# RESEARCH ON INFLUENCING FACTORS OF CONSUMING WILLINGNESS TO USE CYCLISTS BASED ON USER EXPERIENCE

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**RESEARCH ON INFLUENCING FACTORS OF CONSUMING WILLINGNESS TO USE CYCLISTS BASED ON USER EXPERIENCE**

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# Abstract


Title: Research on Influencing Factors of Consuming Willingness to Use Cyclists Based on User Experience

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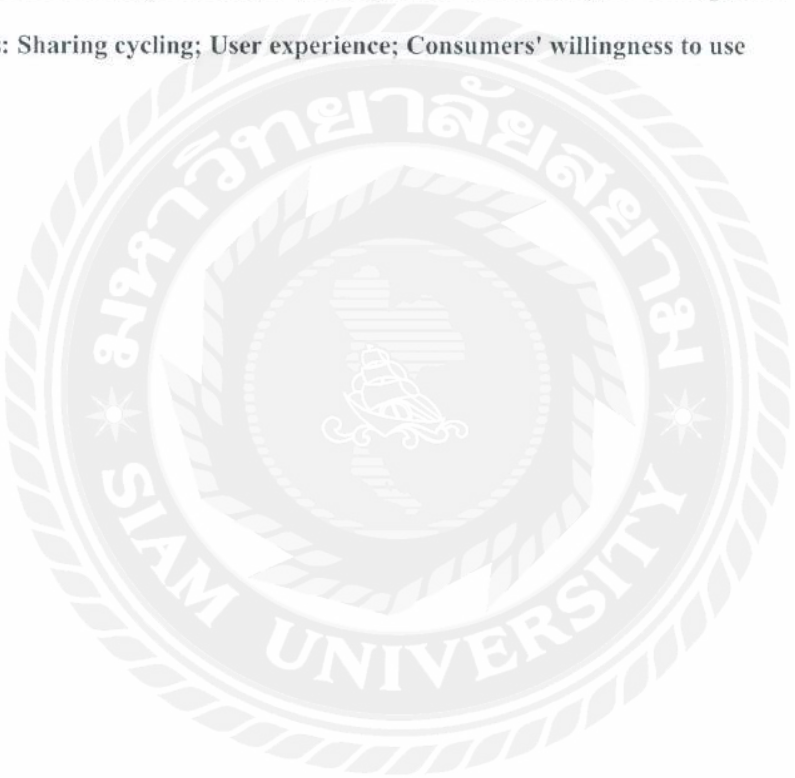
The acceleration of urbanization and the development of automobile industry have brought tremendous changes to the travel structure of people. Although the emergence of network-on-car has enriched the user's travel choice, the pain of travel in the last kilometer of users has not yet been solved. For the second pain point, the government public bicycle has been operating for a long time, however, there have been drawbacks in taking the convenience of returning the vehicle. Share bike platform to pile-free bike into the market blank point to solve the user pain points, favored.

Under the background of innovation-driven economic development, Internet of Things technology has changed people's lifestyles. With the continuous expansion of the shared economy, the shared bicycle rapidly swept across the country and even the whole world, attracting widespread attention and sharing bicycles to solve the problem of " Last mile "travel, make people's travel more freedom and convenience. Sharing bicycles as a slow traffic in urban areas of innovation, but also attracted the investors sought after, sharing bicycle operators in major cities to expand the number of cycling, sharing bicycles effectively opened the city traffic "last mile", but people

Short-distance travel brings convenience as well as some problems. Such as the car parked, the safety of riders, deposit supervision and a series of questions. In this paper, from the perspective of user experience, this paper analyzes the impact of visual, ease of use, applicability, risk and safety experience on consumer willingness to use. Put forward feasible suggestion and countermeasure to the sustainable development of the company in the future by sharing the bicycle, and provide reference for sharing the future development of the bicycle enterprise.

**Keywords: Sharing cycling; User experience; Consumers' willingness to use**



# 摘　要

题目:　基于用户体验共享单车对消费者使用意愿影响因素研究

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城市化进程的加快与汽车工业的发展给人们出行结构带来了巨大的改变，网约车的出现虽然丰富了用户的出行选择，但仍未解决用户最后一公里的出行痛点。针对次痛点政府公共自行车运营已久，然而一直在取车还车便捷度方面存在弊端。共享单车平台以无桩自行车切入市场空白点，解决用户痛点，受到青睐。

在创新共享经济驱动发展的大背景下，物联网技术已经改变人们的生活方式，随着共享经济规模不断扩大，共享单车迅速席卷全国，乃至全世界，受到人们的广泛关注，共享单车解决人们“最后一公里”的出行，使人们的出行更加自由、方便。共享单车作为城市慢行交通领域的创新，也引起了投资方的追捧，共享单车运营企业在各大城市扩大单车数量的投放，共享单车有效打通了城市交通的 “最后一公里”， 但给人们短途出行带来便利的同时也产生了一些问题。如车的停放、骑行人员的安全，押金监管等一系列的问题。对此本文从用户体验的角度出发，分析视觉、易用性、适用性、危险性和安全性体验对消费者使用意愿的影响。对共享单车对企业未来发展可持续性提出可行性建议和解决对策，为共享单车企业未来发展提供参考。

**关键字：共享单车；用户体验；消费者使用意愿**

# Acknowledgements

Time flies Two years of graduate study at the University of Siam is about to end, that is, some nostalgia and not homes. Looking back two years of schooling, that is full and challenging. By opening up my own vision, learning new knowledge and nutrition, learning mentors and teachers, enjoying the natural beauty of Thailand, appreciating the royal palaces, feeling the local customs and affairs of the locality, Under the memorable memories.

Since the beginning of writing papers, starting from the idea that there is no clue, and then after several discussions with the teacher theme, repeatedly revised, argumentation, set framework, the first draft, shaping, and then finalized, that after a long and tormented day, hard work pays off Finally, with the help of the instructor, Professor Ching-Fang Chi, it was successfully completed. He has also repeatedly focused on the dynamics of essay writing and helped me in my lack of thinking and inspiration. At the completion of the literary theory, I am very grateful to Professor Ching-Fang Chi, here, but also to my parents and my daughter, is their encouragement and support, I can successfully become a graduate.

# Content

# CHAPTER 1 INTRODUCTION

## 1. 1 Background Introduction

The development of global network technology has given birth to many dynamic economic models. Among them, the shared economy is a socio-economic system in which individuals directly share resources. Internet + "one of the world's largest economy under the impact of the wave of economic platform for the sharing of idle resources to focus on matching supply and demand, through the stock adjustment of centralized distribution, so that idle resources and then re-enter the circulation, the social assets and resources are to maximize the use And produce economic effects, reducing the demand for all assets, the formation of an economic system to share social resources. "Shared economy" was first proposed by the "American Behavioral Scientist" magazine in 1978, and later "Time" magazine as the future impact One of the world's ten concepts.

Sharing is a human behavior since ancient times, but becoming a new economic form is with the network technology, communication technology and the rapid popularization of smart phones. As of December 2016, the number of netizens in China reached 731 million, of which 695 million were mobile Internet users. The popularity of mobile Internet and smartphones has laid the material carrier for the realization of a shared economy and global interconnection is possible. With the continuous improvement and development of cloud computing and big data technologies, it has solved the difficulties such as the matching of supply and demand. The previously decentralized and small-scale sharing activities have brought together the shared economy in the background of the whole society so that people Communication is more convenient and easier to share. It is also easier to share their own information, influence and change people's work and life style, and provide quick docking to supply and demand.

With the rapid expansion of the shared economy, it gradually extends to the world and develops in all fields. The public bike was first implemented in

Amsterdam, the Netherlands in 1965, but was eventually terminated due to damage and theft. It was not until 2007 that the French government restarted the project and launched Cyclocross, which brought the project back to the general public. Although the project achieved unprecedented success and ease traffic pressure and improve the environment, due to damage and theft, the operator Still paid a great price. In the same year, China also started to use the public bicycle system, which was dominated by the government in charge of the unified management of the cities. From 2010 to 2013, Wing On Bank Company was established to undertake the Municipal Cycling Project and opened the era of contracting market bicycles. 2014-2016, OFO, Mountaineering Cycling was established, using the Internet to think together with technological innovations, individual pile-free bicycles began to rise. Compared with Europe and the United States, although China started cycling slightly later, it has achieved a blowout growth in the past two years. From the very beginning, the introduction of foreign public cycling model, to now specializing in bicycle market enterprises, and to share via the Internet without a single bike, bicycle sharing before and after a total of more than 10 years of development in China.

