

Research on the Development Status, Problems and Counter Measures of Sharing Bicycles in China

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Abstract: *With the advent of information technology and network era, the sharing of bicycles has gradually developed and popularized. This new form of sharing economy brings convenience to people's life and better meets the needs of people's travel. But at the same time, there are some new problems, such as disorderly stop, lack of management, security deposit and so on. This paper deeply analyzes the causes of these problems and puts forward corresponding improvement measures.*

Keywords: sharing bikes, standardized management, problems, measures

1. Introduction

Shared bicycle has been developing rapidly in recent years. As a new way of travel, it is changing people's life gradually. Its emergence brings business opportunities, provides employment and promotes economic development. Every coin has two sides. The sharing of bicycles brings convenience to people's life and inevitably brings some problems. At this stage, it is the process of understanding the problem and finding a solution.

1.1 Sharing economy

With the advent of the Internet era and the development of small smart electronic devices such as mobile phones, the sharing economy is emerging. People's lives are becoming more and more convenient because of the influence of sharing economy.

Sharing economy generally refers to a new economic model based on the temporary transfer of the use right of the stranger and the existence of the right to use. This sharing is achieved through the Internet as a medium. It is forward-looking and networked. The connotation of sharing economy is to mediate and remediation process. Emphasis on the separation of the right to use and property rights, and the use of the network platform as a bridge to the public use of the right to use private goods, the two parties directly approach and reduce the search cost [1].

1.2 Sharing bicycles

Among the many products of sharing economy, sharing bicycle is the most familiar. Official definition refers to the enterprises and government cooperation, subway stations, bus stops, in the campus, residential, commercial, public service provide bicycle sharing service, it is the important carrier of shared economy and transportation in the important form of socialization[2]. Once the market quickly became popular, and gradually popularized. The shared bicycle is a solid tire, which has no air leakage of traditional bicycle, and has a flat tire. Moreover, the extensive nature of the points also makes the sharing of bicycles greatly improved.

In the process of urban traffic development, the information

asymmetry between supply and demand has caused the phenomenon of taxi hailing. The reasons include the limited number of taxis, black cars, and other unsafe traffic factors. At the same time, the taxi drivers want to pull passengers who are in a long journey. The phenomenon that taxi drivers refuse to load also happens occasionally. So the white-collar workers, commuters and students choose to walk.

Its occurrence solves the last mile problem. When public transport, such as buses and subways, cannot reach their destination, people choose to ride a shared bike instead of going on foot. It not only saves time and manpower, but also creates a healthy and environment-friendly lifestyle, saving energy and low carbon. In the case of the country's overall economic downturn, the advent of the sharing of bicycles has injected fresh blood into the market and brought business opportunities.

2. The development status of bicycles in China

The sharing bikes of our country has gone through three stages of development, and the first stage is the one that is managed by the government. In the second stage, there is a bicycle in the enterprise contracting mode. The third stage is an enterprise-led, no-pile Internet sharing cycle. The first stage of a single cycle restricted the use of the bicycle and restricted the number of users. In the second stage, there is a pile of bicycles in the enterprise contracting mode, which increases the number of parking piles. More enterprises enter so that more money is put into parking piles to increase the number of users. At the third stage, internet makes the sharing bikes widely used. The number of bike users increased greatly, which makes the production cost of shared bicycle recovered faster. It makes producers have more financial resources in science and technology upgrading.

China Internet network information center (CNNIC) released the 41st statistical report on the development of Internet in China. According to the report, as of December 2017, the number of bicycle users has exceeded 200 million and has penetrated into 21 overseas countries[3].

According to the report, the sharing economy business that integrates social resources to provide services to users is booming in 2017 which based on the third-party information

Volume 7 Issue 3, March 2018

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platform. According to the data, in terms of improving travel efficiency, "sharing bicycle + subway" is about 17.9% more efficient than the private car. In terms of energy conservation and emission reduction, more than 299.47 million kilometers. It reduced carbon emissions by more than 6.99 million tons. In terms of driving employment, the sharing of bicycle industry has created more than 30,000 offline operation and maintenance jobs. As the second half of 2017, the most significant user scale growth of the Internet application type, by the end of last year, domestic users scale has reached 221 million, accounting for 28.6% of the netizens overall. User scale for half a year to add 115 million which grew at an annual rate of 108.1%.

3. Analysis of problems and causes of sharing bicycles

3.1 The disorder is serious

The disorder of sharing bikes is extremely serious. Some bikes have been hung on branches or thrown into river. Some occupy motor vehicle lane, blind track and sidewalk. First of all, this will make other users who need the bike not find the bike, resulting in the waste of resources. Secondly, it can lead to traffic jams, safety hazards, traffic accidents.

However, there is no reasonable standard for public bicycle parking. Either the distance is far from being found or the quantity is too small.

3.2 Private occupation and artificial destruction

First of all, the damage rate of the bicycle is high. Such cases are common. The streets are littered with mutilated bikes. In addition to the natural loss of the bikes, there are also some parts of the bikes been removed, sold or pushed to the ground. Secondly, some people even possess themselves of the sharing bikes. These people obliterate the QR code or put a new lock on the bike. After being found, they still refuse to return. This is related to the low quality of some people and the lack of good faith. At the same time, it is due to the low cost of breaking the rules. Bikes with mechanical locks have no positioning function and cannot find out who is to blame. It is not uncommon for people who report violations to have fewer reasons.

