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Trust Research on Didi Platform: About Influencing Factors and Willingness to Use

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ABSTRACT: *Along with the expansion of the scope of the "sharing" economy, creating more values by sharing exist resources is becoming increasingly common, facilitating energy saving and emission reduction and realizing mutual benefits in the ridesharing economy. Ridesharing, with Didi Chuxing as a popular ride-hailing and representative platform, has become a trend in recent years. However, the ride-hailing industry is faced with problems and challenges due to limitations and inadequate standardization of its institutions. In the industrialization of the ridesharing economy, lack of relevant policies and regulations and limitations of institutional environment leads to many problems. How to improve the trust of the users in the industry by the platform operation mechanism and thus ensure the steady growth of the transaction volume and users becomes the tasks that the whole industry needs to address. Taking "Didi platform" as the research object, this paper investigates the platform operation mechanism and consumers' trust in the third party ridesharing platform. The results show that : 1) the security mechanism of the ridesharing platforms, including payment security, price mechanism and feedback mechanism, as well as the influential factors of social system, including the reputation of platforms and government supervision. The platform reputation has the most significant impact; 2) payment security and shop owners certification mechanism can significantly reduce the transaction risk perceived by consumers, and then affect their intentions of use; 3) there is a positive transfer relationship between consumers' trust in platforms and their trust in the driver group of the platforms.*

Key words: *Sharing economy, Didi platform, System trust, Perceived risk, Continuous use intent, Platform operation mechanism.*
JEL Classification: *F23; D22.*

1. Introduction

The development of science and technology and the change of people's knowledge structure make people more and more inclined to share housing, travel, car and other services with others through third-party platforms. In recent years, the advantages of shared travel economy have gradually emerged, reflecting the advantages of low energy consumption, low cost, low pollution and low threshold, which can further realize energy saving and emission reduction. The effects of high efficiency, high experience and high reputation also contribute to the sustainable development of the economy. At present, the vigorous development of

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network economy has further driven the change of sharing industry and imported fresh blood for the operation of China's economic market. The rise of shared travel economy also provides opportunities for the improvement and change of industrial structure, making the industry become a new engine of economic market development. On the other hand, new technologies also drive the emergence and development of new industries and industries, which will also play a certain role in promoting the development of China's sharing economy.

In early 2017, China issued a Report on the Development of China's sharing Economy, according to which the transaction volume of the country's sharing economy exceeded 34.5 billion yuan for the first time in 2016, an increase of 104 percent over the previous year. Among them, the economic transactions in the core areas of life service industry, such as production, transportation, knowledge sharing, short-term rental housing and medical care, exceeded 136.6 billion yuan, with an average annual growth rate of 96%. The transactions in the hot spots of capital sharing reached 2.086 billion yuan, with an average annual growth rate of 109%. Sharing economy will become the most profitable industry in the world in the near future, and in China, it is expected to reach 10 percent of GDP in four years, according to estimates by related scholars.

In early August 2016, Didi Chuxing officially announced the acquisition of Uber's Business in China, becoming a "network car" giant in China. For Didi, a number of difficulties remain unanswered. First, security is not effectively guaranteed. Second, quality of service is not stable. In the current field of shared travel economy, relevant institutional norms and industry standards are not perfect, and people lack the awareness of security. Furthermore, Didi also has issues such as poor service attitude and unreasonable development plan, which is harmful to the development of the industry. All of these will erode the trust between the platform and its users. If it continues like this, it will hinder other domestic industries from developing the sharing economy. In the future, how to scientifically and effectively promote the sharing economy, ensure the steady increase of trading volume and trading quality, guarantee the stability of third-party platforms and user security, and thus improve users' trust in the platform is a major practical issue that the industry needs to solve.

This paper focuses on the lack of trust of consumers on Didi platform in the context of sharing economy. Based on the trust system theory, this paper discusses the influential factors of consumer trust on third-party platforms such as Didi from two aspects: platform operation guarantee mechanism and social system mechanism, and how to enhance users' trust in the platform, further improve users' willingness to use the platform, and puts forward constructive suggestions for the future development of the industry.

2. Literature Review and Theoretical Basis

According to the current development of sharing mode, many scholars have made further reflections based on the driving force of development and the connotation of sharing economy.

Sabatucci, Cavaleri, and Cossentino (2016) pointed out that the word "sharing" has a long history, and "sharing" refers to the behavior of people sharing the same object, usually between friends and relatives. Budiasa, Suparta, and Nadra (2018) elaborated the characteristics of sharing economy from two perspectives of economy and society. They believe that sharing economy can help protect the ecological environment, reduce environmental pollution, strengthen the relationship between social entities, save costs, improve the allocation and use efficiency of resources at the same time. On the basis of summarizing and discussing, the book Sharing Economy written by Bargegol, Ghorbanzadeh, Ghasedi, and Rastbod (2017) sorted out the development process and possible future development direction of sharing economy.

2.1. Review of Theoretical Research on Platform Operation Mechanism and Social System under Shared Travel Economy

2.1.1. Review of Relevant Researches on Platform Operation Mechanism under Shared Travel Economy Model

At present, most of the literature on platform mainly focuses on the platform operation mechanism with characteristics of dual (multi-edge) market. With the rapid development of mobile Internet and cloud computing, the platform model originally established based on the Internet is gradually applied to all areas of people's life, and shows a trend of development from the consumption field to the production field, from the consumer Internet to the industrial Internet.

Araki, Kanamori, and Gong (2017) studied the factors affecting the aggregation intention of merchants and users in platform-based e-commerce, the evolution trend of aggregation caused by the interaction mechanism between merchants and users, and the problems and coordination mechanism existing in the collaborative survival and development of various subjects on e-commerce platforms.

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Utamima and Djunaidy (2017) studied the impact of restrictions on platform access rules on platform innovation and concluded that fully open access rules have less positive impact on innovation than reasonable access rules.

Budiasa et al. (2018) showed that platform-based business ecosystem takes user base as resource, encourages innovation of third-party suppliers and customer groups, stimulates network effect and generates trust relationship by meeting differentiated needs of users.

2.1.2. Review of Relevant Research on Social System under Shared Travel Economy Model

As for the supervision of third-party sharing platforms like Didi, most foreign scholars advocate reasonable supervision from the legal framework and operation rules.