From the beginning of 2016, cycling has entered the public view. From the convenience of solving the last mile to the national hot topic, the supervision of billions of deposits, the storm of collapse, traffic safety, personal integrity, parking difficulties in campuses and districts, There are many problems such as scrapped vehicles. Among them, the reason why the shared bicycle can set off a wave comparable to that of the current network in a relatively short period of time is enough to prove its emergence as a trend. The highlight of the shared bicycle is the word "share", which means both resources Sharing also means the sharing of civilizations. Sharing the future of cycling how healthy and orderly development, it is worth our exploration and research. After six months, the author of the article first-hand experiences of investigation and study and exchange views with many people in the industry about the future trend of shared cycling.

## 1. 2 Research Meanings

In the traditional business model, people mainly passively accept the merchandise information provided by the merchant, and individual's experience evaluation of the merchandise is compressed in the circle of acquaintances. However, the shared economic model based on the internet platform enables both the demand and supply sides to increase demand Specific suppliers or demanders can choose the transaction object, and has the possibility to grasp more information about the transaction object, which avoids fraudulent unfair transactions and transaction costs, and fundamentally improve the quality of transactions, is conducive to the promotion of mutual benefits Increase. Whether consumers support and participate in shared consumption is the key reason to decide whether the shared consumer platform can develop smoothly. At present, the academic research on shared consumption is still in the exploratory stage, and mostly based on case studies. The domestic research on the shared bike sharing user experience mainly focuses on the business model of shared consumption. The research on the factors of shared consumption is based on a broad and relatively general concept that has not been studied in any particular industry. This paper chooses the industries in our country which are very familiar to traffic travelers as an example. In this paper, we use the user experience of shared bicycles in Beijing as an example to explore the influencing factors of consumer experience on shared use of bicycles and the future development of shared bicycles. The research objectives of this paper are as follows:

By analyzing the influencing factors of the user experience sharing cycling and related economic literature, this paper extracts the factors that may influence the participation of the shared cycling consumers in the sharing economy, and finds out the relevant theoretical basis for this research.

Based on the current development situation of the shared bicycle and the actual situation of consumers, this paper studies the implied logical relationship between the factors, based on the previous research results, puts forward the

hypothesis and combines the technology acceptance model and the related theory to establish the user experience sharing bicycle And consumer influence factors model. Based on the collected questionnaire data, we conducted empirical analysis and verified the assumptions and models to determine the consumers' participation factors.

In the light of the conclusion of this paper, we provide relevant suggestions for the development of shared bicycle enterprises and look into the future direction of shared bicycle enterprises under the shared economy.

**1. 3 Research significance**

With the rapid economic development in our country, the living standards of residents have been significantly improved, and the number of private cars has also risen rapidly. The resulting congestion and environmental problems are becoming more and more serious. In response to this issue, the government has proposed many solutions to alleviate the problems, but none of them has been very effective. The emergence of a shared bicycle in 2016 has made it possible to completely solve these problems.

The emergence of shared bicycles is of epoch-making significance. It is also meaningful to analyze the feasibility of sharing bicycles. First of all, through the investigation and understanding of the current status and existing problems of the shared bicycle, the consumers have a basic understanding of the bicycle sharing to facilitate the use. Second, let the sharing bicycle enterprises know their problems and make them improve in time. Finally, the solution to the problem is put forward so that the shared bicycle can be better developed and solve the traveling and environmental problems in society.

From the perspective of demand, the development prospect of shared cycling is very good, and the future sharing of cycling market will certainly continue in the long run. However, there are still many deficiencies in the development of the shared bicycle. To solve these problems, it is necessary to share the bicycle to develop healthily and steadily.

With the rise of a shared economy, the consolidation of changes in consumer behavior will eventually bring about tremendous commercial and social changes. Most of the scholars studied the influencing factors of consumer use of shared-use bicycles on consumer experience through rational behavior theory. Based on the research on the visual, useful and easy-to-use theories, this study explores the impact of user experience on consumer's willingness to use, and uses the user experience to share the bicycle as an independent variable , The consumer's willingness to use as a dependent variable. At the same time, the research on the impact of various dimensions of user experience on consumer factors is deeply studied, enriching the research methods and research results in the field of shared economy.

Theoretical framework Ease of Use → Consumer Willingness to use

Visual → consumers use the will

Applicability → Consumers' willingness to use

Dangerous → consumer's willingness to use

Security → consumer's willingness to use

Concept of operational definition

The concept of user experience: the concept of experience was first born from the field of psychology, different scholars have different views on the connotation and extension of experience. After continuous development and extension, the word experience is given more meaning and connotation. English is called User Experience, abbreviated as UE, or UX. It refers to the user experience when visiting a website or using a product. Their impressions and feelings, success, enjoyment, whether they want to come back / use. They can tolerate problems, doubts and the extent of BUG.

User Experience (UE / UX) is a purely subjective experience created by users when using products. However, the commonality of user experience for a well-defined user community is recognized through good design experimentation. The development of computer technology and the Internet has led to a shift in the pattern

of technological innovation, user-centeredness and people-oriented emphasis, and people's perceptions and responses to products and systems or services that they use or expect to use. "Popular That is to say, "this thing is not easy to use, it is inconvenient to use it." Therefore, user experience is subjective and focuses on the effect of actual application, that is, all the feelings of the user during and after use, including emotions, Beliefs, preferences, cognitive impressions, physical and psychological reactions, behaviors and achievements.

Shared bike concept definition: Sharing a bicycle means that enterprises provide bicycle cycling sharing services on campus, subway stations, bus stops, residential areas, commercial areas and public service areas, and is a time-sharing rental mode. Sharing a bicycle is a new type of shared economy. In essence, the shared bicycle is a new type of vehicle rental business - bicycle rental business, which mainly relies on the carrier as a (bicycle) bike. Can take full advantage of the city due to rapid economic development caused by cyclical sluggish travel; maximize the use of public road passing rates. At the same time play a healthy body.

Shared economy concept analysis In commercial practice, the concept of shared economy has been further explored and extended. At the beginning of its birth, the notion of shared economy emphasized the interflow of a large number of idle resources. This behavior can occur between individuals and individuals, between enterprises and enterprises, The aim is to find a balance between supply and demand and reduce the crisis of overcapacity. However, when this concept evolved into a real business model, the previous complete sharing in the strict sense was hampered by a series of obstacles such as trust, service standardization and resource constraints during the practice. Thus in the business environment the concept of shared economy gradually extends to forms such as B2C proprietary (eg, time-share leasing), C2B (eg handset recycling), C2B2C (eg consignment of used clothing), B2B2C Or emphasize the "use rather than ownership" of the core, and fully improve the efficiency of the use of resources.

With the continuous improvement of science and technology, the level of social productivity has been greatly improved. However, the other side of the demand growth is still relatively lagging behind, unable to adapt to the rapid development of production capacity, thus overwriting the crisis of overcapacity. Until the emergence of the financial crisis in 2008, the global market saw a serious decline in demand. Finally, the crisis of overcapacity broke out on a large scale and the global economy was shocked. In order to reduce the negative impact of overcapacity, the traditional "exchange economy" based on the market supply and demand gradually gave way to the shared stage of "shared economy".

Sharing economy to rent and use instead of possession is the spiritual core of the shared economy. There are three modes of operation of the shared economy: the right to lease, the replacement of ownership and the provision of services. Different from the traditional trading behavior, the essence of the shared economy is the separation of ownership and usufruct, with the purpose of taking what is needed and activating idle resources. The reason is that the global distribution of resources uneven, serious supply and demand fault. Coupled with the development of mobile Internet, real-time demand emerges in large numbers, users want to be able to use it instantly when needed, but they must also obtain this item. The concept of "using and owning" and the model can be flexibly and promptly responded to the needs of consumers and gradually gain public recognition.

