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A Study on the Trust, Brand image, and TAM—Using the Meituan as an example

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Abstract. The COVID-19 has spread all over the world, so people have changed their buying habits, making people buy online instead of the road, making shopping safer and more convenient. This study takes Meituan as an example, combining the theory of technology acceptance model (TAM), trust theory and brand image, proposes an integrated interpretation model to explore the impact of perceived usefulness and perceived ease of use on consumers' re-use of Meituan shopping. In this study, we collected the consumers who used Meituan as the research samples by questionnaire, Methods data were collected by regression analysis using questionnaire statistics. 250 questionnaires were distributed and 218 were recovered. The results show that trust has a significant positive impact on perceived usefulness; brand image has a significant positive impact on perceived usefulness; perceived usefulness has a significant positive impact on consumer behavior intention; perceived ease of use has a significant positive impact on consumer behavior intention. According to the conclusion, this study provides some suggestions for consumers and practitioners who use Meituan.

Key words: Technology Acceptance Model, Trust, Brand Image, Behavioral Intention

1. Introduction

The COVID-19 is reflected all over the world, so people change their buying habits, make people buy with the Internet instead of the road, making shopping more safe and convenient. The development of shopping websites is accelerating day by day, and the market competition of shopping websites is fierce. So how can shopping websites be accepted and consumed by consumers, so as to maintain competitiveness, this study will further explore the famous shopping in China Whether the products and services provided by meituan review can enable consumers to have the willingness to consume, thus gradually increasing the sales volume and maintaining the leading position in the market share of Chinese shopping websites (China Internet Information Center, 2019). Based on the analysis of data and literature, combined with the theory of scientific acceptance model, this study studies the relationship between consumers' trust in meituan reviews and their brand image, and their willingness to consume, so as to understand and explain its essence and connotation.

This study will be based on the theory of technology acceptance model proposed by Davis (1986), and study whether consumers are willing to use meituan reviews for shopping consumption due to trust and brand image. Therefore, the main purpose of this

study is as follows: 1. The influence of trust on the usefulness of meituan reviews; 2. The influence of image on the usefulness of meituan reviews; 3. The influence of the usefulness of Group reviews on consumers' consumption intention; 4. The influence of the ease of use of meituan reviews on consumers' consumption intention, hoping to make it more convenient for people to use online shopping after the epidemic.

2. Literature discussion

2.1 The theory of technology acceptance model

A search on CNKI with the theme of "TAM" was conducted. The results showed that there were 3980 articles (from January 1, 1987 to September 13, 2020), including 3359 journals and 591 doctoral and master's theses. In terms of the time distribution of literature publication, although it is about 30 years since Davis proposed the TAM, the number of published articles related to the "TAM" is still on the rise. Only in 2019, the number of published literatures has reached 397, which shows that the application degree of TAM in research is still very high. The main purpose of this study is to study the relationship between consumers' trust in meituan reviews and their recognition and familiarity with the brand image of meituan reviews and their willingness to consume. The theory has been widely used to predict the information technology in different environments Acceptance and use, the following is the theoretical basis and connotation of science and technology acceptance mode.

Based on the theory of rational behavior developed by Fishbein and Ajzen (1975) and the planned behavior theory developed by Ajzen (1985), Davis (1989) holds that the external factors affecting enterprises' acceptance model of new technology acceptance are the two key intermediate factors of perceived usefulness and perceived ease of use, which have an impact on the use behavior intention of enterprise users. As shown in Figure 1.