Angskun, Korbua, and Angskun (2016) showed that government supervision should be carried out under the premise of protecting the healthy and orderly development of the platform. First, fully investigate adverse factors in the operation of the platform and make targeted government decisions; Secondly, we should synchronize pre-regulation and post-regulation, and shift the focus from pre-regulation to post-regulation, leaving the platform development to the market and technology to drive; Finally, all actors should actively cooperate to promote the healthy development of consumer groups and Internet platforms.

Poppe (2016) also believes that innovation in the sharing economy needs fewer but more extensive rules, that is, to encourage innovation and avoid the hidden dangers caused by the particularity of industry development as much as possible.

2.2. Review of Theoretical Research on Consumer Trust

2.2.1. Traditional Trust Theory Research

The category of trust is relatively broad, and involves the theoretical knowledge of many disciplines such as psychology and sociology, so different scholars have different definitions of trust. This paper mainly refers to the relevant research of Wani, Raghavan, Abraham, and Kleist (2017) and divides trust into the following five types:

(1) Institution-based trust: Institutional trust focuses on the sense of security generated by external policy environment for users, such as fair and transparent institutional policies, structured processes and a series of safeguard measures. Institutional trust involves many elements and is widely used in virtual communities and other platforms.

(2) Cognition-based trust: Cognitive trust relies on people's subjective intentions. Generally, a good external image will enhance people's cognitive trust. There are two ways to form cognitive trust: first, when users get along with friends and relatives, their trust level will be improved. During this period, users also enrich the existing knowledge system through various ways, better grasp the information of the other party, and determine its trust level. Second, the false consciousness generated by oneself. Due to the lack of understanding of the other party, their own trust expands and eventually forms cognitive trust.

(3) Personality-based trust: personality trust is innate and a natural tendency of trust. Personality trust is largely influenced by one's own personality. In the initial stage of the formation of personality trust, both individuals will have a stronger desire to understand each other, communicate with each other and contact each other, thus forming a deeper level of trust, whose scope will gradually expand later.

(4) Computation-based trust: compared with other types of trust, computation-based trust is more complex and its formation process is more rational. In the process of formation, individuals need to have an accurate assessment of the other party to ensure its integrity and availability, and thus generate a sense of trust. At the same time, also need to ensure that the other party does not take dishonest behavior, so that their own serious loss.

(5) Knowledge-based trust: Generally speaking, knowledge trust requires comprehensive consideration of individual's past experience, and its formation process is more rational. Thus, with the deepening of the individual's familiarity with the other party, he will grasp more information about the other party, and better grasp his decision-making behavior and psychological model, and finally form a stable trust.

2.2.2. Research on the Correlation Between Consumer Trust Theory and Consumer Intention

Scholars in the fields of psychology and management have conducted numerous studies on trust.

Alexander, Ebeling, and Velarde (2016), from the perspective of management practice, believes that trust is a kind of positive expectation, that is, in the social interaction with others, they are willing to show kindness to others and believe that others will not harm them.

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Braunhofer and Ricci (2017) believes that trust comes from the accumulation of factors such as ability, integrity and goodwill. With the development of the Internet, many social activities have been transferred from offline to online, and consumer trust in the online environment is becoming more and more important.

Wani et al. (2017) proposed that online transactions lack the sense of social presence provided to consumers by offline transactions, while social presence plays a role in promoting the formation of consumers' initial trust. Based on the empirical analysis of more than 200 questionnaires, Cao (2017) pointed out that customer trust positively affects consumers' purchase intention. Heiden, Holden, Alder, Bodke, and Boustani (2017) believed that trust could not only directly affect consumers' purchase intention, but also indirectly affect consumers' purchase intention through perceived risk.

2.3 Research Model Based on Consumer Institutional Trust

2.3.1 Overview of Consumer Institutional Trust Model

In 2016, Korbua first proposed an online transaction research model based on institutional trust. They conducted an in-depth study on Amazon's online auction site, comprehensively examining factors such as user trust and risk perception. This model integrates the theoretical basis of economics and sociology and discusses the effect and mechanism of institutional trust.

In the research, the perception of trust and risk towards the seller group are the core dependent variables. Feedback mechanism, payment escrow service, credit card guarantee service and trust in intermediary have positive and negative effects on trust perception and risk perception. Through the influence on consumer trust, the transaction intention and transaction behavior of consumers are further influenced.

2.3.2. Defects of Trust Model of Consumer System

In the research, they mentioned legally binding mechanisms and market-driven institutional mechanisms. In the process of establishing such a system and mechanism, relevant policy standards are unclear, which makes many behaviors impossible to follow and difficult to make decisions, and the implementation effect is not optimistic.

This study is based on the rapid development of e-commerce industry and has roughly the same institutional background as the Internet shared travel economy studied in this paper. In the research, it is found that the theory comprehensively examines the definition of e-commerce and institutional mechanism, and studies the trust problem in e-commerce for the first time. This paper will further enrich the research on institutional trust based on this theory. In particular, the policy background of Didi is similar to that of this study, in order to provide some policy reference for the development of sharing economy and the progress of the industry.

3. Research Model Construction and Hypothesis Formulation

3.1. Basic Theoretical Model

The internal platform operation guarantee mechanism includes feedback evaluation system, payment guarantee system, branch certification mechanism and government supervision and management mechanism. However, according to the defects of the original institutional theoretical model, external social institutional environment and other factors are also an important factor affecting platform users. According to the actual operation of Didi, the most important factors affecting users are the platform's image, social impact and the impact of public regulatory policies. In this study, we explore the role of the above important factors in establishing and maintaining trust relationships.

According to the current business model of Didi, different platforms have differences in vehicle ownership, service model, price and service usage, but almost all accessible standard platforms have their own apps. Therefore, the platform subject studied in this paper also includes wechat, Weibo, Alipay and other applications and platforms that people use daily. In addition, for Didi, driver and owner groups are an important resource and the first medium for consumers to experience services, playing a crucial role in the platform.

According to each of the factors mentioned above are combined consideration, this article studies the main content of the main from the platform of the operating system and the social level mainly affects the related system in these two aspects are discussed, the drops traveling platform as the research subject, and to further explore can influence the formation of consumer trust in Shared economic platform and key factors for continued use intention.

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3.2. Research Hypothesis

According to the research model, this paper explores the impact of platform operation on consumers' perceived trust and perceived risk of Didi platform from two aspects of mechanism guarantee and influence of social system, so as to promote users' willingness to continue using the platform.