The era of sharing the birth of the economy background The traditional industrial economy, with its production stimulating consumption and high consumption, brings about high energy consumption and high pollution, posing a huge environmental burden. From the 1930s to the present, environmental pollution incidents have been carried out in various countries periodically with the economic development, and people are gradually realizing the importance of environmental protection. For a long time, the crisis of energy and environmental pollution, the society hopes more and more scientific and technological progress, but this is not a

purely technical issue, you want to break the pre-pollution, post-treatment, the pollution rate is much faster than the vicious circle of governance, internal The transformation of economic mechanism is fundamental. In the traditional social value system, the social recognition standard largely comes from the amount of wealth owned by individuals. With the 90s and post-95s, the Internet generation has boarded the stage of the times, and the original values are being overturned. The need to pursue personalization and sharing became mainstream, which in turn led to the birth of a shared economic model, which in turn facilitated the widespread diffusion of this new value. This is a new life in which material and spiritual consumption are balanced and is welcomed by "new and new humans."

Sharing economy belongs to one of the "Internet +" economic models. It is a way for network enterprises to integrate offline idle materials or personal services through mobile devices, using network payment, evaluation system, GPS, LBS and other network technologies, and at lower prices Supply-side and demand-side precision matching, reduce transaction costs, in order to achieve "the best use" and "distribution on demand" the optimal allocation of resources to achieve revenue maximization of both economic and financial model. The shared economy meets the material needs of the people as well as the traditional consumption and solves the worries of unreasonable environmental protection and resource allocation. It carries the historic mission of promoting the economic upgrading, efficiency, and upgrading of our country. It is the key to our country's economic restructuring and transformation, An important way to achieve shared development.

The connotation of shared economy and its evolution The concept of shared economy was first proposed by Marcus Felson, a professor of sociology at the University of Texas, and Joe L. Spaeth, a sociology professor at the University of Illinois at Urbana-Champaign, They describe a new way of life consumption through "Collaborative Con sums", whose main features are: individuals through the third-party market platform to achieve direct point-to-point transactions of goods and

services. In 1984, American social scientist Paul Ryan proposed the concept of "LOHAS" (Lifestyles of Health and Sustainability), advocating a sustainable lifestyle that loves health and loves the earth. However, subject to the objective conditions at that time, it was hard to put into practice the concept of "greener, more convenient and more harmonious" advocated by them. With the advent of the Internet platform, we can integrate offline leisure goods or personal services through network technology and provide them to users at lower prices, so as to create an environment-friendly, convenient and harmonious life through "making the best use" and "distributing on-demand" Way becomes a viable new business model. In 2010, American scholar Rachel Botsman proposed the concept and development mode of collaborative consumption in the Internet era and divided it into several stages. The first phase is code sharing. Such as Linux mainly through the Internet to provide users with information, but the flow of information is one-way, users can not participate in the comments and exchanges. The second stage is life sharing or content sharing. Such as Facebook, microblogging, QQ space and so on. With the advent of the Internet web2.0 era, various online forums and communities begin to emerge. Users share information and express opinions with strangers through network platforms. However, their sharing forms are limited to content or information sharing, and do not involve physical transactions. In general, There is no money reward. The third stage is the sharing of offline resources. That online sharing collaborates and extends to offline, and thus changes our cultural, economic, political, and consumer worlds.

Sharing from purely information-free information to obtain a certain remuneration for the purpose of temporary transfer of personal belongings to strangers or personal services to provide a shared business model, from sharing to sharing the economy to achieve a transformation. Around 2010, Internet sharing platforms such as Uber and Airbnb emerged. In the car rental market, Airbnb's commercial operation in the rental market for home and hotel opened the era of shared economy which not only enlightened and leads the development of a global

shared economy but also a shared economy The business model provides a theoretical basis.

As for the basic elements of a shared economy, some scholars have put forward the trust between social groups and strangers who share the concept of shared enjoyment, idle capacity and love criticism. Some scholars also proposed that the sharing economy should include three elements. First, idle resources: The network platform integrates excess capacity through technology and transforms it into products or services that can be traded. Second, the shared network platform: This is the core of shared economy, network platform through the network technology to idle resources distribution and promotion. Third, many participants: Each participant is required to innovate the shared economy for customization and personalization.

The shared economy can be divided into three types. First, the product service system (Product Service Systems). Designed to temporarily obtain the right to use something, such as borrowing, leasing and so on. Second, redistribution market (Redistribution Markets). Mainly the second-hand goods, waste reuse, such as second-hand goods market. The third is the way of living together (Collaborative Lifestyles). Refers to the common sharing or the right to use interchange, such as carpooling, object exchange. But I think the type of shared economy should also include Skills or Services, which are the sharing of special skills and individual workforce. Such as chef, cosmetologist's on-site service.

The rapid development of shared economy

Different from traditional industries such as car rental and hotel industry, companies that share economic network platform get commission through matching transactions through network platform, and network platform companies do not directly own fixed assets. Therefore, this is a light asset management mode. According to statistics, Airbnb and Uber, as the leading companies in the global shared economy, have respectively valued at 25.5 billion U.S. dollars and 51.0 billion U.S. dollars in the past three years. Uber Corporation, after 5 years and 11 months of

development, has valued 50 billion U.S. dollars US dollar, becoming the world's shortest, highest-valued non-listed technology companies. A study by PricewaterhouseCoopers in August 2014 pointed out that the economy of shared economy in the five major UK areas will reach 9 billion pounds by 2025 and the global economy will have a share of the economy from 2015 From 15 billion U.S. dollars to 335 billion U.S. dollars by 2025, even with the traditional leasing industry. In short, the shared economy has become the most important business model in the social service industry. It has achieved all-round development in the fields of transportation, tourism, accommodation, education and community life, and various sharing modes are emerging. However, on the whole, the current domestic shared economy is far less developed and developed than the United States and Europe in the fields and scale it is involved in.

# CHAPTER 2 LITERATURE REVIEW

## 2.1 Independent variables related theory First the theory of rational behavior

The Theory of Reasoned Action (TRA) was first published in 1975 by Fishbein etal. There are two main presuppositions in this theory: (1) human behavior is rational and under the control of ego; and (2) the decisive factor of whether or not an act takes place is the individual's willingness to act. The theory of rational behavior states that the actual behavior of the individual is determined by the will to act. At the same time, the individual's willingness to act will be influenced by both his attitude and subjective norms.

Behavioral intention refers to the individual's judgment of whether to take a particular behavior or not. In the theory of rational behavior, the actual behavior of individuals is entirely determined by their willingness to act. That is, the willingness of individual's behavior can predict the actual behavior, and other factors affect the behavior by influencing the intention of behavior. Behavioral attitude refers to a person's feeling and evaluation of a certain behavior that may occur, and the feeling and evaluation are positive and negative. The external environment assesses two variables through behavioral beliefs and outcomes to influence individuals' attitudes toward behavior. Behavioral beliefs refer to a person's cognition or prediction of the result of a particular behavior that may occur. Outcome assessment refers to an individual's assessment of the outcome of what he or she thinks of (Fisherbein and Ajzen , 1980).

Subjective norms refers to the pressure to take a particular behavior is felt. This pressure comes from external social customs, social groups or public opinion. Subjective norms can be measured by Normative Belier and Motivations to Comply. Among them, the normative belief refers to the individual's perception of the pressure from another person or group on whether he should take a certain action or not. The obedience and motivation refers to the level of individual's advice and opinion on whether to take an action or not.

In the theoretical model of rational behavior, the individual's willingness to act is influenced by two factors: behavior attitude and subjective norms. And behavioral attitudes and subjective norms have a positive effect on the behavioral intentions. That is, the behavior attitude and subjective norms tend to be positive, and the individual's will to act will be stronger. Conversely, if the behavioral attitudes and subjective norms become more negative, the individual's will to act is weaker.