3.3 Deposit refund

So far, because of the strong financial background, the two shared bikes company Mobike and OFO gradually occupy the market and become a trend of steady development in the fierce market competition. Some small shared bikes enterprises gradually decline. However, as these small businesses exit the market, consumer's deposits are hard to return.

For a long time, the deposit of shared bikes was in a regulatory limbo. There are many small company stop running. Now the nonrefundable deposit is more than 1 billion yuan, involving users millions of people. According to the relevant report of August 2017, the amount of deposit in the area of bicycle sharing alone is closer to 10 billion yuan. The difficulty of return money has become a common consensus

among the public today. Because of the high cost of supervision and the lack of regulatory measures, consumers can not stand for themselves.

3.4 Background management of app

The background management problems of APP mainly include system collapse and unlocking failure, resulting in waste of money. More people use the app at the same time, more problems appear, such as unable to refresh, system crash, flash back in client. In addition, sharing bicycle GPS positioning is not accurate and the function of payment platform is not perfect will affect the efficiency of using the bicycle. It will reduce customer satisfaction which make it difficult to enterprise efficient development.

3.5 The relevant laws and regulations haven't been established

Nowadays, our law system can not reach the new field of the shared economy. Due to the lag of the legal provisions, many shared economic models are now in the gray zone of legal supervision [4]. Neither the user nor the company's interests are well protected. Due to the low cost of breaking the law, shared bikes are more been damaged or possessed.

4. Suggestions to promote the further development of shared bicycles

4.1 Scientific planning bicycle parking place

We should accelerate the construction of shared bike parking spots. According to the specific situation of each area standard parking place. For areas and roads that are not suitable for parking, a negative list can be made to stop parking. For important commercial areas, public transport sites, transportation hubs, residential areas, and the surrounding areas of tourist attractions, a complete set of bicycle parking spaces should be planned to regulate the parking of bicycles.

4.2 Establishment of credit system

Accelerate the construction of the credit system. The national integrity problem highlighted by the sharing of bicycles is only a small part of the credit system. The government should improve the national credit system earlier and promote the development of economy and culture. Credit model requires support from the national level, through the government, financial institutions, social organizations, financing lease market in order to cultivate professional agency and form a perfect credit system.

In order to let the citizens know shared bikes must be reasonable and lawful use, it can be included in the civil credit system. If someone break the rule, it can be recorded in the credit system through payment tools. Enterprises should be encouraged to form a credit information sharing alliance. Once achieve a certain number of bad behavior, the enterprise will stop providing the sharing bicycle services[5].

4.3 Improve the user's initiative

First of all, eliminate the deposit. It can completely eliminate

the difficulty of returning deposit. The consumer is more comfortable and convenient.

Second, establish user experience evaluation mechanism. The problems in use can be timely feedback to the enterprise, and the service provided by the enterprise will be marking. The government will check these evaluation data at any time and reward enterprises with good evaluation and high reputation. Companies receive incentives to better serve consumers.

Finally, establish a special complaint handling department to deal with the dispute of rights and interests between bicycle companies and consumers. This will reduce the number of consumers and businesses whose rights and interests have been damaged and unhandled. It can improve the efficiency and satisfaction of government service.

4.4 Optimize the background management system and accelerate technological innovation

Attach importance to the evaluation work in the early stage of software development. Establish perfect information feedback mechanism. Update the server in time to improve the speed and stability of the software. To carry out full evaluation of the APP, optimize the interface design, make scientific and reasonable operating system, and regularly upgrade the server to improve the software system.

4.5 Promulgate relevant laws and regulations

The government should guide the principle of reasonable competition of the sharing bicycle industry and promulgate the new policy. At the same time, modify some laws and regulations that do not adapt to the development of shared bikes. Also increase supervision and punishment.

Standardizing the number and location of the shared bikes and the repair and recovery of damaged bikes. In order to avoid the indiscriminate expansion of the market and the waste of resources the government is required to regulate with the "invisible hand".

4.6 Supervision and management of all sectors of society

In the face of the defects of sharing bicycles, the government, enterprises, associations and other social organizations should cooperate with each other to solve the problem of sharing bicycles. The government intervenes and introduces relevant policies to prevent the vicious competition. Relevant enterprises should supervise each other, establish a reasonable supervision system, and jointly supervise the healthy development between enterprises. The associations should increase the supervision of the sharing of bicycles, regularly supervise and inspect the use of bicycles, and urge enterprises to rationalize and legalize production.

At the same time, the government should publicize the civilization of using shared bikes in order to create a good environment. Arouse people's consciousness.

5. Conclusion

The popularity of shared bikes on the one hand brings the convenience of transportation and solves the last kilometer problem. On the other hand, there are some uncivilized phenomenology, the honesty problems of enterprises and the supervision problems of government. This paper analyzes the causes of these problems and puts forward corresponding solutions. The development of the bicycle is inseparable from the government's control, the enterprise's improvement and the citizen's civilization. To make it better for users, it must be better managed and maintained. As time goes on, when other new problems arise, it is necessary to respond appropriately and adjust accordingly.

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Author Profile



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