It can be concluded from the basic theoretical model that users' willingness to continue using is affected by platform perceived trust and platform perceived risk, while platform perceived trust and platform perceived risk are affected by platform operation guarantee mechanism and social system. Platform operation guarantee mechanism affects platform perceived trust and platform perceived risk, and then affects users' willingness to continue using. Social system affects platform perceived trust and platform perceived risk, and then affects users' willingness to continue using.

3.2.1. The Relationship Between the Perception of Didi Platform's Operating System And Consumers' Trust in the Platform and Store Owners' Groups

The platform system guarantee mechanism of Didi includes system security, strict certification of branches, stable pricing mechanism and other system measures. Therefore, this research chose drops travel platform four typical system of factors, including trust feedback mechanism and pay the security mechanism, pricing mechanism and stores group owners (driver) authentication mechanism, and combined with the domestic general travel service market, on the basis of previous research results, put forward the following relevant assumptions:

H1a: The feedback mechanism has a positive impact on consumers' trust in Didi.
H1b: Price mechanism has a positive impact on consumers' trust in Didi platform.
H1c: Payment security mechanism has a positive impact on consumers' trust in Didi platform.
H1d: The group authentication mechanism has a positive impact on consumers' trust in Didi platform.

3.2.2. The Relationship Betweendidi's Perceived Operating System And Consumers' Perceived Risks on the Platform

A study by Braunhofer and Ricci in 2017 emphasized that the degree of customer trust in institutions helps reduce risks, and there is also an interactive relationship between risks and trust. In the current shared travel economy model, the most important risk is the asymmetry of transaction information between the two parties, that is, it is not clear whether the service provider can provide good service or achieve the same service result as expected. However, the existing system authentication Settings can guarantee the effect of platform services to users from the perspective of security features and will not damage their own property security.

As for the standards and parameters of the services provided, it is easy to cause a crisis of trust between the customer and the store owner, mainly because the two parties have no contact or understanding before the cooperation, but the emergence of the evaluation and feedback system before and after the service makes the service doubly guaranteed. You can see reviews of the store's past services before starting or using the service. After the transaction, the evaluation level of merchants will be affected by disputes or service dissatisfaction, which will seriously affect the evaluation level of merchants. As a result, the cost of violating platform rules is high, eliminating consumers' risk concerns.

In China, Traffic problems in first-tier cities are more obvious, and congestion is more serious. Finally, The Didi platform optimized its pricing mechanism to better meet domestic consumers and provide relatively stable services during peak periods. Therefore, this paper chooses pricing mechanism as the research factor.

This study proposes the following hypothetical relationship:

H2a: Feedback mechanism has a negative effect on consumers' perceived risk of Didi.
H2b: Price mechanism has a negative effect on consumers' perceived risk of Didi.
H2c: Payment security mechanism has a negative effect on consumers' perceived risk of Didi.
H2d: The shopkeeper group (driver and owner) authentication mechanism has a negative effect on consumers' perceived risk of Didi platform.

3.2.3. Relationship Between Consumers' Perceived Trust and Perceived Risk on the Platform and their Willingness to Continue using the Platform

Based on the model study of Korbua, the perception of platform reputation and expected risk affects the business trend and transaction amount of users. In many e-commerce studies, the trust between the seller and the user is a key factor in the occurrence of transactions, and the trust of consumers will have a great

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impact on the continuous use of Didi platform. At present, whether consumers have a strong willingness to continue to use Didi platform is the key to the development of the platform. In addition, fear of risks is also an important reason for consumers to give up using related services and transactions. In the economy of shared travel, trust in unknown people is an important factor determining whether consumers choose to use shared travel. When choosing a third-party platform, the trust of the platform eliminates the user's bias against unknown merchants (drivers and owners). As for the further application of platforms and merchants, past studies on online trading platforms show that trust on platforms plays a role in many aspects. In addition, the expected risk of the platform will also affect consumers' willingness to execute transactions when choosing services or products. If the risk degree or data assessed is relatively high, it may affect consumers' intention to continue trading and have corresponding negative effects on trading cooperation.
This study proposes the following hypothetical relationship:
H3: Consumers' trust in Didi has a positive impact on their willingness to continue using the platform.
H4: Consumers' trust in Didi has a negative impact on their perceived risks to the platform.
H5: Consumers' perceived risk on Didi has a negative impact on their willingness to continue using the platform.

3.2.4. Influence of External Social System and other Factors on Trust and Perceived Risk of the Platform

The combination of social system theory, social life, personal preferences and life experience and other factors has a profound impact on consumers. In the shared travel economy model, Didi platform will also be affected by social factors when users use it. Such influencing factors are mainly influenced by the social activities indispensable to the operation of the platform, which mainly covers government system and policies, relevant laws, social activities, market reputation and other aspects.

Combined with the research on the reputation of stores in the field of e-commerce and the exploration of personal reputation in the shared travel economy module, it is not difficult to find that reputation has become an important factor to fully display the image of the main body. It has been proved that the user's experience accumulation and personal preference for trust have a profound influence on the actual behavior.
Accordingly, this study proposes the following hypothesis relationship:
H6a: Government supervision has a positive impact on consumers' trust in Didi platform.
H6b: Social influence has a positive impact on consumers' trust in Didi platform.
H6c: Platform reputation has a positive impact on consumers' trust in Didi.
H6d: Government regulation has a negative impact on consumers' perceived risk of Didi.
H6e: Social influence has a negative impact on consumers' perceived risks on Didi platform.
H6f: Platform reputation has a negative impact on consumers' perceived risk of Didi.

3.2.5. The Relationship Between Consumers' Trust in Didi Platform and the Trust of Store Owners (Drivers and Owners)

Combined with the research results in the field of e-commerce, relevant studies confirm that under the C2C transaction mode, once users form a high degree of trust to individuals, the difficulty of reaching a transaction will be effectively reduced. In B2C transaction mode, the influence of platform reputation will be more significant. Due to the limited research results in the module of shared travel economy, the representative research results are the aforementioned study of Airbnb scholars on the transfer of users' trust to the host to the platform. In the operation mechanism of Didi, consumers' demands are the basis for the platform to select merchants and provide corresponding products or services. Only in this transaction mode can users' trust in the platform be effectively transferred to merchants.

Accordingly, the following hypothesis relationship is proposed in this study:
H7: Consumers' trust inDidi has a positive impact on the trust of the platform's store owners.