The theory of rational behavior is the basic theory of consumer behavior research, its application is very extensive, but the theoretical model still has some limitations. Sheppard et al. (1988) pointed out that the application of this theory must first satisfy the inadequacy of the preconditions of "the occurrence of behavior is based on the volitional control of the individual." Not all behaviors can be controlled entirely by willpower, and more behaviors are influenced by non-consensual factors such as resources, self-abilities, knowledge, opportunities or others' assistance. When behavior can not be completely controlled by will, the theory of rational behavior has no effect on the prediction of behavioral intention. Based on the preconceived limitations of the theory of rational behavior, the extended model theory should give more consideration to the influence of non-consensual factors on the behavioral intention and further increase the model's ability to predict and predict behavioral intentions. Planned Behavior Theory: After the theory of rational behavior, many scholars conducted a groundbreaking research on its limitations. Based on the theory of rational behavior, Ajzen (1985, 1991) proposed the Theory of Planned Behavior (TPB), which incorporates the variable of perceptual behavior control into the factors influencing behavioral intention and predicts the ability of the model to predict behavioral intention. Based on the theoretical model of rational behavior, the theoretical model of planned behavior predicts the individual's willingness to act when they can not completely control their own will.

In the theory of planned behavior, the willingness of individual behavior is the decisive factor in whether or not the actual behavior occurs, which is consistent

with the theory of rational behavior. However, among the influencing factors of behavioral intention, the planned behavior theory has added the variable of perceived behavioral control. This means that in addition to being influenced by the will of the individual, the willingness of the individual's behavior will be influenced by non-consensual factors such as the resources required for performing a certain behavioral and personal ability. The addition of this variable perfects the limitation that the individual's behavior in the theory of rational behavior can be entirely controlled by will.

Perceptive behavior control refers to the ability of individuals to control the external resources and opportunities they need when taking a particular action. This ability to control can be measured by one's own perception of the resources, opportunities, beliefs, and perceived enabling conditions (Ajzen, 1985). Among them, the control belief refers to the degree of individual control of the external conditions; perceived enabling conditions refer to the external conditions for the importance of taking a specific action.

Sensory experience: presented to the user audio-visual experience, emphasizing comfort. Generally in color, sound, images, text content, site layout and so on.

Interactive user experience: user interface to the user experience of the exchange process, emphasizing interactive, interactive features. The process of interactive experience runs through the process of browsing, clicking, inputting and outputting to the visitors.

Emotional user experience: to the user's psychological experience, emphasizing the psychological recognition. Allow users to agree through the site, to express their inner feelings, it shows that the user experience deeper. The sublimation of emotional experience is the spread of word of mouth, forming a highly emotional recognition effect. Independent user experience Independent user experience affects the overall user experience. For example, the feel of a key affects the user experience

during text message input, and the experience of text message input affects the user experience of sending and receiving text messages and ultimately affects the global user experience of the mobile phone. Global user experience is not simply a sum of individual user experiences, as there is always some experience (positive or negative) that is more prominent than others. The global user experience is also influenced by the actual effects of external factors such as brand, price, friend's opinion, media coverage, and more.

### 2.1.1. Some research on user experience

Abranch of user experience research focuses on the study of user emotions, which is the instant user experience in an interactive process. Another branch focuses on analyzing and understanding the long-term relationship between user experience and product value. Of particular note is that in some industries, a company's product with an excellent user experience can be viewed as an effective means of ensuring good brand loyalty and increasing customer base growth. All user experiences (instant experience, situational experience, and long-term experience) that are separated by length are important, but the ways in which they are designed and evaluated can vary widely. Useful: It means that a designed website product should be useful, and should not be limited to a higher level of the box to design something that is of no use to the user at all:

Satisfaction (desirable): refers to the site elements should meet the user's various emotional experience, this is derived from the emotional design;

Credible: refers to the elements of the website if the user can trust, try to design and provide users with sufficient trust components;

Findable: The website should provide good navigation and targeting elements to enable users to find the information they need quickly and to know where they are, not to be lost;

Accessible: It requires that website information be available to all users, specifically for people with disabilities, such as the blind, and websites that support this feature as well.

Valuability: It refers to the site to be profitable, but also for non-profit websites, to achieve the desired goal.

### 2.1.2. Technical Acceptance

Model Davis (1989) first came out with the Technology Acceptance Model (TAM), which is based on the theory of rational behavior. The main purpose of the technical acceptance model is to explain and predict the individual's acceptance and adoption of some specialized information systems. Theoretical model of rational behavior points out that the individual's willingness to act is influenced simultaneously by the behavior attitude and subjective norms. However, Davis believes that the behavioral attitudes have far greater influence than subjective norms on individuals' willingness to accept behavior in a given technology or information system. Therefore, in his model of technical acceptance, subjective norms are not taken into account, and behavioral intention is influenced by a factor of behavior attitude. In view of his behavioral attitudes toward technical acceptance behavior, he developed two beliefs that influence his or her attitude toward behavior, such as Perceived Usefulness (PU) and Perceived Usefulness (PU). Among them, perceived usefulness means that individuals perceive that a certain technology system can improve their work performance. Perceived ease of use means that it is easy for an individual to use a certain technology system and can save himself from trying to accomplish something (Davis , 1989). In addition, perceived ease of use will directly affect the perceived usefulness, to a certain extent, enhance the perception of usefulness of technical behavior. Perceived usefulness has a direct impact on the will to act. External factors influence behavior attitude through perceived usefulness and perceived ease of use.

In this research, the related literatures are discussed in depth, which define the concept, the division of the dimensions and the development of the shared cycling in terms of the user experience, consumer's willingness to use. This study divides the dimensions of user experience into five dimensions: visual, ease of use, usefulness, safety and danger. In the study of consumers 'willingness to use, it can be found that ease of use and safety are the crucial factors influencing consumers' willingness to use. Therefore, the influence of ease of use and safety on consumers' willingness to use can be easily researched.

**2.2.1 Dependent variable theory**

Theory of perceived interest 1977 Lieberman's theory of fun, that perceived interest in human-computer interaction has a significant impact. Davis introduced perceptual interest in TAM, Lgbaria introduced perceptual interest in the study of information system use behavior, and studies by Davies, LgbariaBruner and Kumar both showed that perceptual interest significantly and positively influenced the intention to use, and Venkatesh found that perceptual interest Significantly affect the perceived ease of use affect the use of willingness. In 1991 Barnett subdivided interest into two attributes, product intrinsic and user subjective perception. In the research of information technology and new mobile network tools, it is usually possible to introduce perceptual interest to make TAM more complete. I consider the use of influencing factors in the experience of sharing bicycles to introduce perceived interesting factors when studying the model.

**2.2.2 Perceived value theory**

In 1954 Peter Drucker raised the value of customer perception in "management practices" and concluded that consumers are not buying products but value. In 1998, Zeithaml considered that perceived utility and perceived cost jointly affect perceived value, that is perceived value is the overall appraisal of users' perceived benefits and costs in consumption. Monroe thinks perceived value is the proportion of perceived profit and loss. Bai Changhong perceived value is the

antecedent variable of customer satisfaction, and there is relationship between buyers and sellers. Wu Yonghong and Fan Xiucheng in the third party mobile payment intention to use the impact of research, the perceived value as a specific consumer perceived products or services to meet their needs before, during and after the proceeds obtained and paid Subjective overall evaluation. Chenghai Qing customers and products in contact with the process, the customer products and their own needs consistent with the perception and evaluation. Positive for the customer perceived value, negative for the customer perceived cost. Perceived value does not simply add or subtract between perceived benefits and profits, but involves a complex process of customer evaluation of the heart because the study introduces perceptual value as a separate factor to TAM.

**2.2.3 Use and Satisfaction Theory Use and Satisfaction**

Theory is based on a large number of users as the recipient of information on the position of research, on the contrary, emphasizing the subjective initiative of users, users of social media for self-satisfaction, the user not only passively accept the information, but also positive Proactive choice thus restricts the dissemination of information. The American sociologist E Katz proposed that the basic model of use and satisfaction process is that social and psychological factors generate social demand, users choose social media, and post-use needs are met or not, which will affect their continued use and future social media choices. Park believes that information search, social needs, entertainment needs, and caring for care constitute major factors in the use of social networks. Lee found that in social media usage, there are four reasons for news sharing motivation: information search, social interaction, entertainment, and social status. Dunne The factors that affect users' use of social networks include information search needs, entertainment needs, making friends with common interests and maintaining personal relationships. Although Alipay is a third-party payment tool, social networking uses similar motivations to social networking, That is, interacting and sharing.