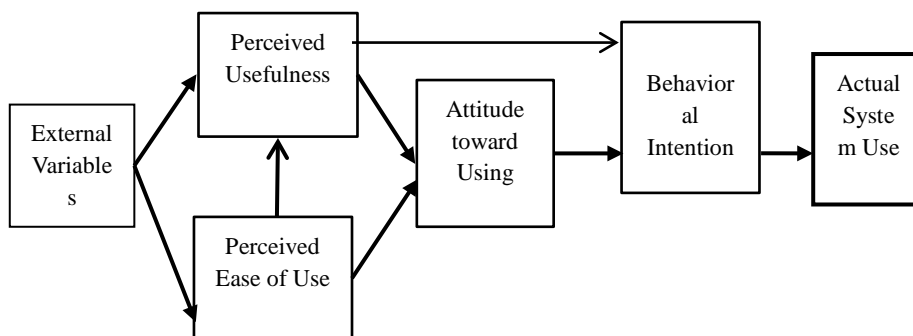


Fig. 1. The theory of technology acceptance model (Davis 1989)

2.2 Trust

Trust is a kind of belief, which is the expectation of an individual or organization to trust the other party's words, promises and oral or written statements. Lee and turban (2001) defined trust as a belief, feeling or expectation rooted in personality and formed in the

process of personal psychological development. Hsu (2017) said that trust is an important mechanism in the relationship between buyers and sellers, because it can reduce the uncertainty of interaction and enhance the expectation of successful purchase. Trust has been focused on by foreign scholars, especially the emergence of the Internet, which makes the research on trust more active. Wang Wang and Liu (2016) took the online group buying website as the research background, and integrated the e-commerce success model and commitment trust theory, and found that the perceived value and satisfaction of the platform had a positive impact on trust. Dahlberg (2003) used the TAM to explain consumers' trust in e-commerce. Pavlou (2004) combined trust and perceived risk with TAM model, and proposed that trust and perceived risk have a direct positive impact on consumers' consumption intention. Koufaris (2004) studied the initial trust of online companies based on TAM model.

2.3 Brand image

"Brand image" was put forward in the 20th century and was first used in the United States. Philip Kotler thinks that brand image is the belief of consumers for a certain commodity and the brand image in consumers' mind. It is a symbol to distinguish other commodities. It has always been an important research topic in foreign marketing, Kamins and marks (1991) believe that consumers will always maintain a high willingness to buy some familiar products with good brand image. Romaniuk and sharp (2003) pointed out that there was a positive relationship between brand image and perceived usefulness. Ali, Ali & sherwani (2017) brand image is the sum of all consumers' perceptions of corporate brands, which will affect consumers' purchase intention. Zhu Jianqiang (2010) proposed that the core of current enterprise competition lies in the competition of brand image. However, he summarized the development of brand image into four stages: visual integration of brand image, visual design of brand image, identification and communication of brand image, and integrated communication of brand image. Zhang feiru (2019) the brand image of an enterprise will directly affect the purchase intention of customers. When the brand image of an enterprise is better, the purchase intention of consumers will be higher. The establishment of brand image is to provide the marketing method of purchasing products when consumers have demand.

3. Research design and methods

3.1 Research framework

Based on the theory of TBP and TAM, this study constructs the research model of perceptual behavior control, platform usability, ease of use and behavioral intention, in which trust and brand image are taken as the factors of perceptual control, and the behavioral intention of online buyers for using meituan reviews is discussed in order to find out whether the above factors will affect consumers' willingness to use meituan reviews for shopping The research framework of the study is shown in Figure 2.