4. Questionnaire Design and Data Collection

On the premise of collecting, sorting and absorbing scientific research results in related fields around the world, and combining the characteristics of the research work and model assumptions, likert quantitative variation model was used to design the questionnaire. At the same time, based on the advance investigation, the scientific nature of the questions and options of the questionnaire is demonstrated, and the content prone to ambiguity is adjusted. Then the questionnaire was distributed by the network mode, and the questionnaire processing was carried out.

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4.1. Questionnaire Design

4.1.1. Definition of Survey Objects

This research takes the sharing travel economy as the direction and selects Didi platform as the case to explore. Therefore, the objects of the questionnaire survey are defined as users who have used the platform. From the perspective of social role, students and white collars were selected as the main survey groups, and the white collars were the main group. This group is more interested in and receptive to new things, new applications and technologies. In addition, white-collar workers have a strong demand for travel, which is an important customer group of Didi platform.

4.1.2. Questionnaire Design

This research adopts the network mode to complete the questionnaire filling work, so as to get the corresponding research data. Based on the results of preliminary research, the questions and options of the questionnaire were rationalized, and combined with scientific research examples in related fields, the credibility of the questionnaire was high. This research questionnaire covers three modules: Module 1: focuses on collecting users' basic information and platform usage; Module 2: Focus on collecting users' perception of platform mechanism; Module 3: Focus on collecting users' perception of risks and credibility of the platform, and understand users' trust tendency. At the same time, likert quantitative variation model can be adopted in the questionnaire design process of other modules except the first module, that is, 1 point represents "strongly disagree" and 7 points represent "strongly agree".

4.2. Pre-Questionnaire Survey

In the process of designing the questionnaire scale, the reliability and accuracy of the questionnaire should be fully considered on the basis of absorbing the scientific research and practical experience in related fields, so as to effectively avoid ambiguity of the topic. Before carrying out the questionnaire survey, preliminary research should be carried out based on the actual situation. The research objects were determined to be users of Didi platform, and the questionnaire was filled out online. The design, editing, modification, distribution, collection, processing and other work of the questionnaire are completed on the questionnaire star application system (www.sojump.com) The system can generate the corresponding address of the questionnaire, expand the spread of the questionnaire through social tools such as Weibo, we chat and QQ, and efficiently carry out the questionnaire survey.

Based on the results of the pre-survey, the questionnaire was reasonably modified. The deficiencies of the preliminary designed questionnaire and the modification process are as follows: the questions and options of the questionnaire are fine-tuned. The questionnaire used in this study is shown in the appendix.

5. Empirical Analysis

Data in this paper, mainly from the questionnaire from, through WeChat group and circle WeChat friends questionnaire star on the design of questionnaire, the target population is mainly drops travel platform users, so set up the problem from the start of the questionnaire to investigate whether drops travel platform for users, and for not drops travel platform users to jump to the simple question survey. The questionnaire was issued from July 25, 2019 to August 15, 2019, and lasted for 21 days. A total of 394 questionnaires were collected. Excluding those that were not didi users and those with missing data, a total of 307 valid questionnaires were finally obtained. All data analyzed below are based on 307 valid questionnaires.

5.1. Reliability and Validity Analysis of Questionnaires

5.1.1. Overall Reliability Analysis of the Questionnaire

Reliability analysis is to point to by the same object using the same method for repeated measurement, test whether measurement result has certain stability, the stability index directly decided to investigate the validity of the data, because the instability of the questionnaire data is likely due to the respondents to the questionnaire to understand enough, or fill out caused by random. This paper conducts reliability analysis on the data results of 307 questionnaires and 49 questions collected. The results of reliability analysis are shown in Table 2. As can be seen from Table 1, the Alpha values are 0.708 and 0.720 respectively, both of which are greater than 0.7, indicating that the reliability of the questionnaire is within an acceptable range. That is, the reliability of the questionnaire data obtained through the questionnaire survey in this paper has passed the test and can be used for the subsequent analysis.

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Table 1. Reliability statistics.

Cronbach's Alpha	Cronbachs Alpha based on standardized term	A number of
708.000	720.000	49

5.1.2. Overall Validity Analysis of the Questionnaire

In this paper, KMO and Bartlett tests in SPSS were used to analyze the validity of sample data.

Table 2. Applicability test of factor analysis of sample data.

KMO and Bartlett's test		
Sample sufficient degree of Kaiser-Meyer-Olkin metric.		819.000
Bartlett's sphericity test	The approximate chi-square	12068.424
	df	741
	Sig.	000.0

The results are shown in Table 2, from which it can be seen that the Kaiser-Meyer-Olkin metric value is 0.819, greater than 0.8, indicating that it is suitable for factor analysis.

The P value of Bartlett's sphericity test is less than 0.05, indicating that the concomitancy probability is 0, less than the significance level of 0.05. Therefore, there is correlation between the original variables, which is suitable for factor analysis.

5.1.3. Degree of Model Fitting

AMOS was used to construct the structural equation model, and empirical data were imported to calculate the results. Based on the results calculated by the model, this paper uses the following fit indexes to test the goodness of fit of the research model: Chi square value/degree of freedom (CMIN/ DF), goodness of fit index (GFI), modified goodness of fit (AGFI), model comparative fitness (CIF), root mean square of approximate error (RMSEA).

The smaller the X2 value in CMIN/ DF test results is, the better the fit degree between the model and the data is; the larger the GFI value is, the greater the influence degree is, and the closer the CFI value is to 1, the smaller the difference between the model and the hypothesis is. RMSEA is used to reflect the fit degree of the model. It is generally believed that the better the model fit is when the value is less than 0.08.

Table below shows the goodness of fit index results of structural equation model in this paper. It can be seen that all index values in the model in this paper have passed the test. Table 3 presents the model has good structural validity and an ideal fit.

Table 3. Goodness of fit index results of structural equation model.

