

Research on the Development Mode And Predicament of Sharing Automobile in Hunan Province

Present Situation Analysis and Countermeasures of Changsha City

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Abstract: With the building of a moderately prosperous society in all respects, transportation has become a major problem in the new era. Sharing cars has become a better solution because of its low cost and convenient service. This paper lists the significance of the Shared car project, the status quo of the Shared car in Changsha city and the difficulties encountered one by one, explores the way out and solutions of the Shared car, and puts forward corresponding countermeasures and Suggestions to provide reference for the Shared car industry and make it develop steadily and rapidly.

Keywords: Changsha City; Car sharing; The status quo; Countermeasures

1. Introduction

With the information revolution around the world reaching a certain stage of development, the technological application of information and communication is gradually expanded, the platform economy keeps rising, and the rapid popularization of mobile high-speed network makes it possible to integrate various distributed resources [1]. The sharing economy is growing rapidly in an environment where it is increasingly easy to identify needs, matching supply and demand with simplicity and efficiency, and revolutionizing traditional economic models. At present, China's sharing economy refers to the economic activities that make use of modern technologies such as network, take the sharing of actual right of use as the main feature, integrate a large number of distributed resources, and meet the multi-directional demand.

In 2017, the number of car-sharing enterprises will further expand, with a wider range of operating cities, and the scale of sharing vehicles will further increase, reaching 100,000. Since the beginning of 2017, the number of vehicles in operation in China has far exceeded that of

foreign countries, making China a rising star in the car-sharing industry. The common car-sharing projects in Changsha include EVCARD, GoFun travel, easy parking, pilot express, mo fan travel, immediate travel, linkage cloud, sharing cars all the way, driving, etc. as an important city in the middle and lower reaches of the Yangtze river, Changsha is naturally the preferred area for the development of Shared vehicles [2].

2. The Status Quo of Sharing Cars in Changsha Hunan Province

As a product of sharing economy, sharing car has the advantages of convenience, economy and environmental protection. At present, it is also welcomed by the general public.

However, it takes a long transitional period for new things to emerge and be accepted by the people. Therefore, various problems inevitably occur in the process of their development. The following is an example of Changsha, Hunan province, to analyze the problems in the development of Changsha's Shared car.

Table 1. According to the survey, the status of shared cars in changsha is shown in the following table

	Total number of vehicles	Charging pile	Outlets
Situation of all car sharing in Changsha	48600	17000	1200
Situation of a car sharing company in Changsha	3770	1300	162
The company's target for the second half of '19	6000	2000	300

Note: As of June 22, 2019, the company did not fully investigate the statistics. There are a total of 48,600

shared cars in Changsha, of which 34,957 are pure electric and 13,443 are plug-in hybrids.

Table 2. The car sharing situation of the car sharing company is as follows

	Number of vehicles	Proportion
Same day use	3609	78%
Trash leftover	1159	31%
Users ages 20-35	2511	82%
Illegal car	512	17%

Note: The data is the survey of the company on July 17, 2019.

According to the above table, the following information can be summarized.

The number of vehicles used at least once on the same day by the company is higher, but the usage rate of vehicles at different outlets varies widely: cars are in short supply in the city center, while other outlets are very different from the rental situation of vehicles at these outlets. A small number of users to the vehicle's degree of care is insufficient, the sanitary environment in the car is poor, there will be cigarette butts, garbage, vomit remains in the car. Generally speaking, there is more household garbage, which is left in the compartment after users use the products.

The age range of car-sharing users is mostly between 20 and 35 years old, and the users are relatively young.

A small number of users fail to regulate the use of their cars, including illegal parking, users do not agree with the driver, there are violations of traffic regulations: speeding, running red lights and other phenomena.

With the construction of Changsha's subway system causing congestion on major urban roads, people are less motivated to drive Shared cars.

3. Problem Analysis

According to the above situation, the following problems occurred in the development of Changsha Shared car project can be specifically analyzed.

3.1. The infrastructure supporting facilities for sharing cars are not perfect

Since sharing cars is a new development, many parts of it are still in the exploration stage. The heavy costs of current regulatory framework, especially the market segmentation strategy, calls for a "rectification" [3]. The scarcity of charging facilities and the difficulty of parking to find a car are two major problems. Although the car-sharing enterprises in Changsha are also aware of these problems and have increased efforts to build parking lots and charging piles, according to the current usage situation and user feedback, it is still very difficult to find parking charging, and even sometimes it is difficult to find the designated parking space, only to find that it is occupied by other non-sharing cars.

As a result, the use of Shared cars is no longer ready to use, convenient and fast, and even to some extent will bring trouble and trouble to users.

