

Study on the Influencing Factors of the Customers' Intention of Continuous Use: Take Deyang City as an Example

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Abstract: With the diversification of Internet usage scenarios, big data, the development of emerging technologies such as the Internet of things and the increasingly serious urban air pollution, our country Shared cycling this new travel mode arises at the historic moment, this is the combination of mobile payment, Internet of things, GPS positioning technology, aims to meet the demand of urban travel "the last kilometer" emerging way of travel, received the close attention of the society from all walks of life. The rapid development of economy makes the society gradually transition from shortage economy to surplus economy. Meanwhile, with the continuous maturity and universal application of information technology, the sharing economy also develops vigorously. The sharing economy has driven the transformation and upgrading of related industries, and is also transforming traditional walks of life. In the travel market, the rapid development of shared bikes has made it synonymous with the sharing economy. Many problems arising from the rapid development of shared bikes spawned by the sharing economy pose severe challenges to the sustainable development of shared bikes.

Keywords: Continuous Use Intention; Bike-Sharing; Impact

1. Background and Problem Statement:

In the fierce market competition environment, many bike-sharing companies in the market have been forced to quit the market. On the one hand, due to the lack of effective management of the bike-sharing market, small or insufficient enterprises are eliminated; on the other hand, due to the brand choice of bike-sharing users in the use process, the bikes with high experience and satisfaction gradually occupy the consumer market. Therefore, in the process of developing bike-sharing enterprises, they should not only pay attention to improving their own financing, technology and risk control capabilities, but also maintain the market demand and satisfaction of consumers, so as to maintain the continuous use of users. To this end, the Deyang area of Sichuan province is an example to discuss the influencing factors of bike-sharing customers' intention of continuous use.

2. Research objectives

Analyze the economic impact of bike-sharing customers' intention of continuous use.

Explore the influence relationship and significance of several groups of factors.

It provides great reference opinions for bike-sharing enterprises to improve the service quality of shared bikes and improve customers' intention of continuous use.

3. Range of study

3.1 Theoretical significance and value

This paper combines the theories and methods of perceptual value theory, expectation confirmation theory, social transaction

theory and so on, centering on the sampling area of consumers in Deyang, Sichuan province, to discuss and analyze the influencing factors of customers' continuous intention to use shared bikes, and further relevant theories.

3.2 Practical meaning and value

In terms of real value. This study clarifies the influencing factors of customers 'continuous intention of bike use, so that existing bike-sharing enterprises can better meet the market demand and provide theoretical support for the optimization of customers' continuous use intention. This will help to enrich and enrich the existing theories, and have certain practical value for bike-sharing enterprises to improve their service quality, continue to use customer intention improvement strategies and obtain considerable economic benefits in their market.

3.3 Regional demographic characteristics of the study

The population sample studied in this paper came from Deyang, Sichuan, mainly with consumers in Deyang, Sichuan. Investigate the influencing factors of shared bike customers' intention to use the car.