Indicators	Evaluation standard		This model values	Whether to accept
	Can accept	Good		
CMIN/DF	Less than 3		1.175	is
GFI	0.7-0.9	Greater than 0.9	0.914	is
AGFI	0.7-0.9	Greater than 0.9	0.893	is
CFI	0.7-0.9	Greater than 0.9	0.983	is
RMSEA	Less than 0.1	Less than 0.08	0.026	is

5.2. Research Hypothesis Testing

5.2.1. Correlation Analysis

Before impact regression analysis, first need to 12 variables correlation analysis, correlation analysis is the causal relationship between variables and the relationship between the close degree analysis, Pearson correlation coefficient is calculated to the linear relationship between variables, the correlation coefficient between 1 and 1, the coefficient is more close to 0 indicates that the correlation between the two more weak, Absolute value of coefficient 0.8-1 indicates strong correlation, while absolute value of correlation coefficient 0.4-0.8 indicates medium correlation, and absolute value of correlation coefficient 0.2-0.4 indicates weak correlation. Table 4 presents the varying degrees of correlation relationship between different variables.

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Table 4. Pearson phase relational number table of variables (N=307).

	1	2	3	4	5	6	7	8	9	10	11	12
1 willingness to continue using	1	/	/	/	/	/	/	/	/	/	/	/
2. Trust Tendency	209.0***	1	/	/	/	/	/	/	/	/	/	/
3 Group certification of store owners	011.0	- 019.0	1	/	/	/	/	/	/	/	/	/
4 Feedback Mechanism	- 074.0	- 280.0***	008.0	1	/	/	/	/	/	/	/	/
5 Social Influence	199.0***	- 046.0	- 096.0*	213.0***	1	/	/	/	/	/	/	/
6 Government Supervision	201.0***	193.0***	310.0***	- 005.0	051.	1	/	/	/	/	/	/
7 Payment Security	017.0	- 134.0**	- 226.0***	240.0***	- 049.0	- 086.0	1	/	/	/	/	/
8 Price Mechanism	- 007.0	- 119.0**	020.	200.0***	078.0	- 050.0	- 008.0	1	/	/	/	/
9 Perceived Risk	- 001.0**	184.0***	094.	028.0	- 125.0***	- 269.0***	- 158.0***	027.0	1	/	/	/
10 Platform Reputation	213.0***	- 323.0***	- 079.	- 190.0***	137.0**	- 023.0	- 040.	- 127.0**	- 045.0	1	/	/
11 trust the shop owner group	- 049.0	- 440.0***	147.0**	- 237.0***	- 025.0	- 027.0	- 020.	- 266.0***	038.0	425.0***	1	/
12 trust the platform	042.0**	- 031.0	- 003.0	153.0**	- 090.0	117.0**	007.0	170.0**	- 172.0***	245.0***	074.0**	1

Note: ***At 0.01 level (two-tailed), the correlation was significant.
**At level 0.05 (two-tailed), the correlation was significant.
*At level 0.1 (two-tailed), the correlation was significant.

5.2.2. Impact Regression Analysis

After correlation analysis, linear regression analysis was used to discuss the influence of the correlation analysis. Verify its establishment respectively:

Table 5. Summary of linear regression on platform trust (N=307).

The dependent variable	The independent variables	Nonstandardized coefficient		*t*	Sig.	R^2	Adjust the R^2	*F*
		B	Standard error of					
Trust in the platform	(constant)	5.850	0.738	7.922	0	0.109	0.088	5.228***
	Feedback mechanism	0.132	0.066	2.011	0.045			
	The price mechanism	0.142	0.065	2.174	0.031			
	Payment security	0.056	0.073	0.768	0.443			
	Shop owner group certification	0.008	0.069	0.112	0.911			
	The government regulation	0.155	0.080	1.928	0.055			
	Social influence	0.129	0.078	1.65	0.100			
	Platform reputation	0.199	0.057	3.474	0.001			

Note: *** P < 0.01.

Table 5 presents that the regression coefficients of feedback mechanism, price mechanism and platform reputation all show significant significance, indicating that these two variables will have an impact on platform trust. At the same time, the regression coefficient B value of feedback mechanism and price

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mechanism are both greater than 0, indicating that these two factors will have a positive impact on platform trust. The regression coefficient B value of platform reputation is less than 0, indicating that this factor has a negative impact on platform trust.

Among them, the P value between feedback mechanism and platform trust is 0.031, less than 0.05, indicating that there is a significant linear regression relationship between the two. The regression coefficient B value is 0.132, greater than 0, indicating that feedback mechanism has a positive influence on platform trust. Its regression equation is:

$$Y=5.85+0.132\times[\text{feedback mechanism}].$$

It can be seen from the regression equation that when the feedback mechanism increases by one unit, trust in the platform will increase by 0.132.T *value is 2.011, greater than the critical value, indicating that the feedback mechanism is a significant variable for platform trust.*

Secondly, the P value between price mechanism and trust in platform is 0.013, less than 0.05, indicating that there is a significant linear regression relationship between the two. The regression coefficient B value is 0.142, greater than 0, indicating that price mechanism has a positive influence on platform trust. Its regression equation is:

$$Y=5.85+0.142\times[\text{price mechanism}]$$

From this regression equation, it can be seen that when the price mechanism increases by one unit, trust in the platform increases by 0.142.*T value is 2.174, greater than the critical value, indicating that the price mechanism is a significant variable for platform trust.*

Thirdly, the p-value between social influence and trust in platform is 0.1, which is significant at the level of 0.1, indicating that there is a significant linear regression relationship between the two. The regression coefficient B value is -0.129, less than 0, indicating that social influence has a negative impact on the trust of the platform. Its regression equation is:

$$Y=5.85-0.129\times[\text{price mechanism}]$$

From this regression equation, it can be seen that when social influence increases by one unit, trust in the platform decreases by 0.129.*T value is -1.65, which is greater than the critical value, indicating that social influence is a significant variable for platform trust.*

Fourth, the P value between platform reputation and trust is 0.001, less than 0.01, indicating that there is a significant linear regression relationship between the two. The regression coefficient B value is 0.199, greater than 0, indicating that feedback mechanism has a positive influence on platform trust. Its regression equation is:

$$Y=5.85+0.199\times[\text{Platform reputation}]$$

From this regression equation, it can be seen that when the platform reputation increases by one unit, trust in the platform will increase by 0.199.*T value is 3.474, the absolute value is greater than the critical value, indicating that the feedback mechanism is a significant variable for trust in the platform.*

Fifthly, the p-value between government supervision's trust in the platform is 0.055, less than 0.1, indicating a significant linear regression relationship between the two. The regression coefficient B value is 0.155, greater than 0, indicating that government supervision will have a positive impact on platform trust. Its regression equation is:

$$Y=5.85+0.155\times[\text{Government Regulation}]$$

From this regression equation, it can be seen that when the government supervision increases by one unit, trust in the platform will increase by 0.155.*T value is 1.928, the absolute value is greater than the critical value, indicating that government supervision is a significant variable for trust in the platform.*

The P value between payment security and platform trust is 0.443, greater than 0.05, indicating that there is no significant linear regression relationship between the two. The P value between group authentication and platform trust is 0.911, greater than 0.05, indicating that there is no significant linear regression relationship between the two. The P value between social influence and trust in the platform is 0.1, greater than 0.05, indicating that there is no significant linear regression relationship between the two. It can be seen that the regression coefficients of the above four variables are not significant, which indicates that none of these four variables has an impact on platform trust.

