

A Study on the Influence Mechanism of Young Consumers' Willingness to Share Bicycles-- A Case Study of Nanning City

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Abstract: In recent years, the rapid economic development has gradually led the society to transition from shortage economy to surplus economy. Meanwhile, with the rapid development of mobile Internet, intelligent terminals, big data and cloud computing, the sharing economy is booming, and it is transforming the traditional industries of all walks of life. At present, the business model of sharing economy has widely penetrated into all kinds of industries from consumption to production, effectively promoting the innovation and transformation and upgrading of traditional industries. In the travel market, the rapid development of shared bikes has made it synonymous with the sharing economy. The rapid growth of urban population has accelerated the urbanization process in China, but also brought big city diseases such as traffic congestion and environmental pollution. In the travel market, although the emergence of online ride-hailing provides users with richer travel solutions, to some extent, the "last kilometer" is still a travel pain point that consumers urgently need to solve. In this case, bike-sharing platform enterprises enter the market with the pile less bicycle model. The innovative business model of bike-sharing and the concept of "green travel" advocated by them have been favored by the general public and encouraged and supported by the government.

Keywords: Consumption Channel Selection Willingness; Agricultural Products; Influence

1. Background

As a product of the integrated development of the Internet and the sharing economy, bike-sharing provides residents with more economical and environmentally friendly short-distance travel options with its advantages of green, low-carbon, flexible and convenient, which is favored by urban residents. As a way of shared travel, compared with other types of travel sharing products, shared bikes have greater advantages in both convenience and demand for short distance travel. Shared bikes meet the needs of users for short trips, and also the reform of the way of travel, the diversity of the market economy, the atmosphere of innovation and entrepreneurship, and the development and progress of society. In the context of continuous social disputes on transportation sharing, it is of great significance to study the behavior willingness of individuals to use transportation sharing products to promote the healthy, stable and coordinated development of transportation sharing and other sharing economy in China.

2. Research objectives

Analyze the economic impact of young consumers' willingness to use bikes on their behavior.

Explore the influence mechanism between its factors.

According to the statistical analysis results, compare the importance of each factors, and formulate targeted suggestions to improve the willingness of young consumers, so as to provide highly reference opinions for enterprises to improve the service of shared bikes.

3. Range of study

3.1 Significance and value

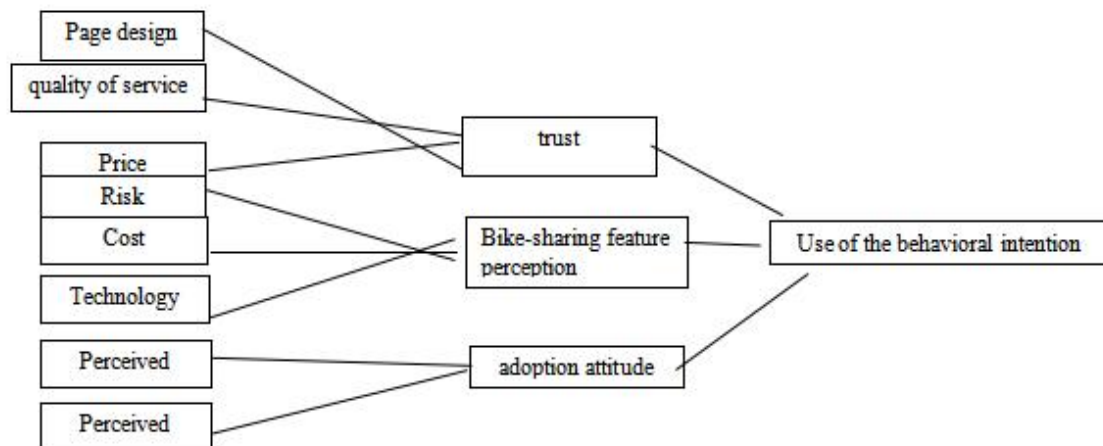
In terms of real theory. This paper combines the theories and methods such as innovative diffusion theory, rational behavior theory, and technology acceptance model, focusing on the young consumer groups in Nanning, Guangxi, to discuss and analyze the influence mechanism of young consumer groups to use bikes and share behavior, and further enriches the innovative diffusion theory and rational behavior theory.

