

Research on Existing Problems of Online Car-Hailing Platform from The Perspective of Consumers

-- Taking Huaxiaozhu as an example

Yinuo Ma *

Weifang No.1 Middle School, Weifang, Shandong, 370700, China

* Corresponding author: Yinuo Ma (Email: miinaan@outlook.com)

Abstract: With the development of economy, the improvement of people's living standard, travel more frequently, travel time and travel destination more flexible and changeable, the demand for personalized travel services gradually increased, so there is the emergence of online car booking and platform. Due to the short development time of online car hailing in China, a large number of online car hailing companies are too hasty, and there are many problems in the process. If these problems are not solved, the service experience will be reduced from the users' point of view. There is a growing body of research on the subject of ride-hailing platforms, but it still falls short in addressing existing issues such as driver quality, waiting times, and pricing. In view of these shortcomings, this paper studies the existing problems of online car-hailing platform to make up for the existing shortcomings. It can effectively guide enterprises to carry out practical activities. To sum up, this study has important theoretical and practical significance.

Keywords: Car-hailing platform, Consumer perspective, Market.

1. Introduction

Ke Lu, Jing Zhou, Xiaowei Lin had mentioned in the research summary of online car-hailing platform, Uber was founded by Travis kalanick and Garret in San Francisco in 2009 [1], which is the earliest form of online car-hailing, and then began to promote globally. On this basis, the pricing strategy of online car-hailing platform was studied. The research topics can be divided into two schools: the pricing strategy of ride-hailing platform and the regulatory research of ride-hailing platform. The specific content of the research on pricing strategy of car-hailing platform is to timely adjust pricing according to the current development and existing problems of car-hailing platform [2]; The research on the supervision of e-hailing platform is mainly based on the existing problems, and the research promotes and regulates the more standardized development of the platform through administrative interviews and other ways [3]. However, neither of these two schools has clearly analyzed the current development problems of online car-hailing platforms. In response to the lack of research, each school will improve the relevant research in different aspects, such as pricing strategy and service quality preference [4]. As for the innovation of this paper, as for content innovation, there is a lack of analysis on the existing problems of online car-hailing platforms and corresponding solution strategies. In terms of research methods, literature review method is used for most of the existing researches (literature retrieval is carried out with the help of academic databases such as CNKI database, web of science and Internet search engines such as Baidu Academic, and a large number of relevant literatures are consulted, and then literatures are analyzed and sorted out on this basis. To sort out the important achievements of the research in this field, and analyze the problems combined with the current situation of Huaxiaozhu platform.) In this paper, a single case analysis method is adopted (taking the Huaxiaozhu platform

as an example, the existing problems of the platform are analyzed and corresponding solutions are proposed. This research method is representative, systematic and profound. In summary, it can be seen from the literature review that at this stage, there is a lack of analysis on the existing problems of online car-hailing platforms and the corresponding solution strategies. This paper will conduct research on this aspect.

With the development of economy, the improvement of people's living standards, more frequent trips, more flexible travel time and travel destinations, the demand for personalized travel services is gradually increasing. "Difficult to take a taxi, poor service" supply and demand travel mode is insufficient. As an important personalized mode of travel, traditional taxi is difficult to achieve timely adjustment of supply and quantity, but also has shortcomings such as weak bargaining power of passengers, difficult to guarantee service quality, and difficult to achieve timely and effective supervision. The emergence of online taxi and its platform, on the basis of satisfying people's travel, provides people with personalized car service choices; to meet people's increasingly diverse user needs, the new concept of riding is gradually changing people's traditional way of life, boosting the transformation of user behavior habits. Under the background of Internet technology innovation, it makes online car booking service possible. The emergence of online car booking enriches the public's travel mode and optimizes personal travel experience. In particular, the private car service for the middle and high-end market has met the needs of users for diversified and high-quality services. However, due to the relatively short development time of the ride-hailing industry in China, there are many problems associated with hasty development. For example: security, waiting time and price issues.