## 2.3 The relationship between variables related theory

The first part of the relevant literature review for the user experience and consumer use of the impact of relatively few studies. First of all, analyzing the domestic and foreign related literature to extract the factors affecting the user experience and consumers are: cost savings, economic interests, social needs, environmental protection, effectiveness, trust, familiarity, service quality, community belonging, recommendation, consumer trends, Sustainability, entertainment and more. Second, there are few domestic researches on shared economy, and there are even fewer researches on sharing bicycles. The applicability and ease of use are the main factors to promote consumers 'willingness to participate. Vision is the second most important part of consumers' willingness to use Factors; while the risk and safety are the main adverse factors that hinder consumers' willingness to participate.

## 2.4 Research Assumptions

Based on the previous studies, this paper first clarifies the definition of variables and deeply analyzes the connotation of the variables. Based on the correlation between previous studies and variables, this paper proposes research hypotheses. Literature related to the work, the quality of output and the results show the individual consumer participation in consumer experience as a three-phase process of income that is involved in the proceeds. This article takes into account the user experience and consumer participation can get high quality and variety of products or services, to bring convenience to people travel, these are the benefits to consumers themselves. These vital interests are demonstrating the user experience to meet their own time needs the ability to reflect the user experience of visual, useful, easy to use, dangerous, safety of consumer participation in consumer spending will. So the following five sets of assumptions are made: Shared cycling visual experience has a positive impact on consumer willingness to use Shared cycling ease of use experience has a positive effect on consumer willingness to use Shared cycling fitness experience has a positive effect on consumer willingness to use Shared cycling safety experience

has an inverse impact on consumer willingness to use Shared cycling risk experiences have a negative impact on consumer willingness to use.

# CHAPTER 3 RESEARCH METHOD

## 3.1 Research Design

This paper first reviews the relevant literature at home and abroad, on the one hand a review of the literature on shared economy to understand the research status of shared bike sharing economy and the corresponding research results, the initial understanding of consumer motivation and related factors involved. On the other hand, this article uses the relevant theories and models to review the literature, including rational behavior theory, planning behavior theory, technology acceptance model and its revision and expansion model, integration technology acceptance and use model, and strive to model and its development The course has profound understanding, draw lessons from the relevant theory method and train of thought pave the way for establishing this research model. Combined with the actual situation of shared bicycle sharing in domestic development, this paper summarizes the influencing factors that may influence the use of consumers in our country, and draws the main research variables of this article, puts forward research hypotheses according to the relationship among variables, Based on the assumptions and technology acceptance models and related theories, this paper constructs a model of the influencing factors of consumer experience to consumers.

### 3.1.1 investigation method

Surveying is one of the most commonly used methods in scientific research. It is a method of purposeful, systematic and systematic collection of material about the actual state or historical condition of an object of study. The investigation method is a basic research method commonly used in scientific research. It comprehensively uses the methods of history, observation and other scientific methods such as conversation, questionnaire, case study and quizzes to make a planned, careful and systematic understanding of the phenomenon of education. And the survey collected a large number of data analysis, synthesis, comparison, summarized, so as to provide people with regular knowledge. Survey method is the most commonly used

questionnaire survey method, which is a way to collect information in writing a research method, that the investigators on the survey compiled into tabular form, distributed or mailed to the relevant personnel, please indicate the answer, and then Recycling, statistics and research.

**3.1.2 literature analysis.**

Literature research method is based on a certain research purpose or topic, through the literature to obtain information, in order to fully and correctly understand the method of research to be studied. Literature research quilt is widely used in various disciplines. Its role:

Can understand the history and current status of the problem, to help determine the research topic.

Can form a general impression of the research object, to help observe and access.

Can get more information on the actual data.

Help to understand the whole picture of things.

Since the development of shared economy is still in its infancy in China, most of the emerging domestic shared economic and business models are not yet known to the general public. Therefore, this paper uses the more common shared bicycle industry as an example to study the present situation. According to the hypothesis and the deep understanding of the variables in the model, the questionnaire design was combined with the research scale to the literature. In order to make the research more feasible, online survey and field survey are conducted in two ways. Recover and organize the questionnaire data, using SS21.0 descriptive statistical analysis of demographic characteristics and research variables, reliability and validity of the relevant variables to understand the basic situation of the sample and test the reliability and validity of the questionnaire. AMOSS17.0 is used to analyze the structural data of the related data, and the fitness of this research model is tested. The models and related assumptions are verified, and the model is modified based on the

verification results to determine the relationship between user experience and consumer use According to the empirical results, this paper puts forward feasible suggestions on the development of shared cycling in China's shared economy and the influencing factors of consumers' using.

### 3.2 Research tools

Based on the analysis of shared economic sectors and the development of shared cycling, this study proposed the operable questionnaire for each variable from the measurement dimension. Questionnaire as the core part of the empirical part is one of the most important parts of this paper. In order to ensure the scientificity and reliability of the questionnaire, the survey questionnaire design is divided into four parts: The first step, hand-roll language, introduce the research project and industry-related introduction. The second step is based on the research topics involved in this study, extensively reading related literatures at home and abroad, looking for the scales related to the variables in the conceptual model of this study in the domestic and foreign classic literature. For example, according to their personal experience, Very disagree, disagree, uncertain, agree, strongly agree to choose their own options, the higher the score of 1-5 points, indicating that the more respondents agree with the description of the situation, the lower the score, then the questionnaire to answer The less they agree with what the title describes.

The third step: combined with the needs of this study, combined with the relevant background and theory of the original scale to make some changes, such as the basic situation of the questionnaire, including subjects age, gender, highest education, career status, income, Cycling and other information. After repeated changes in the layout of the questionnaire, options, etc. to adjust the formation of pre-test questionnaire. Step 4: Randomly select some respondents to conduct a small-scale questionnaire pretest, assess the reliability and validity of the questionnaire, and further modify and improve according to the analysis results. Finally, form a formal questionnaire for large-scale distribution.

The questionnaire of this study is based on the relevant literature of the previous research scale, combined with the user experience of the shared bike to participate in the design of the factors that affect the use of consumers, the formation of an independent variable of the four measurement questions.

The purpose of the pretesting of the questionnaire is to ensure that the study measures the reliability and validity of the measurement scales of all the variables and find the shortcomings of the research design and measurement tools as early as possible. In empirical studies, the number of samples can be at least 30 or more. This study plans to issue 100 pre-test questionnaires, mainly through questionnaire collection through online questionnaire collection website and offline field investigation. And when you scale the data for a factorial analysis, the ratio of the predicted sample size to the number of variables should be at least 5: 1. In the above study, there are 1 independent variable (5 dimensions) and 1 dependent variable, so the number of questionnaires is at least 35 or more. Pre-test questionnaire Through the "Questionnaire" online questionnaire to collect site survey to obtain 100 samples, There are 89 valid samples, with an effective rate of 89%. ) Used shared bicycles in mobile terminals; and 3) fulfilled the logical relationship between the reverse items in this research questionnaire. Finally, a formal questionnaire was formed and released on a large scale.

The research data in this paper come from the formal questionnaire survey conducted by consumers, and 330 valid questionnaires were collected. Questionnaire design includes the basic information of the subject's gender, age, education, income, and selection behavior survey. According to the research design in this article, the empirical analysis part uses SPSS21.0 and AMOS17.0 to conduct a detailed analysis of the collected questionnaire data, including descriptive statistical analysis, reliability and validity analysis, first determine the credibility of the questionnaire in the effective According to the fitting results of the model, we test the research hypotheses

in this paper, propose the correction model, form the conclusions of the empirical analysis, and determine the relevant influencing factors.

### 3.3 Data collection method

In order to ensure the operability, feasibility and authenticity of the questionnaire, taking into account the initial distribution of shared bicycles in the city point university institutions, but also the main point of user groups. Therefore, the survey respondents selected undergraduates, graduate students and young white-collar workers who have just joined the work 1-3 years. The group leads the mainstream of the society and accepting new things quickly is the most common group for sharing bicycles. At the same time, they are generally accredited for sharing bicycles as the main means of transport between the feeder and commuter commuting to work. Therefore, we mainly select this part of the population when conducting the survey so as to make the statistical sample more representative.

### 3.4 Data analysis method

All the data in this study were analyzed by SPSS19.0 and AMOS17.0. The statistical analysis method used was descriptive statistical analysis. The distribution of survey samples was mainly obtained through the statistical analysis of variable scores such as frequency, mean and standard deviation. In this article, we make some simple statistics about some key features of the investigators, including gender, age, academic record, occupation, etc., so as to know the distribution of samples.

