

Research on the Influence Mechanism of Consumers' Trust on Automobile AI in the New Era and Patriotism — Taking Users in Guizhou as an Example

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Abstract: With the continuous advancement of the intelligence of the global automobile industry, AI artificial intelligence technology is gradually moving from science fiction to reality, and the automobile manufacturing field has entered a new era, and subversive changes have occurred. Physical information technology is effectively combined with intelligent manufacturing, making traditional manufacturing develop in the direction of artificial intelligence, automation and so on. Based on the further optimization of AI technology, intelligent and connected vehicles have become a hot topic in the field of automotive technology research. If this technology is effectively used in intelligent connected vehicles, on the one hand, it is a major attempt to develop the development and structure of the automobile, on the other hand, it expands the development space for the technology. Relevant technical personnel should pay more attention to technical research, and solve the problems in the process of driving intelligent and connected vehicles through effective measures. However, for consumers, different levels of consumers have different understanding and trust of cutting-edge technology, such frequent accidents and rights protection events; the interaction demand, monitoring and identification of drivers and passengers; the legal guarantee of automobile driving safety and the safety of connected information interaction also make the public have some doubts about AI driving technology.

Keywords: AI; Automobile; Trust

1. Background

With the rapid development of automobile intelligence, AI, as an important field of future automobile intelligent competition, has achieved rapid progress and development, and accounts for an increasing proportion in the entire automobile market. With the increasingly fierce competition in the automobile industry in the future, it has gradually become the current industry consensus to rely on AI to attract consumers. Especially in the context of the popularity of new energy vehicles, enterprises and consumers are more focused on the automobile market segment, and relevant automobile manufacturers have launched their own AI solutions to occupy the future market.

2. Research objectives

Analyze the influencing factors of consumers' trust in automobile AI in Guizhou in the new era and patriotic feelings.

Explore the mechanism of influence between several groups of factors.

According to the results of statistical analysis, compare the relationship and importance of various factors, find out the acceptance and trust of consumers in Chinese AI vehicles, formulate targeted optimization suggestions to improve the trust of automobile AI, and provide highly reference opinions for promoting the improvement of automobile AI.

3. Range of study

3.1 Significance and value

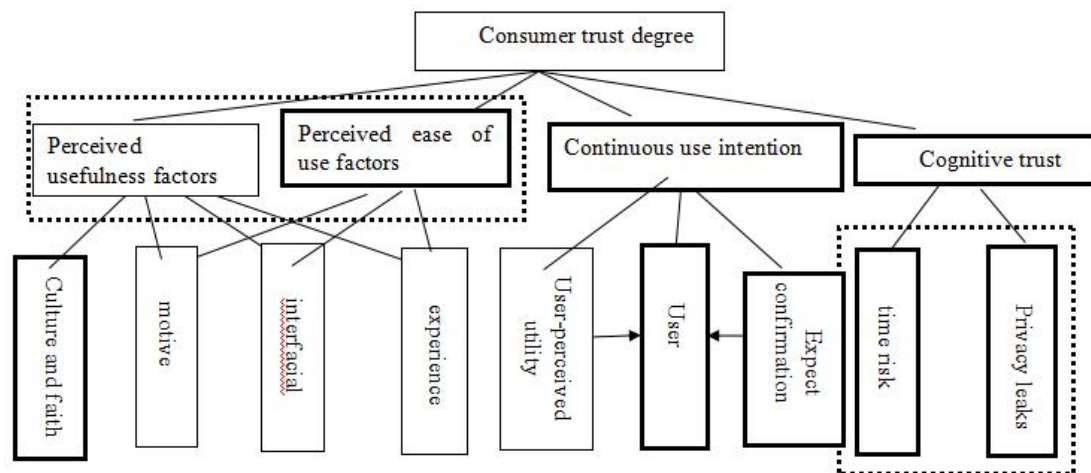
In the theoretical aspect. This study on the basis of classic literature at home and abroad, combined with the perceptual value theory, customer satisfaction theory, cognitive theory perspective, analysis of Guizhou region under the new period and patriotic feelings under the influence of automobile AI trust mechanism, build a can fully reveal the influence of the automobile AI artificial intelligence trust mechanism model, help to enrich consumer trust of artificial intelligence car perception value theory, customer satisfaction theory, cognitive theory of related literature, enrich and enrich the existing consumer trust theory.