3.2. There are many safety risks in the use of Shared cars

First of all, most of the Shared cars on the Changsha market are two-seater light electric cars. Once a traffic accident occurs, the cars may cause more damage than ordinary cars, and the safety of the occupants is difficult to guarantee. On the other hand, driver identification system and dash CAM are not installed in most cars. As long as the account registration is successful, The car is available on deposit. Therefore, the entry threshold of drivers is relatively low, and some unlicensed drivers and drivers with expired licenses can even drill through the car, so that the specific use of the car cannot be verified by the regulation. Obviously, such "wide in and wide out" audit standards and methods also create difficulties for the implementation of traffic liability disputes.

3.3. The Shared car user experience is poor

The structure of Shared cars is complicated, so some problems are more likely to occur. If the user is not qualified enough to use the car properly, the experience of the next customer will be affected [4].

Some sharing of Changsha car enterprise employees had expressed in an interview: "we Shared cars often when counting, sorting, found the car user legacy of garbage, food bag, cigarette butts, for example, or even vomit residues, which we need to spend more energy to arrange the car health, not only that, the car can be removed some parts, such as car seat covers, and often lost, these phenomena, with the increase of the user, also appear more frequently."The existing problems of sharing cars in Changsha will not only affect users' car experience, but also damage the reputation of sharing car companies. These issues cannot be ignored in the development of Shared cars, with the problems of one user directly determining the experience of the next. How to improve the quality of users and improve the satisfaction of users using cars in such a sharing mode is not only an urgent problem for the car sharing enterprises in Changsha, but also an aspect for the government departments to strengthen the norms and guidance.

4. Solution

Governments should play an irreplaceable role in promoting the construction of Shared car network, supporting small and medium-sized sharing car enterprises and regulating traffic safety

As a social public product, car sharing needs to be protected and supported by appropriate public policies. In order to deal with “that it has been a failure in terms of enforcement and preventing illegal activities” [5]. The Changsha municipal government should formulate relevant policies based on the phenomenon so as to properly adjust the incentive to the Shared car market.

Secondly, it provides capital subsidies for the purchase, operation and maintenance of automobiles to reduce the operating costs of enterprises. In order to standardize the use behavior of enterprises and consumers, the regulations on automobile travel, illegal information processing and parking space planning should be made. Provide convenient places near the outlets for parking, combine the distribution of outlets with public transportation points, encourage the use of public transportation tools, and foster the large-scale development of car sharing. Most importantly, the government should continue to improve the hassle and personal credibility of insurance disputes involved in car-sharing so that consumers can use car services without further worries.

In addition, it is also necessary to expand the construction of charging piles in residential areas, commercial districts and other places where people gather, promote the regulation of the industry, and promote the better development of car-sharing projects.

The self-examination and innovation of sharing automobile enterprises are very important.

For enterprises, the primary task is to establish individual consumers' cognition and identification of the concept of car sharing. In this process, it is necessary to identify the user groups, provide specific publicity strategies, give play to the advantages of the new media network, can achieve better publicity effect. Second, promote technological innovation, improve charging technology and battery technology to reduce capital losses and promote capital operation. In addition, the operation of the vehicle to take synchronous monitoring, rub the vehicle, illegal deduction points and other issues for timely feedback, improve user experience, long-term uncivilized driving users to limit the use of vehicles and other strategies.

The enterprise also makes appropriate changes according to the specific situation in China and formulates different operation strategies according to the characteristics of Chinese regional culture. And exchanges with the government actively, closely with the government, actively adjust their own development strategy.

For the problem of ensuring vehicle safety and user experience, enterprises should first publicize the safety test results to the public, and confirm the loss of vehicles every day according to the cycle. Secondly the social credibility of users and driving standards to maintain the health of the link. For example, users can be instructed to check the vehicle conditions before using the vehicle by means of spontaneous feedback from users, and certain

travel exemptions can be made for passengers who ask questions by means of photo uploading, which not only reduces the human cost, but also enables users to have an understanding of the vehicle safety status and improves the travel safety.

Users should enhance moral cultivation, increase the recognition of Shared cars.

Users are the ultimate service object of sharing cars. For themselves, they should also improve their awareness of environmental protection and change their ideas. As a country with a large population, traffic jams emerge one after another, so users should form the concept of civilized travel and improve the recognition of civilized cars. Additionally, a secure user credit base is a key feature of the healthy and sustainable development of Shared projects in China. Therefore, the user should improve their own moral quality accomplishment, in the process of travel to comply with the relevant use of regulations, comply with the relevant laws and regulations, put an end to artificial lock car, destroyed car, ring car charges and other uncivilized car behavior.

5. Conclusion

As a new automobile industry, Shared car is fast, simple and easy to operate, which is around the Internet. Therefore, it can develop rapidly. How to solve the problem of online and offline coordination is the top priority. After that, the offline company can push back the development of traditional automobile industry, which is undoubtedly a revolution.

The enterprise should formulate the appropriate development strategy, not just to fast, should focus on development, rather than valuation. Keep yourself stable and create value. At the same time the initial closely follow the government strategy, efficient development.

Medium - term cooperation with the government, together with development. In the later period, it develops its own style, leads the development of the industry, and finally achieves a win-win situation.

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