### 3.5 Research Process

This research process as shown below

The main problems related industries

Questionnaire design and investigation

Empirical analysis Hypothesis verification

This article studies the conclusion and the prospect

# CHAPTER 4 RESULTS AND ANALYSIS

## 4.1 Descriptive statistics

This chapter first descriptive statistical analysis of the data collected from formal surveys to understand the overall sample of the basic situation; Then, the sample reliability analysis, validity analysis and correlation test to ensure that the sample data and questionnaire items in line with empirical research Scientific requirements; Finally, the sample data model path analysis and role analysis. Throughout the analysis process using SPSS19.0 and AMOS17.0 statistical software.

The formal investigation was conducted through professional online survey questionnaire star and field survey questionnaire collected in two ways, received a total of 385 questionnaires, 330 valid questionnaires, the effective rate of 85.7%. Among them, 235 questionnaires were collected via online channels, with 193 valid questionnaires, with an effective rate of 85.8%; 150 points collected through field investigation channels and 137 valid questionnaires with an effective rate of 91.3%. The two criteria for defining the validity of the questionnaire are: 1) all items can not have the same score; 2) shared bicycles have been used in Beijing; 3) the logical relationship between the inverse items designed in this study questionnaire should be satisfied. Through the description of 330 valid questionnaires, we can get a general understanding of the distribution of the questionnaires and the basic characteristics of the information.

According to the questionnaire statistics, 48.18% of the men surveyed and 51.82% of the women surveyed have a male to female ratio of 1: 1. The age groups mainly focus on 23-35 years of age, accounting for more than 97%. However, respondents aged under 13 and over 40 accounted for only a very small proportion of 35 respondents. In terms of education, the largest number of postgraduates, accounting for more than 50%, reached 56.67%. Bachelor degree accounted for 36.36%; in occupations, the company accounted for 58.18% of staff. Followed by the largest number of student groups, accounting for 24.85%; income, the monthly

income of 2001-5000 yuan this range up, accounting for 38.18%, followed by 2,000 yuan, accounting for 19.09%. This is mainly because the respondents are mostly staff and student groups, so the income is low. The collected samples show a more balanced sex ratio. The age groups mainly focus on 23-45 years of age. The highest academic degrees are concentrated in undergraduate and postgraduate students. The occupations are mainly concentrated in the two groups of employees and students. Judging from the distribution of samples, the expected selection of samples is met.

## 4.2 Reliability and Validity Analysis

### 4.2.1 Reliability

The reliability of a measurement means the consistency and stability of the measurement. Cronbach's alpha coefficient is currently the most widely used reliability indicator. This study also used Cronbach's alpha coefficient to evaluate the reliability of the scale. Through summarizing different scholars' Cronbach's alpha coefficient standard, we can see that the reliability coefficient of the total scale is better than 0.80 and 0.7-0.8, and if the reliability coefficient of the total scale is below 0.7 , Reliability test can not pass, you need to modify the scale by adding or deleting items. The reliability coefficient of subscales is better than 0.7 and acceptable between 0.6 and 0.7. If the reliability coefficient of subscales is below 0.6, the reliability test can not pass, and the revision of scales is needed.

Reliability Analysis of Scale

| The total scale | Cronbach's Alpha | Subscale | Cronbach's Alpha | Subscale | Cronbach's Alpha |
|---|---|---|---|---|---|
| The total scale | 0.94 | user experience | 0.882 | Visual experience | 0.832 |
| | | | | Usability Experience | 0.858 |
| | | | | Applicability experience | 0.918 |
| | | | | Security experience | 0.893 |
| | | | | Dangerous experience | 0.818 |
| | | Willingness to use | 0.867 | use intention | 0.867 |

Validity of Constructs: Validity refers to the degree to which a measurement tool can truly measure the goals to be measured by an institution. The higher the validity of the scale, the more it reflects the true meaning of the measurement object. There are two main types of measures of validity: content validity and construct validity. Content validity refers to the logical type of validity, which is mainly judged by the subjective judgment of the researcher. Constructive validity refers to the degree to which a measure is related to other variables. In this study, exploratory factor analysis was used to test the construct validity of the scale in the pretest. In formal research, confirmatory factor analysis was used to test the validity of the scale.

**Use the Willingness to Validity Analysis**

In the AMOS17.0 for the use of the subject of the project to establish a confirmatory factor analysis structural equation, the results as shown:

A1 → 0.68 UI1 0.82

A2 → 0.61 UI2 0.78

A3 → 0.64 UI3 0.80

A4 → 0.59 UI4 0.77

Confirmatory Factor Analysis of Will

As a result of using the confirmatory factor analysis of willingness, the results of fitting all the indicators using the willingness scale are acceptable and need not be amended.

**4.2.2 Measuring tools**

The basis of empirical research is data quality, ie, questionnaire quality. This research scale design mainly refers to the relatively mature scale at home and abroad. The study used Likert5 scale to score all items. There are five levels of "Disagree", "Disagree", "Uncertain", "Agree" and "Strongly Agree" for each item. Five options once recorded 1 point, 2 points, 3 points, 4 points, 5 points. The investigators choose their level of consent according to their actual feelings. The higher the item score, the higher the respondent's approval of the item.

Reliability analysis: Reliability is the reliability of measurement, refers to the consistency or stability of measurement results. Cronbach alpha coefficient is one of the most commonly used methods to measure the reliability of a scale. In this study, the Cronbach α coefficient was used as the test index. The higher the coefficient, the more consistent, stable and reliable the results of the question were, and the test was usually conducted with "> 0.7". This study suggests that, for the total scale, Cronbach α> 0.8, the reliability is good; 0.7 <Cronbach α <0.8, in the acceptable range. For the subscales, Cronbach α> 0.7, the reliability is good; 0.6 <Cronbach α <0.7, in the acceptable range. This study conducted a reliability analysis of the visual scale, ease of use, fitness, risk and safety of the overall scale and user experience on the consumer willingness scale.

### 4.3 Factor analysis

In this study, AMOS17.0 was used for confirmatory factor analysis to verify the validity of the questionnaire. The evaluation indicators of confirmatory factor analysis mainly include two categories: absolute adaptation and relative adaptation. Among them, the absolute fitness index includes $\chi$ 2 df, fitness index (GFI), adjusted fitness index (AGFI), approximate error root mean square (RMSEA) and so on. The relative adaptation index includes the specification adaptation index (NFI), non-normal adaptation index (TLI), comparative fitness index (CFI) and so on.

User experience verification factor analysis evaluation index summary

| Index type | Index name | Evaluation standard | Basis |
|---|---|---|---|
| | $X^2$ / df | 1< $x^2$ df<3，The model fitting is better | Carmines和Mclver(1981); |
| | | 3< $x^2$ df<5，Model acceptable | Chenzhengchang（2006j） |
| Absolute | GFI | >0.8 | Bagozzi 和 Yi(1988); |
| adaptation | | | |
| Index | AGFI | >0.8 | shaobingjia,yanglinhua (2006) |
| | RMSEA | RMSEA<0.05，Good fit | |
| | | 0.05<RMSEA<0.08，Moderate adaptation | Tanaka(1993) |
| | | 0.08<RMSEA<0.1，Acceptable | Huangfangming(2002) |
| | | RMSEA>0.1，Bad fit | |
| Relative adaptation | NFI | The closer it is to 1, the better the fit | |
| | | > 0.9, indicating better fitting | Tanaka(1993) ; |
| Index | TLI | The closer it is to 1, the better the fit | |
| | | > 0.9, indicating better fitting | Huangfangming(2002) |
| | CFI | The closer it is to 1, the better the fit | |
| | | > 0.9, indicating better fitting | |

Confirmatory factor analysis results of user experience

| | $X^2/df$ | GFI | AGFI | RMSEA | NFI | TLI | CFI |
|---|---|---|---|---|---|---|---|
| Evaluation criterion | <5.0 | >0.8 | >0.8 | <0.1 | Close to 1 | Close to 1 | Close to1 |
| Verification result | 2.253 | 0.949 | 0.917 | 0.062 | 0.951 | 0.961 | 0.972 |

The results of user experience confirmatory factor analysis are shown in the table. Scale indicators of the fit results are acceptable, without correction.

