interest on the loan. Banks collect the interest on loans. Secondly, for borrowers, those who can apply for high capital loans in banks are all large enterprises, and large enterprises have abundant funds, but the amount needed for production is also very large, which can solve the problem of capital through loans. When large companies borrow money from the banks, they can make more profits through production, thus getting what the borrowers want. Moreover, loan consumption can also boost the economy, which has a certain significance. The reason why most borrowers apply for loans from banks is for consumption, the most typical is credit card consumption, which can effectively promote the circulation of goods. For the sales party, itself is very beneficial, therefore, the bank has a lot of business contacts related to the sales mall. Finally, lending also has an impact on economic leverage. Loan is a paid lending method. The central bank can effectively control the consumption situation of consumers by controlling and adjusting the interest rate of loan.

The Impact of Internet Finance on the Asset Business of Commercial Banks

In our analysis of the impact of commercial banks' asset business, we use RMB loans from financial institutions as the proxy variable of assets. The reasons are twofold. On the one hand, the loan business is the most important asset business of the commercial bank; on the other hand, the loan business is the deposit business. In the analysis of the impact on the assets and business of commercial banks, the RMB loans of financial institutions are used as the agent variable of the assets. There are two reasons for this. On the one hand, the most important asset business of commercial banks is the loan business; on the other hand, from the development of commercial banks themselves, the loan business is also the core business comparable to the deposit business. Many of the advantages of Internet finance also are applied to the loan market. On the one hand, Internet finance provides richer and better financing channels, such as P2P, crowdfunding, online small loan, etc.; on the other hand, Internet finance provides more competitive services.

Taking out the loan business of commercial banks. Due to the rapid development of Internet finance, it has many excellent financing methods such as P2P, crowdfunding, and online small loan. These financing methods are characterized by low threshold, simple procedures, low cost, and adaptation to different needs.

The Internet credit business represented by P2P network platform constantly innovates and develops, enabling borrowers to have more diverse choices (Ma, 2015) in consumer credit and other aspects. The P2P network platform is an intermediary platform that provides lending information, and it does not participate in direct transactions. Due to the emergence of P2P network platform lending, small and medium-sized enterprises have more convenient financing channels, which divert the credit business of commercial banks, and also have an impact on the effective connection of the whole loan chain of commercial banks. Different from P2P online lending platforms, online small lending appears due to the reasons of Internet big data mining, and is initiated through e-commerce platforms. The typical representatives are "Ali Small loan" and "Jingdong Baitiao". Online small loan is based on the characteristics of customers' long-term trading behavior. By mining the information left by customers on the e-commerce platform, the credit rating of customers through data processing is evaluated and analysis, and then loans are issued. The form of its loan is first having customers and then having the demand for funds. Online small loans compete with the credit card business of commercial banks on the e-commerce platform. On the e-commerce platform, the design of online small loan is directly facing consumers, so it can better meet the needs of users, and also has a strong attraction to customers. Compared with the Internet finance in previous years, today's Internet finance has significantly changed the financing mode of the main customers in the loan market, crowding out the loan business of commercial banks.

Feedback on the loan business of commercial banks. Internet finance has been promoting the asset business of commercial banks for a long time, which may not be reflected in the short term, but should be reflected in a long period of time, which is mainly reflected in the growth of the asset business scale of commercial banks and the increase of new customers. There are many reasons for this. On the one hand, the Internet financial platform occupies the long-tail loan market customers that commercial banks are difficult to serve, which is conducive to the development and growth of small, medium-sized enterprises. Compared with the past, small, medium, and micro enterprises have a greater probability of getting considerable development, achieving better profitability and a larger scale. On the one hand, the occupation of Internet financial platforms in the long tail market customers that commercial banks cannot serve is conducive to the development and growth of small, medium-sized enterprises. Compared with the past, small, medium, and micro enterprises can obtain better profits and a larger scale, and have a greater possibility to achieve rapid development. In a certain period of time, more micro, small, and medium-sized enterprises will transform to large and medium-sized enterprises, from the long tail market of capital demand to the main market. On the other hand, commercial banks provide a relatively perfect service system for enterprises with financing needs in the main market, and have rich experience. Small and medium-sized enterprises transformed into large and medium-sized enterprises are more likely to become new customers of commercial banks and increase the asset business of commercial banks.

Of course, Internet finance feeds commercial banks conditionally. First, commercial banks still maintain their advantages in providing services for large and medium-sized enterprises; second, due to orderly supervision, Internet finance can promote the development of small and medium-sized enterprises; third, compared with individual depositors in the debt business, MSMES have no more stickiness to choose, and they tend to choose a more perfect service platform.

Countermeasures for Commercial Banks to Carry Out Asset Business Under the Condition of Internet Finance Development

Alliance With E-Commerce Platforms to Expand the Financing Business of Small, Medium, and Micro Enterprises

Micro, small, and medium-sized enterprises and some individual entrepreneurs are the main customers of Internet loans, and the information of these customers will be mastered by online loans. At the same time, commercial banks also realize that these customers have great development space and profit space. Therefore, commercial banks should ally with e-commerce platforms to expand loans that they did not pay attention to in the past.