In the practical aspect. This study has clarified the influencing factors of young consumers' willingness to use shared bikes, so that the existing enterprises can better meet the market demand and provide theoretical support for the improvement of bike-sharing services. This will help to enrich and enrich the existing innovation diffusion theory, rational behavior theory and technology acceptance model, and have certain practical value for enterprises to improve bike-sharing services and obtain considerable economic benefits in their market.

3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Nanning, Guangxi, mainly with young consumer groups in Nanning, Guangxi as the main body. The scope of sample collection was limited to Nanning, Guangxi, and the influence mechanism of young consumers' willingness of behavior to share bikes was investigated.

4. The conceptual framework of the research



5. Theoretical principle

Tan Shangyu (2021) constructed a theoretical model for the influencing factors of users' behavior willingness of bike-sharing platform users based on SOR theory and commitment trust theory. Through empirical analysis, the following conclusions are drawn: (1) page design, service quality and price rationality have a significant impact on trust, and are all positively related; (2) convenience and price rationality have a significant impact on relationship commitment; (3) trust has a significant impact on relationship commitment, use behavior intention and word-of-mouth recommendation; (4) relationship commitment has a significant impact on use behavior intention, and no significant impact on word-of-mouth recommendation intention. Through the path analysis of the structural equation model, Nie Wenqing (2019) found that the ranking of factors positively influencing users' willingness to use shared bikes is: technology perception, design perception, effort expectation, performance expectation, psychological perception, and social impact; risk perception and cost perception, and affecting users' willingness and convenience conditions. Bai Zhiwei (2018), introduced the subjective normative variables in TRA theory and the compatibility variables of IDT theory. Combined with the characteristics of

shared bikes, four external variables of risk perception, personal profit, social gain and perceived use cost were added to build a model influencing the use behavior of shared bikes users.

6. Correlation studies

Ivanovic, Katarina et al. (2014) test the theory proposed by Agarwal and Karahanna (2000). The analysis shows that interest is an important determinant of cognitive absorption in business intelligence applications. Furthermore, cognitive absorption was shown to have significant direct and indirect effects on behavioral willingness to use business intelligence applications. Rudposhti, Zahedfar, et al. (2016) examined the factors influencing the Facebook acceptance of Iranian users from the perspective of TAM and user experience. The results show that perceived usefulness and user experience affect the user's attitude towards Facebook and reuse intention; perceived ease of use has a positive effect on perceived usefulness and no effect on reuse intention. User's Facebook experience has a positive impact on perceived usefulness; moreover, there is a positive and meaningful relationship between user attitudes and their intention to reuse Facebook.

Conclusion

Trust: First of all, the app design of the bike-sharing platform has distinctive characteristics, reflecting the unique aesthetics and functionality. Secondly, optimize the price, service quality and safety of shared bikes, otherwise the experience will be quite different from consumers' expectations. Feigenvalue: First, strengthen supervision and management, and enhance risk control. Secondly, bike-sharing enterprises should adhere to the user-centered approach, always pay attention to the changes in the needs and market dynamics of bike-sharing users, and should timely provide solutions to the problems generated in the process of using shared bikes, so as to improve user satisfaction. Moreover, we should pay attention to the design innovation and technology upgrading of shared bikes. Attitude: First of all, the better the perceived usefulness of shared bike users, the stronger their willingness to use shared bikes. Secondly, strengthen technology development to improve user experience. Perceived ease of use: according to the actual situation of the city and region, rationally allocate the quantity of bikes, match the supply and demand, avoid the management confusion and management cost increase; After the years of development, the quality service, and the influence in the design and experience.

References

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