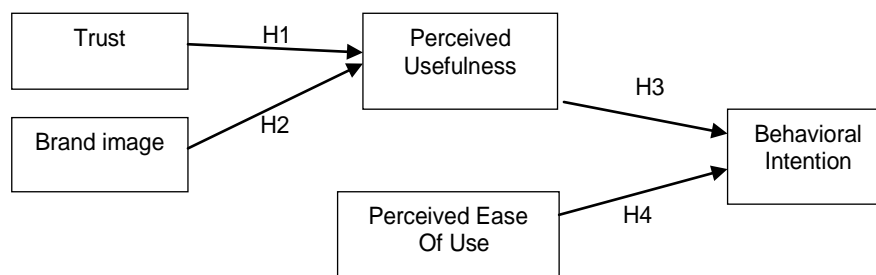


Fig. 2. Research framework

3.2 Research hypothesis

3.2.1. The relationship between trust and perceived usefulness

Trust is the belief that one party gives the other party commitment in the process of transaction. Mayer et al. (1995) put forward that trust means that no matter what the control and monitoring ability of one party to the other, the former always thinks that the latter acts in accordance with the behavior important to the former, so the former is willing to put himself in a state that is vulnerable to attack (i.e., taking risks) because of the latter's behavior. Trust can reduce the uncertainty in the transaction process, thus reducing the risk brought by the exchange. In the environment of e-commerce, the uncertainty of transaction is higher than that of traditional entity transaction. Therefore, when consumers conduct online shopping, if they lack trust in the business, they will reduce their consumption intention. Chen Lei (2016) consumers' trust in their businesses can significantly and positively affect consumers' purchase intention, and the convenience provided by businesses can significantly and positively affect consumers' trust in them. When consumers conduct online shopping, the higher their trust in merchants, the stronger their purchase intention will be. Therefore, businesses should not only maintain their own commodity quality, but also enable consumers to trust them. Maintain a high degree of trust.

Trust also increases the perceived usefulness of consumers to businesses. According to literature, consumers' trust in online stores has a positive impact on perceived usefulness of shopping websites (Gefen and Straub, 2003). The higher the consumer's trust in the business, it can make the consumer feel that the goods sold by the business are useful, thus improving the consumer's perceived usefulness of the commodity. Therefore, we propose the hypothesis H1.

Hypothesis H1: consumers' trust in meituan reviews has a significant positive impact on perceived usefulness.

3.2.2. The relationship between brand image and perceived usefulness

When consumers need to buy a certain product, they often take their familiar brand as their purchase orientation and judge the advantages and disadvantages of the product, that is, consumers will use the brand image to infer the product, or directly use the brand

image to replace the product's advantages and disadvantages, and then consume, and think that the brand image can replace all the information of the product, Dobbin & Zinkhan (1990). The more positive the consumers' cognition of brand image is, the higher the usefulness of consumers' perception of brand image is, and it also affects consumers' purchase intention. Therefore, the relationship between brand image and perceived usefulness is positive. As consumers often take brand image into reference factors in the purchase process, the research hypothesis H2 of this paper is put forward.

Hypothesis H2: the brand image of meituan reviews has a significant positive impact on perceived usefulness.

3.2.3. The relationship between perceived usefulness, perceived ease of use and behavioral intention

Because consumers can easily obtain the relevant information of products in the process of online shopping, consumers' satisfaction will be higher than that of traditional physical stores Coulter (2005). This study uses the TAM to study the perceived usefulness and perceived ease of use of meituan reviews, which will affect consumers' attitude towards using meituan reviews, and therefore, the hypothesis of H3 and H4 in this paper is deduced.

Hypothesis H3: consumers' perceived usefulness of meituan reviews has a significant positive impact on consumers' behavioral intention.

Hypothesis H4: consumers' perceived ease of use of meituan reviews has a significant positive impact on consumers' behavioral intention.

According to the above explanation, the operational definitions and research hypotheses of this study are summarized in Tables 1 and 2

Table 1. Operational definition

Principal plane	operational definition	Defining sources
Trust	Trust depends on the willingness of trading partners. The trust or maintains confidence in the trusted party. It can reduce the uncertainty of interaction and enhance the expectation of successful purchase.	Moorma (1993)
Brand image	Brand image is the consumer's perception and mapping of the brand, is the consumer's subjective judgment and perceptual knowledge. The quality of brand image will directly affect the behavior and attitude of consumers.	Yu Mingyang, Zhu Jida, Xiao Junsong (2005)
Perceived Usefulness	How useful consumers feel when using meituan reviews.	Davis (1986)
Perceived Ease of Use	How easy is it for consumers to use meituan reviews	Davis (1986)
Behavioral Intention	It refers to the subjective probability that an individual wants to engage in a certain behavior. The stronger the intention is, the more likely it is to engage in the behavior.	Fishbein&Ajzen (1975)