Commercial banks want more customer resources, not only to further strengthen the alliance with e-commerce, strengthen suppliers of funds, such as information service providers, payment platform suppliers, etc., to meet the needs of customers, and to integrate the bank, build a complete service chain, provide customers with money, information, and the comprehensive development of financial market forecast services. At present, with the rapid development of Internet technology, commercial banks should not only take third-party payment as a competitor, but also develop third-party payment into partners. Their cooperation is not only conducive to expanding the financing business of small, medium, and micro enterprises, but also conducive to the development of new financial markets. For example, in September 2007, Lakala Network enterprises and Ping An Bank launched an effective strategic cooperation in electronic bills and credit card loan repayment. Since then, a number of banks have already worked with Lakala. It also includes the big four state-owned banks.

Adjust the Business Strategy and Change the Profit Model

When Internet finance was not so popular, most of the profits of commercial banks were generated by the difference between deposits and loans, followed by the income from intermediary business. Online loan develops rapidly in the Internet financial environment, which not only affects the traditional interest rate market, but also occupies the intermediary business of commercial banks and occupies the market of commercial banks. In this way, commercial banks must adjust their business strategies and find an intensive profit model that can transform the income structure of banks into the coordinated development of interest income and non-interest income. Therefore, commercial banks should integrate costs, save costs, improve capital efficiency, and should also get used to increasing leverage to gain more profits. In addition, commercial banks should carry out deeper and more effective cooperation with Internet finance to meet the needs of customers to expand innovative businesses such as mobile payment and Internet finance, so as to reduce costs, carry out more businesses, and improve efficiency. In addition, in the context of financial disintermediation and interest rate liberalization, banks should not only focus their lending business on large enterprises, but also conduct more lending business to small, medium, and micro enterprises and individuals, so as to improve the utilization rate of funds and improve customer loyalty.

Be Customer-Oriented and Improve Service Quality

The reason why Internet finance is loved by consumers is because of its convenience and popularity, and commercial banks are inferior in this respect. With the rise of Internet finance, commercial banks have lost a large number of customers. In order to establish the consumer experience index, the original retail and post-consumption experience can no longer promote the development of commercial banks, requiring a more systematic and comprehensive experience system. To meet the diversified and multi-level needs of consumers, banks should rely on the Internet platform to give full play to the advantages of commercial banks, change the traditional concepts, take the personalized needs of consumers as the development goal of banks, and meet customers' consumption habits in new products and financial research and development. It is also very important to improve the business process of commercial banks. In the past, the work was both tedious and time-consuming. Now we need to provide customers with more convenient and concise service. In terms of loan business, in the

Internet lending, it only takes less than a week for the loan funds to reach the account, and the fastest one can even get the money on the day of the application for funds. In the lending of commercial banks, they not only need to fill in various forms, and go through a variety of procedures, but also have to wait for more than half a month to get the application for the loan money. This is the reason why customers borrow online, which has a significant impact on the loan efficiency of commercial banks. Therefore, commercial banks should focus on customer needs and improve work efficiency and service quality. Commercial banks should also make good use of the Internet platform to publicize their banking business and products, and carry out their own marketing channels on the Internet, and customize personalized services for customers through the understanding and analysis of customers.

Improve the Management of Risk Monitoring of Internet Finance and Raise the Threshold of Market Access

Because there is no corresponding system before the Internet, Internet enterprises are easy to enter the Internet financial market, which increases the risks and hidden dangers of consumers. If commercial banks cooperate with network enterprises with potential risks in the selection of network finance, it will inevitably increase the risks of banks. Therefore, it is necessary for commercial banks to raise the market access threshold. In addition to the corresponding funds, enterprises should also have a strict credit judgment system, professional network security technology, strict transaction process, and core financial technology to enter the Internet market. On the issue of the loan business, it should be strictly regulated. Adequate and flow of funds should be ensured. Based on the scientific basis, the information of the borrower is examined, the repayment ability of the borrower is evaluated, and the supervision of the Internet finance is improved.

Conclusion

This questionnaire survey is an analysis of people of different ages and various degrees of different genders, from the perspective of which banks to handle business and monthly business frequency, through questionnaire data.

To further understand the degree of understanding of Internet finance, then we analyze the impact of Internet finance on commercial banks, and analyze the countermeasures of commercial banks to asset business under the condition of Internet finance.

Internet finance is the product of the combination of Internet technology and finance, relying on the development and application of innovative technologies such as big data and cloud computing. Due to the rapid development of Internet finance, it has a great impact on the traditional business of commercial banks and makes it face unprecedented challenges.

This paper summarizes the countermeasures of some commercial banks to carry out asset business under the condition of Internet finance: first, ally with e-commerce platform to expand the financing business of micro, small, and medium-sized enterprises; second, adjust the business strategy and change profit model; third, be customer-oriented and improve service quality; fourth, manage the risk of Internet financial risk monitoring and raise the market access threshold.

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