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**RESEARCH ON THE IMPACT OF SHARING APP PLATFORM ON  
CONSUMER SATISFACTION-TAKE THE CHINESE MAINLAND  
MARKET AS AN EXAMPLE**

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**Abstract**

The purpose of this study is to explore whether the rise of the sharing economy will affect consumers' APP behavior. This study expects users' satisfaction with the shared APP platform and their willingness to share the shared information with more friends around them. The researchers also tried to understand whether the brand image, perceived risk and perceived risk of the APP on the sharing platform would lead to positive thinking on consumer behavior. In this study, 605 valid questionnaires were collected by using online questionnaire to investigate the impact of sharing on consumers' purchasing behavior, and to prove the correlation between sharing APP platform and consumer satisfaction.

**Keywords:** Sharing economy, brand image, risk mechanism, security

**1. Introduction**

Shared economy in modern with personal life inseparable, tightly linked together again, like everyone on the road, the first thing to do is look for sharing, bike or car development in recent years is to promote sharing, 94 according to statistics, sharing economy has created more than 200 startups, and obtain a large number of capital injections in the capital market. The global sharing economy is expected to exceed \$335 billion by 2025, according to PwC and AGI Allianz. Uber's market value has grown to \$51 billion, and it has become the largest start-up company in the world and one of the top 25 companies in the global technology industry. Airbnb's market value has also grown rapidly to \$20 billion.

**2. Literature review**

**2.1 Sharing economy:**

The "sharing economy" is the redistribution of idle resources, so that those in need can borrow resources cheaply, and those who hold resources can more or less get rewards. With the help of online communities and mobile devices, the development of sharing economy can be accelerated. For example, private cars can share rides through the platform, people's empty rooms can be rented to passengers, and people who have rooms and cars can also get paid. However, whether the economic form based on interests can still be called "sharing" with the original socialist spirit, and often conflicts with the existing laws, or the transaction behavior of

both parties is difficult to define the ownership of responsibility in the current laws, which also causes many controversies. (Source: MBA Think Tank, Digital Age)

**2.2 Perceived value**

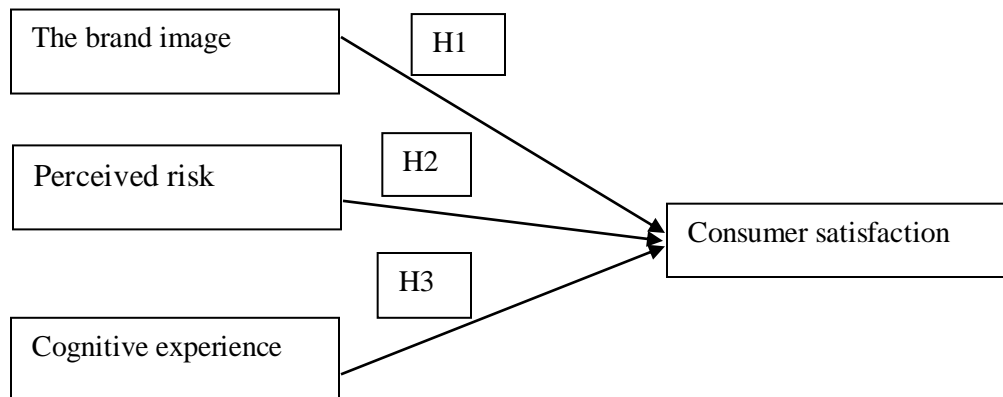
In marketing, improving consumers' purchase intention is the main purpose, and value orientation has always been the demand of customers. DDS, Monroe and Grewal(1985); Zeithaml(1991) has always been regarded as the influence of perceived value on purchase intention. Woodruff(1996) mentioned that the perceived value of a consumer's purchase is an important factor.

**2.3 Safety consideration**

Bauer (1960) Most consumers want to pursue the minimum risk when purchasing products. Zeithaml (1988) Maximum value Monroe, (1990); Consumers usually use external cues such as store name, brand, price, warranty, manufacturer reputation and advertising to assess the risk and value of a product.

Woodandscheer (1996) regarded perceived risk as an intangible sacrifice and called it psychic cost, and proposed: Consumers' overall evaluation of transactions (i.e., perceived value) may be to analyze perceived value, perceived benefit, perceived risk and customers' purchase intention by using ideogram, so as to establish an integrated model of perceived value and perceived risk and to understand consumers' purchase intention. The research results can be used to understand consumers' purchasing intentions.