Table 2. Research hypotheses

Hypothesis	Hypothesis content
Hypothesis H1	Consumers' trust in meituan reviews has a significant positive impact on perceived usefulness.
Hypothesis H2	The brand image of meituan reviews has a significant positive impact on perceived usefulness.
Hypothesis H3	Consumers' perceived usefulness of meituan reviews has a significant positive impact on consumers' behavioral intention.
Hypothesis H4	Consumers' perceived ease of use of meituan reviews has a significant positive impact on consumers' behavioral intention.

3.3 Research method

The research object is online shopping consumers who have used meituan's comments. There are 24 questions in the questionnaire, which are mainly divided into five parts. They measure "trust", "brand image", "perceived usefulness", "perceived ease of use" and "behavioral intention" respectively, and explore the relationship between these five variables. There are 5 questions in total, including 10 questions to measure perceived usefulness and perceived ease of use, and 3 questions to measure behavioral intention. Among them, perceived usefulness and perceived ease of use are used to measure online consumers' perception of using meituan reviews. All questions are based on Likert's five point scale, ranging from very disagree (1) to very agree (5).

The method of regression analysis was used to collect data by random sampling questionnaire. The generation of questions was mostly based on the relevant literature in the past, and appropriately revised according to the situation of this study. The reference of trust question items was from Gefen (2003) and Pavlou (2004); the reference of cognitive usefulness and cognitive ease of use was from Gefen (2003) and Venkatesh (2003). After the first draft of the questionnaire was completed, 60 consumers who had used meituan's comments were collected to fill in the questionnaire, and the data were pre tested and constantly modified to make the questions more smooth and meaningful. The questionnaire was issued from August 25, 2020 to September 15, 2020. Through the online distribution of questionnaire star and the off-line investigation on A University campus, we investigated the consumers or potential consumers who knew or actually used this platform. Among the 250 questionnaires, 32 were invalid, and the effective rate was 87.2%.

4. Data analysis and results

4.1 Analysis of demographic variables

After the questionnaire survey was collected, SPSS 22 statistical analysis was used to analyze the research results. First of all, the basic situation of demographic samples was shown in Table 3.

(1) Gender

In the basic data of this study, first of all, gender analysis shows that the proportion of male is 34.4%, and that of female is 65.6%. From this we can see that the female sample

is more than the male sample, and the difference is large, and the male sample accounts for almost half of the female sample.

(2) Age

Since the subjects of this study are consumers who use meituan reviews, there is no restriction on their age. This study divides the age group into five stages. Among them, the number of people under 25 years old is the highest, accounting for 49.08%, followed by the number of people aged 25-35 years accounting for 37.16%, while the number of people over 56 years old accounts for only 0.46% Light race.

(3) Education level

In this research sample, the highest proportion of education is undergraduate, accounting for 61.47%, followed by junior college, accounting for 22.02%, and the lowest education level is junior high school or below, accounting for 2.29%.

(4) Occupation

In this study, the occupation is divided into six categories, of which 35.32% are students, 19.27% are other industries, and 5.5% are government agencies.

Table 3. Basic data distribution

variables	grouping	Number of valid samples (person)	Total (person)	Percentage (%)
Gender	male	75	218	34.40
	female	143		65.60
Age	Under 25	107	218	49.08
	25-35 years old	81		37.16
	36-45 years old	22		10.09
	46-55 years old	7		3.21
	over56	1		0.46
Education level	Junior high school and below	5	218	2.29
	High school academy	15		6.88
	university	48		22.02
	Graduate school and above	134		61.47
	Education	16		7.34
Occupation	manufacturing	21	218	9.63
	Service industry	27		12.39
	student	39		17.89
	government organs	77		35.32
	other	12		5.50
		42		19.27

4.2 Analysis of sample consumption characteristics

(1) Average number of online shopping in a year

As can be seen from table 4, this study divides the categories into four stages. Among them, 44.04% of them use Internet shopping more than 21 times a year, followed by 6-10 times (23.39%) and at least 5 times (including 5 times), accounting for 9.63%.