The above data analysis results show that feedback mechanism, price mechanism and platform reputation have an 8.8% impact on the change of platform trust in the regression model of the impact of the above 7 variables on platform trust.

Feedback mechanism has a significant positive impact on trust in the platform, that is to say, the improvement of feedback mechanism will lead to the improvement of trust in the platform. Therefore,

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hypothesis 1 H1a: feedback mechanism has a positive impact on consumers' trust in Didi platform -- hypothesis is valid.

Secondly, price mechanism has a significant positive impact on trust in the platform, and the improvement of price mechanism will lead to the improvement of trust in the platform. So hypothesis 2.

H1b: Price mechanism has a positive impact on consumers' trust inDidi platform -- the hypothesis is true.

Thirdly, social influence has a significant negative impact on trust in the platform, that is to say, when the level of social influence increases, trust in the platform will decline. So, hypothesis 13 H6b: Social influence has a positive impact on consumers' trust in Didi platform -- the hypothesis is not valid.

Fourth, platform reputation has a significant positive impact on trust in the platform. The improvement of platform reputation will improve the level of trust in the platform. Therefore, hypothesis 14H6c: Platform reputation has a positive impact on consumers' trust in Didi -- hypothesis is valid.

Fifth, government supervision has a significant positive impact on trust in the platform. The improvement of government supervision will improve the level of trust in the platform. Therefore, hypothesis 12H6a: Government regulation has a positive impact on consumers' trust in Didi platform -- hypothesis is valid.

Meanwhile, in the regression model of the influence of payment security and group authentication on platform trust, feedback mechanism, price mechanism and government supervision have no influence on the change of platform trust. Therefore, hypothesis 3H1c: Payment security mechanism has a positive impact on consumers' trust in Didi platform -- the hypothesis is not true; Hypothesis 4H1d: Shopkeeper group authentication mechanism has a positive impact on consumers' trust in Didi platform -- hypothesis is not valid.

Table 6. Summary of linear regression of perceived risk (N=307).

The dependent variable	The independent variables	Nonstandardized coefficient		*t*	Sig.	R^2	Adjust the R^2	*F*
		B	Standard error					
Perception risk	(constant)	3.532	0.865	4.085	0	0.157	0.134	6.919***
	Feedback mechanism	0.096	0.070	1.361	0.174			
	The price mechanism	0.013	0.070	0.182	0.856			
	Payment security	0.232	0.077	- 3	0.003			
	Shop owner group certification	0.066	0.074	0.891	0.373			
	Trust in the platform	0.206	0.062	3.345	0.001			
	The government regulation	0.459	0.086	5.328	0			
	Social influence	0.236	0.084	2.82	0.005			
	Platform reputation	0.039	0.062	0.622	0.534			

Note:*** P < 0.01.

Table 6 presents that the regression coefficients of payment security, trust in the platform, government regulation and social influence all show significant significance, indicating that all these four variables have an impact on perceived risk. At the same time, the regression coefficient B value of the two variables of platform trust and government regulation is greater than 0, indicating that these two factors have a positive impact on perceived risk. The B values of the regression coefficients of payment security and social influence are both less than 0, indicating that these two factors have a negative impact on perceived risk.

The P value between payment security and perceived risk is 0.003, less than 0.01, indicating that there is a significant linear regression relationship between the two. The regression coefficient B value is -0.232, less than 0, indicating that payment security has a negative impact on perceived risk. Its regression equation is:

$$Y = 3.532 - 0.232 \times [\text{Payment security}]$$

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From this regression equation, it can be seen that when the payment security increases by one unit, the perceived risk will decrease by 0.232.*T value is -3, and the absolute value is greater than the critical value, indicating that payment security is a significant variable for perceived risk.*

Secondly, the P value between platform trust and perceived risk is 0.001, less than 0.01, indicating that there is a significant linear regression relationship between the two. The regression coefficient B value is -0.206, less than 0, indicating that trust in the platform has a negative impact on perceived risk. Its regression equation is:

$$Y = 3.532 - 0.206 \times [\text{Trust in platform}]$$

From this regression equation, it can be seen that when trust in the platform increases by one unit, the perceived risk decreases by 0.206.*T value is -3.345, and the absolute value is greater than the critical value, indicating that platform trust is a significant variable for perceived risk.*

Thirdly, the P value between government regulation and perceived risk is 0.000, less than 0.01, indicating that there is a significant linear regression relationship between the two. The regression coefficient B value is -0.459, less than 0, indicating that trust in the platform has a negative impact on perceived risk. Its regression equation is:

$$Y = 3.532 - 0.459 \times [\text{Government regulation}]$$

From this regression equation, it can be seen that when the government regulation increases by one unit, the perceived risk decreases by 0.459;*T value is -5.328, and the absolute value is greater than the critical value, indicating that the variable of government regulation is significant for perceived risk.*

Fourth, the P value between social influence and perceived risk was 0.005, less than 0.01, indicating a significant linear regression relationship between the two. The regression coefficient B value is -0.236, less than 0, indicating that social influence has a negative impact on perceived risk. Its regression equation is:

$$Y = 3.532 - 0.236 \times [\text{social influence}]$$

From this regression equation, it can be seen that when social influence increases by 1 unit, perceived risk decreases by 0.236;*T value is -2.82, the absolute value is greater than the critical value, indicating that social influence is a significant variable for perceived risk.*

The above data analysis results show that in the regression model of the impact of the above 8 variables on perceived risk, payment security, platform trust, government regulation and social influence have 13.4% impact on the change of perceived risk.

Among them, payment security has a significant negative impact on perceived risk, that is to say, the improvement of payment security will lead to a decrease in perceived risk. So, hypothesis 7 H2c: Payment security mechanism has a negative effect on consumers' perceived risk of Didi -- the hypothesis is valid.