4. The conceptual framework of the research:

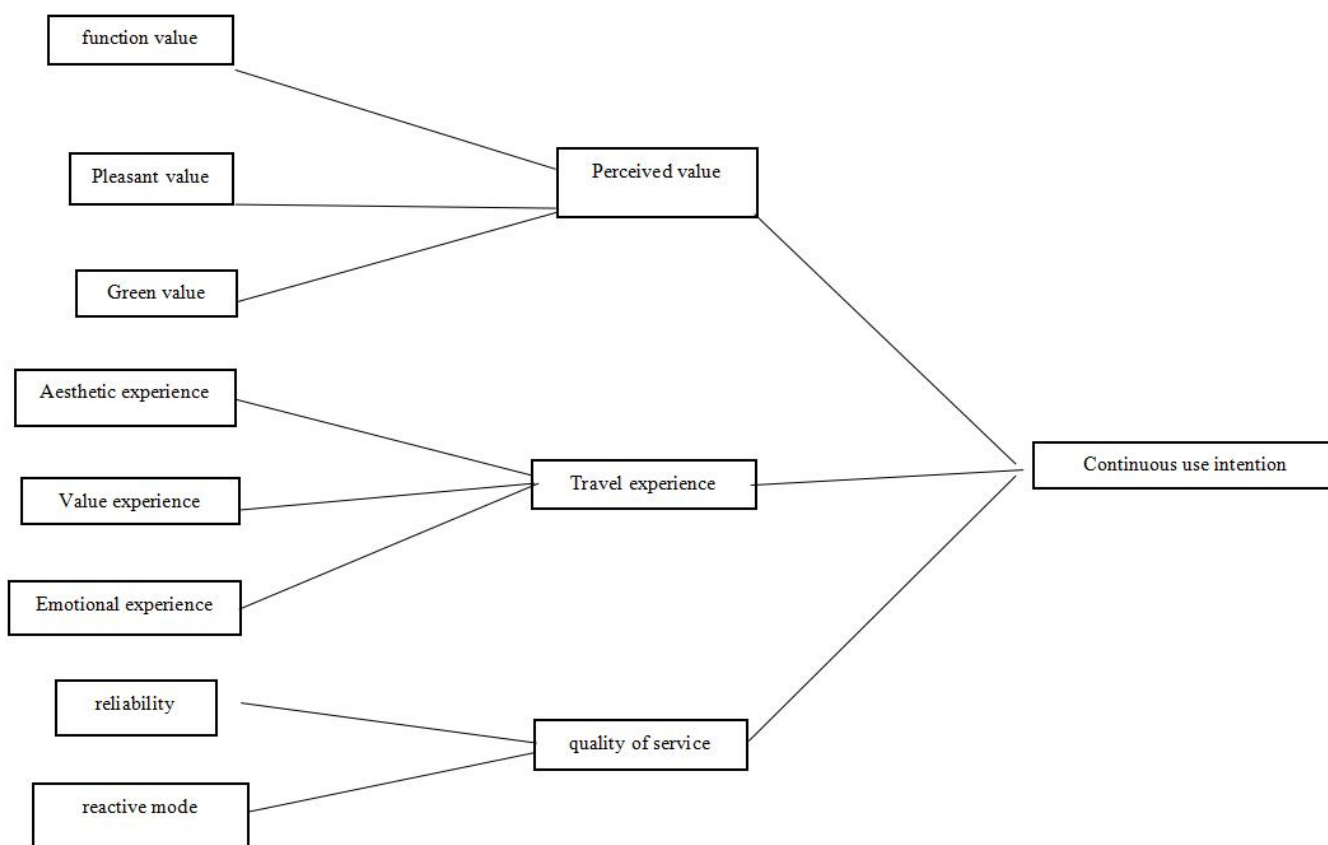


Figure 1: The Theoretical Framework

Photo source: the author collated

5. Theoretical principle

Li Juanjuan (2020) relying on the perceived value theory, and the introduction of independent variable perceived value, dependent variable continuous use will, intermediary variable satisfaction and adjust variable perception risk, focus on sharing different dimensions of users perceived value of its continuous use willingness mechanism, and verify the intermediary effect of satisfaction in the, explore the perceived risk adjustment effect between perceived value and continuous use will. Liang Jiangwei (2018), based on

rooted theoretical research ideas, has obtained four main categories of travel experience through online text semantic network analysis, co-occurrence analysis and text classification, namely: aesthetic experience, functional experience, value experience and emotional experience. Ge Chaoyi (2018) takes the bike-sharing platform as the research object to test the impact of the service quality of the bike-sharing platform on user satisfaction and continuous use intention from the perspective of user perception. Based on the expectation confirmation theory (ECT), the quality of service model (SERVQUAL) and the unified technology adoption and acceptance model (UTAUT), the theoretical research model is constructed and the corresponding assumptions are proposed.

Correlation studies

Barroso, Tam et al. (2022) proposed the use of expectation confirmation model (ECM) combining brand awareness and image, website quality and visual attraction to evaluate low-cost airline (LCA) sites, brand awareness, brand image and satisfaction are the best variables to explain continued intention, analyze the impact of brand awareness and image, website quality and visual appeal on LCA sites. Ifinedo (2017) explores factors that influence undergraduate ongoing willingness to use blogs for learning in MIS courses. It is constructed from three theoretical frameworks: social cognition theory, technology acceptance model and motivation theory. Correlevant hypotheses were proposed and tested using the partial least squares technique.

Conclusion

First of all, bike-sharing enterprises should pay more attention to the long-term healthy development of the industry while rapidly expanding their sphere of influence. Bike-sharing enterprises can work with the government to formulate norms and systems, and jointly negotiate to delimit bike parking areas. Bike-sharing enterprises will continue to optimize and adjust the vehicle location and the corresponding delivery quantity according to the needs of citizens, mainly on the main roads, public transport parking stops, supermarkets, office buildings and residential areas. Citizens need to park their vehicles according to the designated parking tips at the App end of the operating enterprises. Shared cycling enterprise operations staff is responsible for the area of parking spots, found that not required parking vehicles will be timely correction, siltation vehicles will pickup scheduling to other cars, less for shopping malls, hospitals, schools and other popular areas will focus on strengthening patrol frequency, at the same time will increase the operations staff fixed-point unattended, by improving operations efforts to better guarantee public car demand. As a platform enterprise supported by the Internet platform and information technology, it must pay attention to the users' perception and recognition of the enterprise products, so that customers or users can follow from the outside, truly transform into a sense of inner identity, and thus internalize into the willingness to continue to use the product.

Secondly, enterprises should continue to explore new profit models of bike-sharing profit, such as launching cooperative bikes with other brands, body advertising and APP advertising, etc., to increase profit channels on the premise of ensuring user's capital and privacy security, to ensure the healthy and stable operation of enterprises. Shared bikes have gone through the early stage of crazy expansion of land enclosure, and entered a relatively stable new stage of development. Shared bikes are becoming more and more standardized, and the service and technology have become the main characteristics of this stage. Whoever can take the lead in forming a standardized and intelligent operation mode, and whoever can use technical means to improve and optimize the management, will take advantage of the current competition of bike-sharing, and bike-sharing enterprises need to continue to improve the service quality of shared bikes. We will constantly improve the quality of shared bikes, create low-cost, durable and highly safe bikes, adopt differentiated strategies to establish their own brand image, improve user satisfaction and loyalty, and create their own core competitive advantages.

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