(2) Types of goods most frequently purchased by online shopping

It can be seen from table 4 that daily necessities and clothing account for more than 30% of the most commonly used online shopping products, while beauty maintenance accounts for the least 5.5%.

(3) The average amount of money spent on online shopping in a year

In this study, it is divided into four stages. According to table 4, the highest amount of online shopping per year is 2000 - 5000 RAM, accounting for 43.12%, followed by 29.82% under 2000 RAM, and 10.09% with consumption amount above 10000 RAM.

(4) Average monthly income

In this study, the income is divided into four stages. According to table 4, the highest average monthly income is less than 2000 RAM, accounting for 38.53%, followed by 2000 -5000 RAM, accounting for 26.61%, and the lowest is that the average monthly income is more than 10000 RAM, accounting for 8.72%.

(5) Average monthly expenditure

According to table 4, the highest average monthly expenditure is less than 2000 RAM, accounting for 46.79%, followed by 2000 -5000 RAM, accounting for 38.99%, and the lowest is the average monthly income of more than 10000 RAM, accounting for 2.75%.

Table 4. Consumption characteristics

variables	grouping	Number of valid samples (person)	Total (person)	Percentage (%)
Average number of online shopping in a year	Less than 5 times (including 5 times)	21	218	9.63
	6-10 times	51		23.39
	11-20times	50		22.94
	More then 21	96		44.04
Types of goods most frequently purchased by online shopping	delicacies	43	218	19.72
	articles for daily use	74		33.94
	electronic product	22		10.09
	dress	67		30.73
The average amount of money spent on online shopping in a year	Beauty care	12	218	5.50
	Under 2000 RBM	65		29.82
	2,000-5,000RBM	94		43.12
	5,000-10,000RBM	37		16.97
Average monthly income	Over 10000 RBM	22	218	10.09
	Under 2000 RBM	84		38.53
	2,000-5,000RBM	58		26.61
	5,000-10,000RBM	57		26.15
Average monthly expenditure	Over 10000 RBM	19	218	8.72
	Under 2000 RBM	102		46.79
	2,000-5,000RBM	85		38.99
	5,000-10,000RBM	25		11.47
	Over 10000 RBM	6		2.75

4.3 Reliability and validity analysis

The dimensions of brand image, perceived usefulness, perceived ease of use and behavioral intention indicate that these items are all in line with this dimension. The Cronbach's alpha values of all trust items are greater than 0.7, which conforms to the reliability standard proposed by Guieford (1965) that the Cronbach's alpha value is greater than 0.7, indicating high internal consistency. Therefore, the trust dimension of this study has reliability and credibility.

In terms of content validity, the KMO value of this study was 0.948, and Bartlett's spherical test reached a significant level ($P < 0.001$); in conclusion, the content validity of the questionnaire was good.

4.4 Regression analysis of trust, brand image and perceived usefulness

This study uses trust and brand image as independent variables and perceived usefulness as dependent variables to verify hypothesis H1 and H2. According to table 5 and table 6, F value is 185.325, and significance is $0.000 < 0.05$, which indicates that the overall regression of the equation model reaches a significant level, and the adjusted R2 is 0.629, which indicates that the fitting degree of the equation is high, which can explain the 62.9% change of the dependent variable "perceived usefulness". The significance of trust as an independent variable was 0.000, and the T value was 4.363 (greater than 3.291), reaching the significant level, which indicated that the linear relationship between trust and perceived usefulness was obvious.