**4.4 Correlation analysis**

Correlation analysis is a commonly used statistical method to test the correlation between variables. Correlation analysis mainly analyzes the linear relationship between variables, and studies the closeness and related direction of linear correlation between variables. This study will use Pearson correlation analysis to test the correlation between the variables, the correlation coefficient between the variables and the significance, the initial validation of the research hypothesis.

The structural equation model mainly includes two factors: factor analysis and path analysis. It can test both observed and potential variables. Therefore, the structural equation model can derive the total utility, direct utility, and indirect utility of the dependent variable against the dependent variable. By observing the magnitude and significance of the total utility and direct utility of the dependent variable on the dependent variable, one can see whether the intermediate variable plays an intermediary role between the independent variable and the dependent variable. The structural equation model has two basic models: the measurement model and the structural model. The essence of the measurement model is confirmatory factor analysis, the structural model describes the relationship between the potential variables. In this study, the structural equation model (SEM) was used to analyze the factors of brand experience, brand attitude and intention to use for confirmatory factor

analysis. Based on this, a complete structural equation was established and path analysis was conducted to test the hypothesis.

Before the hypothesis test, it is necessary to test whether there is a correlation between the variables. Correlation analysis refers to the relationship between the two variables in the direction and size of development and change, but can not determine the causal relationship between the two variables, nor does it mean that one variable is the influencing factor of the other variable. In the data analysis of this study, the Pearson correlation coefficient between variables commonly used in empirical studies was selected for validation. In a study by Corso (2007), it is pointed out that if the correlation coefficient is greater than 0.75, there may be a problem of collinearity between the two variables.

**Correlation analysis of each dimension variable**

The correlation coefficients of ease of use experience, visual experience, fitness experience, risk experience, safety experience, and willingness to use are shown in the figure.

Correlation coefficients among variables

| Variable name | 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|---|
| 1. . vision | 1 | | | | | |
| 2. usability Experience | 0.541 | 1 | | | | |
| 3. applicability experience | 0.374 | 0.349 | 1 | | | |
| 4. security experience | 0.551 | 0.462 | 0.330 | 1 | | |
| 5. behavioral experience | 0.570 | 0.555 | 0.396 | 0.568 | 1 | |
| 6. willingness to use | 0.588 | 0.557 | 0.441 | 0.366 | 0.655 | 1 |

The correlation analysis of the total variables

Consistency, safety, visual and ease-of-use experiences are significantly and positively related to consumers' willingness to use. And the correlation coefficients were significant at 0.01 level, all less than 0.75, there is no multicollinearity. This shows that the better the user experience, the stronger the consumer's intention to use; the more positive the user experience attitude, the stronger the intention to use.

Correlation analysis of various variables

| Variable name | 1 | 2 |
|---|---|---|
| 1. User experience | 1 | |
| 2.Intention to use | 0.649 | 1 |

The correlation coefficients between user experience and willingness to use were all significant at 0.01 level, and both were less than 0.75 and there was no multicollinearity. Indicating that the better the user experience, the more active the consumer's intention to use, the stronger the intention to use. By analyzing the verification hypothesis to be preliminary verification.

**4.5 Hypothesis verification**

In the correlation analysis, this study has initially proved that the four dimensions of user experience, visual experience, usability experience, usability experience and security experience, and the consumer's willingness to use are significantly related to each other. This study will use AMOS17.0 structural equation analysis of the path between variables to further verify the relationship between the various variables to verify whether the research hypotheses are supported.

The user experience on consumer willingness to affect the total hypothesis test:

In the correlation analysis, we can see that there is a significant correlation between user experience and applicability. In this study, AMOS17.0, the user experience as an independent variable, the consumer's willingness to use as a

dependent variable to construct the structural equation shown in Figure, the fitting index of the equation shown in the table.

User Experience Affects Consumers' Intention to Use Fitting Indicators to Institutional Equations

| | $X^2/df$ | GFI | AGFI | RMSEA | NFI | TLI | CFI |
|---|---|---|---|---|---|---|---|
| Evaluation criterion | <5.0 | >0.8 | >0.8 | <0.1 | Close to 1 | Close to 1 | Close to1 |
| Verification result | 2.068 | 0.907 | 0.897 | 0.057 | 0.927 | 0.956 | 0.962 |

It can be seen from the table that the chi-square degree of freedom is less than 3 and the model is acceptable. In addition, the model fitting index RMSEA is less than the critical value of 0.1, CFE and TLI are greater than 0.9, indicating that the fitting results of the model is better. The standardized path coefficient was 0.87 and reached significant (P <0.001), indicating that user experience had a significant positive impact on consumer willingness. Therefore, the hypothesis proposed in this study was established.

Sub-hypothesis verification

Four Usability Experiences for User Experience Two Dimensions for Experience, Experience, Hazardous Experience, and Safety Experience Suitability The Structural Equation Model for Experience and Safety Experience As shown, the fit of the model The results shown in the table.

Structural Equation Fitting Indicators for User Experience Impact on Consumers' Willingness to Use

| | $X^2/df$ | GFI | AGFI | RMSEA | NFI | TLI | CFI |
|---|---|---|---|---|---|---|---|
| Evaluation criterion | <5.0 | >0.8 | >0.8 | <0.1 | Close to 1 | Close to 1 | Close to1 |
| Verification result | 2.291 | 0.903 | 0.870 | 0.094 | 0.923 | 0.945 | 0.954 |

Estimation of Path Coefficient for User Experience Impact on Consumers' Willingness to Use

| Number hypothesis | estimation | value (regression coefficient) | path coefficient (standardized value) | P value | | test result path |
|---|---|---|---|---|---|---|
| A1 | visual experience: consumer willingness to use | | 0.547 | 0.495 | *** | Support |
| A2 | usability Experience consumer willingness to use | | 0.1 | 0.155 | * | Support |
| A3 | applicability experience consumer willingness to use | | 0.537 | 0.449 | *** | Support |
| A4 | ecurity experience: consumer willingness to use | | 0.539 | 0.498 | *** | Support |
| A5 | risk experience - consumer willingness to use | | -0.115 | 0.122 | *** | does not support |

The path coefficients of the user experience dimensions on the consumer's willingness to use are shown in the table. The path coefficient of visual experience to consumers 'willingness to use is 0.495, which is significant at the level of 0.001, assuming that A1 is supported. The path coefficient of ease-of-use experience to consumers' willingness to use is 0.155, which is significant at 0.05 level. Support; the path coefficient of applicability of experience to consumers' willingness to use is 0.449, which is significant at the level of 0.001, assuming that A3 is supported; the path coefficient of safety experience to consumer's willingness to use is 0.498, which is significant at 0.001 level; A4 was supported; the path coefficient of risky experience to consumers' willingness to use was -0.122, not significant, assuming A5 could not be supported.

This study verifies the relationship between user experience and consumers' willingness to use and obtains the following conclusions: the shared cycling visual

experience has a positive impact on consumer willingness; the shared cycling easeful experience has a positive impact on consumer willingness; Sharing cycling fitness experience has a positive impact on consumers 'willingness to use; Sharing cycling safety experience has a positive impact on consumers' willingness to use; Cycling shared risk experience has a negative impact on consumer willingness to use.

In terms of the total variables, user experience has a significant positive impact on consumers 'willingness to use, that is, a good user experience can promote consumers' willingness to use. In detail, the visual experience, the usability experience and the usability security experience have a positive and significant impact on the consumer's willingness to use, and the adverse effect of the danger on the consumer's willingness to use.

This chapter uses SPSS19.0 and AMOS19.0 to analyze 330 collected valid questionnaires. First, CITC and Cronbach's alpha coefficients were used to test the reliability of the whole scale and each dimension subscale, and the confirmatory factor analysis was used to test the validity of the scale. Then, using the correlation analysis to get the correlation coefficient between the variables initially, there is a preliminary test on the research hypothesis. Finally, the structural equation model is used to conduct the path analysis to determine the causal relationship between the variables, and test the role of variables to verify whether the research hypotheses are supported.