**3. Research model**



**FIGURE 1 RESEARCH MODEL**

Based on the design of three hypotheses, the main purpose of this study is to do in-depth research, hoping to verify and analyze whether the hypotheses are relevant through the analysis of hypothesis testing. Through the design of hypothesis test, whether the brand image, perceived risk and cognitive experience have their relevance to consumers' purchasing behavior. The following is a hypothesis test for this study

H1: Whether brand image affects consumer satisfaction has a positive correlation

H2: Whether perceived risk affects consumer satisfaction has a positive correlation

H3: Whether cognitive experience affects consumer satisfaction has a positive correlation

The main purpose of this study is to verify whether the three hypotheses are related, and to verify whether the brand image, perceived risk and cognitive experience influence the purchasing behavior of consumers. The final purpose is to find out the research contribution of the three hypotheses.

#### **4. Research methods**

The main purpose of this study is to design a questionnaire to achieve the goals and results of the research. The following is how to design the questionnaire.

##### **4.1 Questionnaire design**

The questionnaire was compiled using a five-point Likert scale, and the subjects were anonymously asked to choose five options: "strongly agree", "agree", "ordinary", "disagree" and "strongly disagree". 5 strongly agree, 1 strongly disagree, and so on. The higher the total score, the higher the willingness of consumers to buy the product.

##### **4.2 Data analysis**

After the questionnaire was collected in this study, statistical analysis was conducted on the data collected by the questionnaire. SPSS statistical software was used as a tool to analyze the results and verify the validity of the research hypothesis. The statistical methods used are as follows:

- Narrative Statistics: This study first conducts research samples, and it is expected to send out 600 questionnaires based on the data of interviewees, including gender, age, education level, occupation, monthly income, age, etc., hoping to understand the characteristics or distribution of users through the above characteristics analysis results.
- Simple complex regression analysis: Regression analysis is mainly to understand the relationship between independent variables and dependent variables, the direction and degree of influence.

##### **4.3 Questionnaire pretest analysis**

In this study, the pre-test of the questionnaire will be conducted through the help of 3-5 experts to check whether the questionnaire is correct or not, or the population sample of filling in the questionnaire will be used to check the content to find problems and modify them first, and then delete the inappropriate items in the questionnaire, so that the questionnaire can be recovered and analyzed to get the best effect.

##### **4.4 Questionnaire test analysis**

In this study, 10~20 people will be asked to understand the questionnaire test. If the questions can not be understood, we will modify them first, or delete inappropriate questionnaire items, so that the questionnaire can be recovered and analyzed to get the best results.

#### **5. Conclusions and Suggestions**

This study is mainly to understand that the brand image, perceived risk and cognitive experience have a significant impact on consumers' purchasing behavior.

We expect the SPSS software to derive its results from its entire data to achieve a causal logic, with such a coherent design that it can be seen whether the correlation holds up. The sample size of this study is N=600, and the correlation can be seen by collecting the sample size. Our ultimate goal is to verify the whole model through the establishment and analysis of such a hypothesis model.

We design the research structure, content and methodology through a rigorous design, and ultimately hope to be able to produce the results of the analysis of the research hypothesis. The most important contribution of this study is to fill in the research related to social networks. The research on social network related commodity communication mainly focuses on the impact of market orientation, information sharing, and diffusion benefits on consumers' purchasing behavior. Our research is a combination of cross-field research, such as the combination of psychology, behavioral science, and information technology. The ultimate goal of our research design is to create social networks and multifaceted research.

The biggest limitation of this study is that the existing social network is a very important problem to solve in terms of cash flow and logistics. If the market of other countries is to be included, it needs to be very challenging in terms of manpower and material resources.

### **5.1 Research implications**

The purpose of this study is to find out whether social network related product communication information has an impact on consumers' purchase intention, and then to understand the impact of social network on consumers.

### **5.2 Future research direction**

It is suggested that the following researchers should take the variables of brand selectivity of sharing economy into consideration when designing the research structure. In the field of social network, this study has made an in-depth study and planning investigation. However, due to the lack of human, material and financial resources, it is impossible to conduct an in-depth investigation and discussion.

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