Therefore, hypothesis H1 was established, which indicated that the higher the trust of consumers in meituan reviews, the higher their perceived usefulness. The significance of brand image as an independent variable was 0.000, and the T value was 10.666 (greater than 3.291), reaching the significant level, which indicated that the linear relationship between brand image and perceived usefulness was obvious.

Therefore, hypothesis H2 was established, indicating that the higher the brand image of meituan reviews, the higher the perceived usefulness.

Table 5. Regression Analysis - model summary of trust, brand image and perceived usefulness

model	R	R square	Adjusted R square	Standard deviation error	R Square change	Change statistics			
						F Value change	df1	df2	Significant f-value change
1	0.796a	0.633	0.629	0.38788	0.633	185.325	2	215	0.000

a. Predictive value: (constant), brand image, trust

Table 6. Regression analysis - coefficient a of trust, brand image and perceived usefulness

model	Coefficient of non-standardization		Standardization coefficient	T	Significance	Collinearity statistics	
	B	Standard error	Beta			Tolerance	VIF
constant	0.462	0.171		2.705	0.208		
trust	0.218	0.050	0.248	4.363	0.000	0.211	4.886
brand image	0.626	0.059	0.605	10.666	0.000	0.211	4.886

a. Strain number: perceptual usefulness

4.5 Regression analysis of perceived usefulness, perceived ease of use and behavioral intention

In this study, perceptual usefulness and perceived ease of use were used as independent variables and perceptual usefulness as dependent variables to verify hypotheses H1 and H2. According to table 7 and table 8, the F value was 163.216, and the significance was $0.000 < 0.05$, the adjusted R2 is 0.599, which indicates that the fitting degree of the equation is high, which can explain 59.9% change of the dependent

variable "perceptual usefulness". The significance of perceived usefulness as an independent variable was 0.000, with a t value of 8.539, reaching a significant level, indicating that there was an obvious linear relationship between perceived usefulness and behavioral intention. Therefore, hypothesis H3 holds, indicating that the higher the perceived usefulness of meituan reviews, the higher their behavioral intention will be. The significance of perceived ease of use was 0.001, and the T value was 3.435 (more than 2.576), reaching the significant level, which indicated that there was a significant linear relationship between perceived ease of use and behavioral intention. Therefore, hypothesis H4 is tenable, which means that the higher the perceived ease of use of meituan reviews, the higher their behavioral intention will be.

Table 7. Regression analysis - model summary of perceived usefulness, perceived ease of use And behavioral intention

model	R	R square	Adjusted R square	Standard deviation error	Change statistics				
					R Square change	F Value change	df1	df2	Significant f-value change
1	0.776 ^a	0.603	0.599	0.46317	0.603	163.216	2	215	0.000

a. Predictive value: (constant), perceptual ease of use, perceptual usefulness

Table 8. Regression analysis - coefficient a of perceived usefulness, perceived ease of use And behavioral intention

model	Coefficient of non-standardization		Standardization coefficient	T	Significance	Collinearity statistics	
	B	Standard error	Beta			Tolerance	VIF
1	constant	0.135	0.211	0.639	0.525		
	perceived usefulness	0.667	0.078	0.581	8.539	0.399	2.507
	perceived ease of use	0.284	0.083	0.234	3.435	0.399	2.507

a. Strain number: behavioral intention

4.6 Verification results of research hypothesis and research structure

According to the results of the above data, trust has a significant positive impact on perceived usefulness, brand image on perceived usefulness, perceived usefulness on behavioral intention, and perceived ease of use on behavioral intention. Therefore, hypotheses H1, H2, H3 and H4 are tenable. Table 9 can be obtained through integration, and figure 3 can be obtained.