Secondly, trust in the platform has a significant negative impact on perceived risk, that is to say, the level of trust in the platform will lead to a decline in perceived risk. So, hypothesis 10 H4: Consumers' trust in Didi has a negative impact on their perceived risk -- the hypothesis is true.

Third, government regulation has a significant negative impact on perceived risk, that is to say, the improvement of government regulation will lead to a decline in perceived risk. Suppose 15 H6d: Government regulation has a negative impact on consumers' perceived risk of Didi -- the hypothesis is valid.

Fourthly, social influence has a significant positive impact on perceived risk. As the level of social influence increases, the level of perceived risk also decreases. So, hypothesis 16H6e: Social influence has a negative impact on consumers' perceived risk ofDidi -- the hypothesis is valid.

Table 7. Summary of linear regression of intention to continue use (N=307).

The dependent variable	The independent variables	Nonstandardized coefficient		*t*	Sig.	R^2	Adjust the R^2	*F*
		B	Standard error of					
Continue to use Intend to	(constant)	5.112	0.338	15.139	0.000	0.042	0.035	2.282**
	Trust in the platform	0.243	0.057	3.751	0.023			
	Perceived risk	0.117	0.052	3.141	0.018			

Note: **P < 0.05.

At the same time, due to the above 8 variables influence on perceived risk of regression model, feedback mechanism, price mechanism, the store groups authentication, platform reputation impact on perceived risk

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has no relations, so the hypothesis H2a: feedback mechanism for drops travel platform for consumer perceived risk has a negative effect, should not stand; Hypothesis 6 H2b: Price mechanism has a negative effect on consumers' perceived risk ofDidi -- the hypothesis is not valid; Assuming that eight.
H2d: The shopkeeper group authentication mechanism has a negative effect on consumers' perceived risk ofDidi -- the hypothesis is not valid; Assuming that the 17th H6f: Platform reputation has a negative impact on consumers' perceived risk ofDidi -- the hypothesis is not valid.

Table 7 presents that the regression coefficients of platform trust and perceived risk are significant, indicating that these two variables will have an impact on the intention to continue using. The regression coefficient B value of the variable of platform trust is greater than 0, indicating that this factor has a positive influence on the willingness to continue using. The regression coefficient B values of perceived risk are all less than 0, indicating that this factor will negatively affect the relationship of continuous use intention.

Among them, the P value between trust in the platform and willingness to continue using is 0.023, less than 0.05, indicating that there is a significant linear regression relationship between the two. The regression coefficient B value is 0.243, greater than 0, indicating that trust in the platform has a positive influence on the intention to continue using. Its regression equation is:

$$Y = 5.112 + 0.243 \times [\text{Trust in platform}]$$

From this regression equation, it can be seen that when the trust in the platform increases by one unit, the willingness to continue using will increase by 0.242. *T value is 3.751, and the absolute value is greater than the critical value, indicating that trust in the platform is a significant variable in terms of willingness to continue using.*

Secondly, the P value between perceived risk and willingness to continue use was 0.018, less than 0.05, indicating that there was a significant linear regression relationship between the two. The regression coefficient B value is -0.117, less than 0, indicating that the perceived risk has a negative impact on the willingness to continue using. Its regression equation is:

$$Y = 5.112 - 0.117 \times [\text{Perceived risk}]$$

From this regression equation, it can be seen that when the perceived risk increases by one unit, the willingness to continue use will decrease by 0.117. *The t value is -3.141, and the absolute value is greater than the critical value, indicating that the perceived risk is a significant variable for the willingness to continue using.*

The above data analysis results show that: in the regression model of the influence of the above two variables on the intention to continue to use, platform trust and perceived risk have an impact of 3.5% on the change of the intention to continue to use.

Among them, trust in the platform has a significant positive impact on the willingness to continue using, that is to say, the level of trust in the platform will increase the level of willingness to continue using. So, hypothesis 9 H3: Consumers' trust inDidi platform has a positive impact on their willingness to continue using it -- the hypothesis is true.

Perceived risk has a significant negative effect on willingness to continue use, that is to say, when the level of perceived risk increases, the level of willingness to continue use will also decrease. Therefore, hypothesis 11 H5: consumers' perceived risk of Didi platform has a negative impact on their willingness to continue using the platform -- hypothesis is valid.

Table 8. Summary of linear regression on store group trust (N=307).

The dependent variable	The independent variables	Nonstandardized coefficient		*t*	Sig.	R^2	Adjust the R^2	*F*
		B	Standard error of					
Trust in the shop owner group	(constant)	4.955	0.292	16.976	0.000	0.045	0.042	1.682**
	Trust in the platform	0.174	0.057	2.297	0.046			

Note: **P < 0.05.

Table 8 presnets that the P value between the trust in the platform and the trust in the store group is 0.046, less than 0.05, indicating that there is a significant linear regression relationship between the two. The regression coefficient B value is 0.243, greater than 0, indicating that trust in the platform will have a positive impact on the trust of the store owner group. Its regression equation is:

$$Y = 4.955 + 0.174 \times [\text{Trust of store owners}]$$

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From this regression equation, it can be seen that when the trust of the platform increases by one unit, the trust of the store group will increase by 0.174.*T value is 2.297, and the absolute value is greater than the critical value, indicating that the variable of platform trust is significant for store owner group trust.*

The above data analysis results show that: in the regression model of the impact of platform trust on store group trust, platform trust has a significant positive impact on store group trust, and has a 3.5% impact on the change of platform trust on store group trust. In other words, the level of trust on the platform will improve the level of trust of the store owners. Therefore, hypothesis 18 H7: Consumers' trust in Didi has a positive impact on the trust of the platform's store owners. That's true.

6.Conclusions and Recommendations

6.1. Research Conclusions

In this research, questionnaire survey was used to deeply analyze the factors that affect consumers' trust in Didi platform. On the basis of collecting, sorting and analyzing the research results in related fields, the theoretical model of this exploration activity was successfully built, and the research hypothesis was formulated from the perspective of system and society. On the premise of combining the global research results, completed the questionnaire design, and effectively used the questionnaire to collect various data, and then used the regression analysis application to complete the data processing. Table 9 presents that the hypothesis verification in the conclusion is shown in the following table:

Table 9. Results of the hypothesis.