This paper mainly focuses on the operation status of Huaxiaozhu online car-hailing platform, analyzes the existing problems of online car-hailing platform according to

consumer demand and puts forward solutions, and promotes the further development of online car-hailing through solving these problems. The key questions to be solved are: What is the existing research problem of the online car hailing platform? And the corresponding coping strategies? The goal is: in the context of serious homogenization of the ride-hailing industry, customers become the most competitive resources for ride-hailing platforms. The success of the platform depends not only on how to attract customers but also how to retain them. This paper mainly focuses on the operating status of Huaxiaozhu online car-hailing platform, takes the company's existing operating data as a reference, carries out research in accordance with the logical idea of "raising problems - analyzing problems - solving problems", analyzes the existing problems of online car-hailing platform according to consumer demand and proposes solutions, and promotes the further development of online car-hailing platform by solving these problems.

2. Methodology

This paper discusses in accordance with the idea of raising problems - analyzing problems - solving problems. This paper first combines the theoretical and practical background put forward the research question, the key problem to be solved and the research goal. After that, a large number of relevant literatures are retrieved and related research questions are sorted out by literature review. Then interview survey and content analysis are used to collect data, and according to the interview and questionnaire survey questions, the existing problems in consumers' eyes are summarized and found. In the questionnaire survey, the relevant problems of online car booking platform are listed, such as price, vehicle comfort to be improved, vehicle safety protection problems (or other). This paper will take the Huaxiaozhu platform as an example to raise questions and give corresponding solutions to promote the better development of the online car hailing platform. Through a questionnaire survey of users, the data shows that more than half of the 100 users think that the existing problems of online car booking mainly focus on the quality of drivers, waiting time, inflated prices and passenger safety.

3. Result and Discussion

3.1. The Quality of Drivers

3.1.1. Strengthen Driver Review

Ride-hailing platforms screen out drivers with good character and sense of service by means of identity authentication and criminal record inquiries. At the same time, a blacklist system will be established to punish drivers who violate regulations and restrict them from continuing to engage in ride-hailing services.

3.1.2. Regulatory Authorities Will Strengthen Supervision

The first step is to ensure that the platform can effectively fulfill its oversight and management responsibilities [5]. The platform should establish a sound scoring and evaluation mechanism, so that passengers can impartially evaluate the services of e-hailing drivers, and timely rectify or cancel cooperation with drivers whose evaluation is below a certain standard. In addition, regulators can also require ride-hailing platforms to disclose drivers' real-name authentication.

3.1.3. Strengthen Driver Training

The e-hailing platform shall improve the driving skills, service awareness and civility of e-hailing drivers by conducting training courses.

3.1.4. Introduction of Technical Means

The ride-hailing platform uses technical means to monitor the service performance of drivers, such as evaluating the performance of drivers and positioning such as GPS through indicators such as passenger rating and complaint rate. The platform shall find and deal with problems in time.

3.2. Waiting Time Problem

3.2.1. Establishment of Reservation System

In order to reduce the uncertain waiting time of users during service hours, the online ride-hailing platform can establish an appointment system. Users can reserve travel time and routes in advance through the platform, and the platform can arrange suitable trips for drivers and passengers based on the reservation. This can reduce the waiting time during service hours and improve user experience.

3.2.2. Enhance Real-Time Information Update Technology

Through real-time update of vehicle location, trip progress and other information on the platform, the platform enables users to better understand their travel status, thereby reducing unnecessary waiting time. At the same time, such real-time updates can also improve the efficiency of drivers' orders and service quality.

3.2.3. Provide Flexible Booking Methods

In addition to traditional booking methods, ride-hailing platforms can also provide online payment, third-party payment and other ways to make reservations. These methods can improve the flexibility and convenience of booking, while also increasing the user experience.

