

# Sharing Economy: A Study on the Factors Influencing Consumption Decision to Use Farm Sharing in Guizhou of China

Lingzhi Zhang

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** With the rapid development of mobile internet technology, the operator would be no longer a single operator but could participate in the sharing economy as a resource supplier. Shared farms were based on an economic organization that was fully covering the interests of farmers as the primary carrier, with mixed-ownership enterprises composed of various capitals as the leading construction and operation body, supported by information technologies such as mobile Internet and Internet of Things, and sharing farms and homestays as the main features—integrating circular agriculture, creative agriculture, agricultural experience, and service functions, allowing farmers to participate in fully and benefit from the comprehensive operation and development model of rural revitalization, which more and more consumers favor.

**Keywords:** Shared Economy; Consumption Decision; Farm Sharing

## 1. Introduction

According to the current development status of agricultural production, to solve a series of problems such as the current waste of farm machinery and machinery resources, the lack of agricultural technology services, the poor awareness of production safety and food safety, as well as the vicious competition caused by the lack of planting plans, the sluggish planting of cash crops, and the waste of land resources. , Combined with the current agricultural “Internet +,” finally realize the planned production according to demand, and establish an ecological platform system for resource sharing and information sharing. Through the shared farm project, the rural idle fields, mountains, woodlands, and abandoned farmhouses can be fully utilized, and the farm and the farm can share customer resources through a co-building platform.

## 2. Theoretical Basis

Push and pull theory (Greenwood 2019).<sup>[1]</sup>

The theory believes that population mobility is the result of the interaction of two opposing forces. Among them, the force that promotes population movement is called thrust, which comes from the poverty of natural subsidies, the surge in production costs, the decline in income levels, and unemployment and underemployment. The force that hinders population flow is called the pull force, which comes from a better standard of living, more equal educational opportunities, higher employment rates, and a better natural environment.

Cognitive-emotion-intentional theory (Hillard 2020)<sup>[2]</sup>: Cognition refers to the mental activity that the human brain receives, processes, converts, and absorbs external information; emotion refers to the subjective emotions or feelings that people produce based on cognitive information; intention refers to the behavioral tendencies that people may show the future or willingness to act. Cognition, emotion, and intention are interrelated. Cognition is the basis for the generation of emotion and intention.

The sharing economy model (Akande 2020)<sup>[3]</sup>: With the invention of the Internet and big data, the sharing economy has become more convenient for asset owners to share assets to reach one another. The mechanism could also be expressed in the sharing economy, collaborative economy, shared consumption, or peer economy. In a general sense, the sharing economy has not been all about money, so sharing practices with goodwill intentions. Community building and emphasis on sustainability and environmental concerns are among the top priorities of participants.

## 3. Understanding on the Factors Influencing Consumption Decision to Use Farm Sharing

### 3.1 The information on the whole process of shared farm transactions on the leading platforms of shared farms in Guizhou:

However, the opposition is not more worrying. People lack a sense of positive security in the shared economy environment, and a supervisory system is needed to increase the sharing economy China’s purchase of goods. Supervision can lead to the loss of the right to self-determination and damage the relationship between members.

### 3.2 Integrate the results of qualitative and quantitative research to obtain relevant management enlightenment and provide a more accurate and precise strategic reference for the commercial practice

## of the shared farm platform in Guizhou:

A new path for Guizhou shared farm platform offers high-quality products and services, improve the management system, and enhance the consumer experience, which is conducive to the shared farm platform to develop better business under the sharing economy model activities, attracting more consumers to participate, have more positive significance for the development of shared farms.

### **3.3 Suggest identifying the advantages of pull and push mobile e-commerce platforms and future development trends, and put forward feasible recommendations to provide better services to consumers' needs:**

The multi-level cognitive phenomenon of consumers' shared farm consumption from two aspects: pull factor and push factor. Pulling factors include product service quality, platform capabilities, diversity, and social influence: Pushing elements to have true interests, safety interests, economic interests, and personal knowledge.

## **4. The Conceptual Framework for the Research Study**

First The relationship between influencing factors of consumption enjoyment, perceived usefulness and quality trust, and consumption decision; push and pull factors, and consumption enjoyment, perceived usefulness, and quality trust.

second Using correlation analysis testing, all influence factors are correlated with consumption enjoyment, perceived usefulness, quality trust, and consumption decision, respectively.

## **5. The Countermeasures on the Factors Influencing Consumption Decision to Use Farm Sharing 5.1 Factors influencing consumers (Tang 2020).<sup>[4]</sup>**

The factors that influence consumers in China to choose shared farms include the quality of products and services, the ability of social influence platforms, diversity, genuine interests, security interests, economic interests, personal knowledge, enjoyment, usefulness, and trust. Among them, product service quality, social influence, platform capabilities, and diversity are the pulling factors that influence consumers to choose shared farms. Genuine interests, safety interests, economic benefits, and personal knowledge are the driving factors that influence consumers to choose shared farms trust.

### **5.1 Improvement of pulling and pushing factors of the shared farm (Ma and Zhang 2019).<sup>[5]</sup>**

The pulling and pushing factors of shared farms will affect consumers' subjective psychological feelings and thus determine consumers' willingness to consume on shared farms. Specifically, diversity, product and service quality, genuine interests, and personal knowledge will work together. Pleasure has a positive impact, among which actual benefits have the most substantial effect on pleasure. Platform capabilities, product service quality, authentic benefits, personal knowledge, economic benefits, and trust collectively impact perceived usefulness. Among them, economic benefits have the most substantial effect on perceived usefulness. Product service quality, economic benefits, and security benefits work together to positively affect trust, of which security benefits have the most substantial influence on trust.

### **5.2 Shared farm platform safety (Liu 2018).<sup>[6]</sup>**

The shared farm platform should strengthen the construction of the shared farm safety management system to protect consumers' safety and interests fully. In terms of personal safety management, the platform should enhance the application of smart hardware, use smart face recognition to verify the identity of the experienter and grant check-in permissions, and actively equip smart air detectors, smart smoke alarms, and other equipment through the data of these intelligent devices.

## **6. Conclusion**

Perceived usefulness is positively affected by platform capabilities, service quality, genuine interests, personal knowledge, economic benefits, and quality trust. Therefore, when the shared farm platform strengthens consumers' perception of the usefulness of shared accommodation, in addition to enhancing its capabilities, improving product and service quality, and safeguarding consumers' true and economic interests, it also needs to strengthen consumer trust. Speeding up a credit guarantee system for shared farms is an important measure to enhance consumer trust. First of all, the shared farm platform can strengthen the identity verification of both the host and the guest and ensure the authenticity of the information between the host and the guest by verifying the ID card and other real-name authentication materials. Second, the platform can optimize the credit rating system for both the host and the guest and open the two-way mutual evaluation function between the host and the guest to track and analyze the consumer's evaluation data on the quality of the venue, service level, etc. The merchant's evaluation data on the consumer to achieve good credit ratings for both guests.

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