Hypothesis 1	H1a: The feedback mechanism has a positive impact on consumers' trust in Didi.
Hypothesis 2	H1b: Price mechanism has a positive impact on consumers' trust in Didi platform.
Hypothesis 7	H2c: Payment security mechanism has a negative effect on consumers' perceived risk of Didi.
Hypothesis 9	H3: Consumers' trust in Didi has a positive impact on their willingness to continue using the platform.
Hypothesis 10	H4: Consumers' trust in Didi has a negative impact on their perceived risks.
Hypothesis 11	H5: Consumers' perceived risk of Didi has a negative impact on their willingness to continue using the platform.
Hypothesis 12	H6a: Government supervision has a positive impact on consumers' trust in Didi platform.
Hypothesis 14	H6c: Platform reputation has a positive impact on consumers' trust in Didi.
Hypothesis 15	H6d: Government regulation has a negative impact on consumers' perceived risk of Didi.
Hypothesis 16	H6e: Social influence has a negative impact on consumers' perceived risks of shared travel platforms.
Hypothesis 18	H7: Consumers' trust in the shared travel platform has a positive impact on the trust of the platform's store owners' group.

6.2. Conclusion Analysis

Based on the verification of the above assumptions, specific analysis shows that:

(1) From the perspective of the operation guarantee mechanism system of Didi Chuxing platform, users' trust in Didi is positively affected by process systems such as evaluation and price. In the evaluation module, the construction of a complete user rights protection and evaluation mechanism can effectively reduce users' concerns about transactions through Didi Chuxing platform and improve their trust in Didi Chuxing platform. The stability of the price system can reduce the differentiation of the service system, ensure the quality of service, further enhance users' recognition of the consistency of the platform management, and effectively enhance consumers' trust in the platform. Improving consumers' trust in the platform can effectively improve consumers' willingness to continue using Didi Chuxing, which is conducive to the survival, operation and development of Didi Chuxing.

Consumers' increased trust in Didi Chuxing platform can effectively reduce perceived risks in the process of using Didi Chuxing platform. However, the increased risk consumers feel when using Didi Chuxing platform will reduce their willingness to use Didi Chuxing platform. This situation will lead to the continuous loss of customers of Didi Chuxing platform, which is not conducive to its further development.

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The payment security mechanism and the good influence of social interaction are effective ways to prevent consumers from perceiving increased risks on Didi Chuxing platform. Payment security mechanism and social influence on consumers' perceived risk has a negative effect, means, strengthen the pay of establishment and management of security mechanism, not only can reassure users use platform trade, also can promote the standardization of the service system, after all payment mechanism about the property of the consumer rights and interests safeguard, When the safety factor of platform payment system is maintained at a high level, it can effectively reduce the perceived risk degree of consumers. At the same time, a good reputation can also reduce the perceived risk level of consumers when using Didi Chuxing.

(2) From the perspective of social system and other external factors, consumers' trust in Didi Chuxing is positively influenced by the platform's reputation. The reputation of the platform fully reflects the brand effect and trustworthiness of the platform. A good brand image can promote users to deepen their understanding of the platform, while a high sound level can promote the platform to win the trust of users. In addition, the risks perceived by consumers on Didi Chuxing are negatively affected by government regulation. When the government strengthens its supervision and relevant work is put in place, consumers' concerns about using didi Chuxing platform can be effectively reduced, and consumers' perception of risks when using Didi Chuxing platform will be reduced. Therefore, it is easier to establish trust in Didi Chuxing platform. Government supervision can effectively alleviate consumers' concerns caused by uncertain risks of the platform, and illegal and irregular behaviors of the platform will be regulated and punished by the government and law. At the same time, the government's supportive policies can effectively promote the development of the platform, thus creating a higher security trading environment.

(3) Consumers' trust in store owners (drivers and owners) will be deeply affected by the former's trust in the platform. Platforms and shop owners (drivers and owners) are the main body of the shared travel economy model, while shop owners (drivers and owners) are the main body in direct contact with consumers. When the trust level of the platform is maintained at a high level, the difficulty for shop owners (drivers and owners) to gain consumer trust will be greatly reduced.

At the theoretical level, didi Chuxing platform is selected as the research object, and the internal platform operation guarantee mechanism, external social system and other factors are taken as the entry point to carry out the research work, and the factors that influence consumers' trust in the platform are deeply explored. Based on the experimental research, it can effectively fill the academic research gap on trust and risk in the field of shared travel economy, and focuses on the influence of main factors on trust of Didi Travel platform.

The shortcoming of this research work is that in the field of shared travel economy, besides users, participants also include service agencies or organizations. Therefore, the platform should also focus on enhancing its attractiveness to service providers to ensure their enthusiasm and initiative in providing service projects. Not only that, the protection of the rights and interests of service providers has gradually attracted widespread attention from the society. This research is carried out from the perspective of consumers, and the subsequent research can consider from the standpoint of service providers to explore the relevant factors affecting the selection and trust platform of shop owners (drivers and owners).In addition, it can also explore the reasons for promoting the participation of shop owners in the shared travel economy and the enthusiasm and influencing factors of providing high-quality services.

6.3. Suggestions

From the perspective of institutional trust, the perfection of institutional system can effectively reduce consumer use risks, enhance platform competitiveness, and positively affect consumer behavior.

(1) In order to improve users' trust in Didi platform and further enhance users' trust in the store groups (drivers and owners) on the platform, it is necessary to build a complete price mechanism, feedback mechanism, payment security mechanism and security guarantee mechanism. Payment security mechanism, users' trust in the platform, government regulation and social influence can all reduce users' perceived risk level. Therefore, corresponding measures should be taken to ensure users' payment security and improve their trust in the platform. Meanwhile, the government should strengthen its supervision and management, and pay attention to the social service and guidance, so as to build a good reputation of the platform.

(2) Obey government supervision, build platform rules under government rules, and build a reliable social image of the platform, so as to further promote users' trust in the platform. To comply with government regulation and follow the road of sustainable operation and development can also maximize the safety of users. Meanwhile, sharing economy platforms should also learn how to develop their business in

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the supervision. The way of corresponding security platform supply and demand balance, such as the introduction of taxi drivers, optimization of carpool mechanism, the flexible use of subsidies to ensure the supply of capacity and so on, in the embrace of regulation at the same time to guarantee the normal development of the business, is the Shared economic platform to win.

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