In practical terms. This study clarifies the influence mechanism of consumers 'trust on automobile AI, and enables the automobile industry to adopt corresponding technical strategies and service strategies according to the influence mechanism of consumers' trust on automotive AI to improve consumers' trust in automotive AI. It clarifies the influence factors of consumers' trust in the continuous use of AI in the automotive field, so that the existing business operators can better meet the market demand and provide theoretical support for product development and marketing strategy. It will also help to improve the development of automobile intelligent technology, and help the automobile industry and manufacturers to obtain good technical indicators and reputation in the field of AI, which has certain practical value.

3.2 Regional demographic characteristics of the study

Based on the area limited by the research topic, the researchers strictly limited the scope of the study. The population sample studied in this paper is from Guizhou region, which is mainly dominated by consumers. The samples are distributed in the region, and the scope of sample collection is limited to Guizhou region, and the influencing factors of consumers on the trust of automobile AI are investigated.

4. The conceptual framework of the study



5. Theoretical principle

Zhang Her(2021) focus on the core of the cross-border e-commerce ecosystem —— cross-border online shopping platform, and with the leader of —— affiliated cross-border online shopping platform for the trust object, based on rational behavior theory, trust transfer theory, fine processing possibility model, information system success model and related theory, follow the principle of combining qualitative analysis and quantitative analysis, the literature research, speculative induction, theory transplantation, questionnaire survey, empirical analysis system to explore the cross-border online consumers trust the influence factors and mechanism of action. Zheng Shiying (2021) created the didi Chuxing platform user trust research model based on the Didi Chuxing

platform as the research object. The study will study the sharing platform "Didi Chuxing" from the following aspects, the system and social influencing factors. This paper will further study the principle of users' trust in the sharing platform "Didi Chuxing" and the key impact factors that make users willing to continue to use the platform. Zheng Shiyong (2021) took the Didi Chuxing platform as the research object and used the structural equation model to conduct mathematical analysis on the questionnaire. The study found that the control and collection dimensions of privacy concerns have a significant negative impact on collaborative consumption willingness; platform trust and participant trust play an intermediary role in the influence of privacy concerns (control, cognition and collection dimension) on collaborative consumption willingness, and platform trust can promote participant trust. Privacy protection policies should be formulated to improve user trust, improve the standardization of the platform, strengthen the self-management of the platform, and enhance users' willingness to coordinate consumption. Jiang Ruochen et al. (2013) concluded that perceived process risk has a negative effect on trust; perceived product risk only has a negative effect on emotional trust; cognitive trust has a positive impact on purchase intention and emotional trust.

6. Correlation studies

Fishbein (1975) believes that trust refers to the subjective tendency of consumers to buy a product. It can predict the real purchase behavior to a certain extent. Therefore, trust is an important factor affecting the subjective tendency of consumers. Grewal & Monroe (1991) believes that trust is the possibility of consumer buying, and it is the result of both internal and external factors.

7. Conclusion

Research scholars at home and abroad in the research analysis of consumer trust, mainly combined with the consumer market, risk perception, social response, etc., combined with theoretical analysis, questionnaire, in the analysis of automobile AI artificial intelligence performance on consumer trust factors, more is combined with safety risk, entertainment experience, etc. Therefore, under the background of patriotic feelings in the new era, this paper discusses the influence mechanism of automobile AI performance on consumer trust, so as to analyze the influence of relevant influencing factors on automobile AI performance on consumer trust, and then put forward corresponding suggestions.

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