3.3. The Problem of Inflated Prices

3.3.1. Main Responsibility of Compacting Platform Enterprises

Relevant departments guide and urge online car-hailing platforms to hire workers in accordance with the law, adopt the labor contract system, and clarify the rights and obligations between the platform and drivers.

3.3.2. Standardize the Business Behavior of Platform Enterprises

The relevant supervisory departments need to require the online car sharing platform to regulate the independent pricing behavior, reduce the excessive percentage, strengthen communication and consultation between the driver, set the percentage ceiling, and announce it to the society to prevent the problem of inflated prices.

3.3.3. Ensure Reasonable Remuneration for Drivers

Taking into account the nature of work, labor intensity, work tasks as well as local average wages and market operation conditions, the e-hailing platform shall reasonably determine the driver's labor remuneration standard and publish it to the public [6].

3.4. Safety Issues

3.4.1. Strengthen Driver Background Checks

Online ride-hailing platforms must require all registered drivers to submit relevant materials such as personal identification information, employment qualification certificates, licensed driving licenses and proof of no criminal

record for strict review and verification. Some platforms will also perform face recognition comparison on drivers' photos to ensure that the registration information is true and effective. Through these measures, potential security risks can be screened out and passengers' travel safety can be improved.

3.4.2. Improve Vehicle Management Standards

Online car-hailing platforms require registered vehicles to have legal operation qualifications, such as driving licenses, vehicle inspection certificates, etc., to ensure the legal compliance of vehicles. At the same time, the e-hailing platform carries out regular technical testing, maintenance and repair of the vehicles to ensure the safety performance of the vehicles. In terms of vehicle management, the platform also requires drivers to install tachographs to record driving trajectories and conditions as important evidence of problems occurring during travel.

3.4.3. Strengthen Passenger Identification Verification

In order to provide a safer riding environment, ride-hailing platforms can adopt strict passenger identity verification measures. Passengers must provide real personal information when registering and have their real names verified. Some platforms will also require passengers to upload photos for face recognition comparison. This can effectively prevent malicious registrations and fake orders, and improve passengers' sense of security.

3.4.4. Establish an Emergency Help Mechanism

Ride-hailing platforms can establish emergency help lines, which passengers can call in time to seek help when they encounter danger or emergency situations. The platforms need to establish a sound emergency handling mechanism to deal with all kinds of emergencies in a timely manner. At the same time, the platform can also introduce technical means, such as a one-click alarm function, to provide passengers with

a smarter and more convenient way to seek emergency help.

4. Conclusion

With the development of the Internet and economic model, the ride-hailing industry will continue to unleash unlimited potential. However, we cannot ignore the problem in practical applications. Through the above problems and solutions, we can effectively improve the service quality and customer experience of the ride-hailing industry. To sum up, the existing main problems of the online car hailing platform can be solved from the above aspects. These measures can not only improve the efficiency and quality of hitch services, but also enhance users' experience and stickiness, thus promoting the healthy development of the online ride-hailing market.

References

- [1] Lu, K., Zhou, J., Lin, X. (2017). A review of research on online car-hailing platforms. *Management Modernization*, 37(5), 4.
- [2] Sun, Z., Xu, Q. (2022). Pricing decisions of online car-hailing platforms considering demand volatility and differentiated services under different pricing models. *Operations Research and Management*, 31(1), 52-60.
- [3] Zhang, M., Liao, A. (2021). Research on Internet platform regulation from the perspective of technology -- A case study of online car-hailing platform. *Executive Forum*, 028(006), 114-121.
- [4] Lu, K., Zhou, J., He, X. (2018). Research on pricing strategies of online ride-hailing platforms considering users' preference for service quality. *Soft Science*, 32(6), 6.
- [5] You, H., Zhang, C. (2024). How can enterprises improve the quality of governance? -- Institutional analysis based on the supervision of online car-hailing platforms. *Macro quality research* (01), 46-55.