# CHAPTER 5 CONCLUSIONS DISCUSSION AND SUGGESTION

## 5.1 In conclusion

Based on the empirical investigation, this study gives an inductive description. First of all, based on the fitting result of the result equation, the present study deeply analyzes the previous empirical hypothesis based on the theory and expounds the interaction between the shared bicycle user experience and consumers' willingness to use. Then, based on the research results of this study, combined with the characteristics of the shared bicycle, the company proposed the relevant long-term development plan for the company. Finally, the shortcomings of this study and the future research directions are summarized.

Based on the background of the rapid development of mobile shopping, this study summarizes the relevant research findings and conclusions of domestic and foreign scholars on the user experience and consumer's willingness to use, to share cycling as the research object, between user experience and consumer's willingness to use Try to explore a mechanism of action. Through the reading and sorting of documents, this paper divides user experience into five dimensions: visual experience, usability experience, usability experience and security experience and risk. According to the theory of rational behavior, the theory of planned behavior and the model of consumer behavior such as technology acceptance model, this paper uses the empirical model derived from theory to describe the impact mechanism between user experience and consumer's willingness to use. Finally, this research takes the shared bicycle as the research object, designs the questionnaire, uses the random sampling method to conduct online and offline survey data collection, and uses the statistical software SPSS19.0 and AMOS17.0 to establish the model to conduct hypothesis testing. According to The test results concluded that the conclusions of this study are as follows:

Shared cycling user experience has a significant positive impact on consumer willingness. That is, the better the consumer experience sharing bicycle, the

more active the consumer is, the stronger the willingness to use. And the different dimensions of user experience have different impacts on consumers' willingness to use. Ease-of-use experience and applicability experience have the greatest impact on consumers' willingness to use, followed by visual experience, with less impact on safety experience, and negative experience on consumer intentions.

Based on the above findings, this study combines the current development of the status of shared bicycles, and proposes the following views and recommendations for the future construction of shared bicycles: 1, to enhance user experience, focusing on easy-to-use experience and applicable experience. 2, a positive impact on consumers' willingness to use, companies have been able to long-term development.

**5.2 Research limitations**

This research has probed into the relationship between user experience and consumers' intention of use in a targeted way and obtained some enlightening results, both in theory and in practice. However, due to the limitation of time, cost and its own research ability and theoretical level, this study has some shortcomings. First, the sample size For empirical research, the sample size should cover all consumer groups, at the same time reach a certain size. The main research object of this study is the students in school as well as the young people who just graduated to work in. The age groups mainly focus on 23-35 years of age, and the education mainly focuses on undergraduate and postgraduate students, which to a certain extent leads to the lack of representativeness of the samples . In addition, a total of 330 valid questionnaires were obtained in this survey. Although the number of items in this study has statistically met the minimum sample size requirement, it can not be denied that the larger the sample size, the more the analysis results Persuasive, more representative. Therefore, in the future research, the sample data of demand can be expanded to ensure that the sample size is large enough and more comprehensive consumers with different characteristics can be avoided to avoid errors caused by insufficient samples due to data and research hypotheses.

Although some achievements have been made in this study, due to limitations of capabilities and resources, there are still some shortcomings and limitations in this study, which are mainly reflected in the following aspects: 1. The sample is not representative. 2, the limitations of industry choice. 3, research ideas still need to expand. Future research can be improved in the above shortcomings, through the further deepening of the theoretical content, increase the universality of the results of the study. Based on the empirical investigation, this study gives an inductive description. First of all, based on the fitting result of the result equation, the present study deeply analyzes the previous empirical hypothesis based on the theory and expounds the interaction between the shared bicycle user experience and consumers' willingness to use. Then, based on the research results of this study, combined with the characteristics of the shared bicycle, the company proposed the relevant long-term development plan for the company. Finally, the shortcomings of this study and the future research directions are summarized.

**5.3 Research proposal**

In view of the above data analysis and hypothesis test results to discuss and analyze, and combined with the current situation of our country to share the development of cycling, the corresponding proposed future development proposals, hoping to share the bikes booming, this study can be shared Cyclone platform enterprises in the future development strategy to provide reference and reflection.

With the rise of shared cycling, some unscrupulous users who stole their homes, added selfish locks, applied two-dimensional codes, and ordered to stop and disobey and so forth went on for many times. Analysis of the reasons for vandalism, on the one hand is caused by low personal qualifications; the other is caused by the competitors. Shared bike rental costs just $ 1, and as more and more people are welcome due to the low prices, some people with compromised interests begin to disrupt shared bicycles. The quality of citizens represent the city's civilization, sharing bicycles is not a public facility, there is no report difficult to punish. As operators can

choose to report, but the value of sharing bicycles is low, for the destruction of behavior, the general criticism of education, and did not play a substantive role. Governments and enterprises should step up publicity and education on civilized vehicles, and urge the public to cherish the sharing of bicycles and to encourage volunteers to participate in them. However, simply relying on government regulation of sabotage is difficult to solve practical problems, but also the joint operation of enterprises and citizens to work together.

The operators who share bicycles should clearly stipulate the behaviors of users, set up user behavior rules and credit evaluation management systems, deduct bad behaviors by credit rules rules, encourage users to report, etc. Bonding of credits points to civilization Travel has some help. The establishment of a personal credit information system and credit sharing mechanism, illegal parking behavior, traffic police punished according to law at the same time, should record their violation information upload credit system. Timely receipt of deposit refund. To protect the security deposit for the user, the deposit-taking enterprise shall set up a dedicated account for the funds and accept the supervision of the central bank and the supervision of a third party to ensure the security of the deposit for the user.

Body mass and user age regulation. The use of shared bicycles is high. Under the existing regulations, shared bicycles will be forced to be scrapped after being used continuously for three consecutive years, and scrapped vehicles will not be allowed to be assembled and repaired before being put on the market. For the body quality standards, relevant government departments can refer to international standards and make relevant requirements. The timely introduction of relevant government regulations to a certain extent, to protect the safety of use.

Slow city system is imperfect. Share bicycles north of Guangzhou and Shenzhen and other first-tier cities as the pilot cities to promote the first, now has more than 30 cities. The delivery speed is accelerating, cycling companies are increasing, many people ride free bicycles on weekends, cycling to red envelopes and

other activities make the cycling population continues to increase, but it also brings a series of problems, the city slow system put forward the test. In densely populated areas, due to the lack of parking there is no place to stop the car caused a lot of serious problems, from the government point of view, should be promulgated as soon as possible related to the management of urban transport infrastructure to promote transport infrastructure should be gradually used in the road to the pedestrian and Bike tilt, the city should strengthen the planning and transformation of bicycle lanes, the new reconstruction of roads in the future should pay attention to the design of bicycle lanes.

Deposit supervision. Most companies that share bicycles require users to pay a bicycle deposit ranging from 100-300 yuan. Deposits on the one hand can play a very good restraining role for the users of civilizations. On the other hand, as a product of sharing economy, The number of users sharing bicycles is much higher than the number of vehicles, the huge funds require effective government regulation. First of all, enterprises should clearly share the cycle deposit refund procedures and working days time limit to facilitate users.

The further development of shared bicycles can not be separated from the support of local government. Through cooperation with local governments, the layout and management of non-motorized lanes will be strengthened to meet the increasing demand for shared bicycle trips. At the same time, through the use of big data, a rational arrangement of parking points with the local government to achieve the effective allocation of resources. In addition, the shared bicycle complements the short board of public transport. Although it is a commercial operation mode, it has a large public welfare component and should be appropriately subsidized by the local government.

Ncrease penalties and build a spirit of contract. The destruction of shared bicycles, unauthorized possession, illegal parking, etc., should be combined with the local traffic police bicycle companies to step up penalties to encourage residents to

report violations of law and order. For some individuals who violate the regulations on cycling trips, the amount of the guarantee for using the bicycle may be appropriately increased, and the cost of using the bicycle on a single use may also be increased. In the face of some bad behavior, you can put it into the blacklist of cyclists who can forbid bicycle use for a certain period of time. The reason and the local traffic police department cooperation, on the one hand is to improve the authority of the punishment, on the other hand, the electronic eyes of the traffic police system is almost all over the city's major areas, will greatly facilitate the pre-punishment forensics work. Behind the shared bike also reflects the spirit of a city's contract. Both the enterprises and the government should step up propaganda efforts, advocate civilized travel, improve the quality of residents, and build a contractual spirit behind a city.

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