Table9. Hypothesis content result

Hypothesis	Hypothesis content	Result
Hypothesis H1	Consumers' trust in meituan reviews has a significant positive impact on perceived usefulness.	supported
Hypothesis H2	The brand image of meituan reviews has a significant positive impact on perceived usefulness.	supported
Hypothesis H3	Consumers' perceived usefulness of meituan reviews has a significant positive impact on consumers' behavioral intention.	supported
Hypothesis H4	Consumers' perceived ease of use of meituan reviews has a significant positive impact on consumers' behavioral intention.	supported

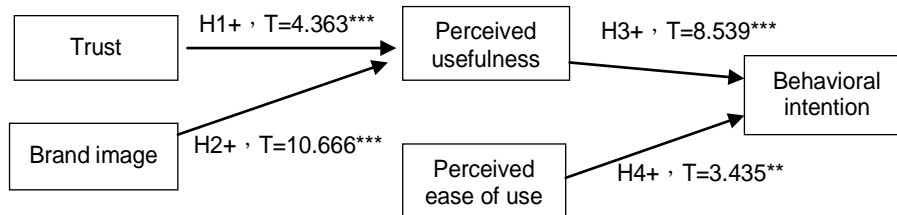


Fig. 3. Verification results of research architecture

5. Conclusions and suggestions

5.1 Analysis of consumer characteristics of meituan views

Through the analysis of demographic variables, it is found that the majority of the respondents are women (65.6%), the young people under 25 years old (61.47%) are university educated, 35.32% are professional students, and the average monthly income is less than 2000 RBM (38.53%), and the average monthly consumption expenditure is 2, Most of them (46.79%) bought less than or equal to NT \$000, and the most frequently purchased goods were gourmet, daily necessities and clothing, which showed that the main consumer group was young people. The results show that there are more female consumers using online shopping than male consumers. In particular, under the new epidemic situation has not been lifted, people cannot go out to the store to buy goods, so take out has changed their buying habits and made people switch to online takeout, making shopping safer and more convenient.

5.2 Analysis of hypothesis verification results

(1) Consumers' trust in meituan reviews has a significant impact on perceived usefulness

The results show that when consumers think that using meituan reviews is reliable, meituan reviews can present commodity information honestly, the information and content provided by meituan reviews are correct, meituan reviews will fulfill their promises and guarantees, meituan reviews will safeguard consumers' rights and interests, and meituan reviews are trustworthy, consumers' perceived usefulness for meituan reviews will be achieved It will increase significantly. That is to say, the higher the consumer's trust in meituan's reviews, the higher the perceived usefulness of meituan's reviews.

(2) The brand image of meituan reviews has a significant impact on perceived usefulness

The results show that when consumers think that meituan reviews are well-known, meituan reviews are more persuasive than other brands, meituan reviews feel positive, meituan reviews are excellent brands, and meituan reviews are better brands than other

brands, consumers' perceived usefulness of meituan reviews will increase significantly. That is, the more consumers recognize the brand image of meituan reviews, the higher the perceived usefulness of meituan reviews.

(3) The perceived usefulness of meituan reviews has a significant impact on consumers' behavioral intention

The results show that when consumers think that meituan reviews save money, use meituan reviews can buy good things, use meituan reviews is a very efficient way, use meituan reviews more easily to buy what they want, use meituan reviews to get what they want more quickly, and when they use meituan reviews, they cannot be affected and bothered by the salesmen in physical stores Consumers' willingness to consume meituan reviews will increase significantly. That is to say, the higher the perceived usefulness of meituan reviews, the higher the behavioral intention of using meituan reviews.

(4) The perceived ease of use of meituan reviews has a significant impact on consumers' behavioral intention

The results show that when consumers think that the operation function of meituan reviews is easy to use, it does not need much effort to use meituan reviews, it is easy to use meituan reviews, and the purchase procedure of meituan reviews is simple, consumers' willingness to spend on meituan reviews will increase significantly. That is to say, the higher the perceived ease of use of meituan reviews, the higher their behavioral intention of using meituan reviews.

5.3 Suggestions for consumers using meituan Reviews

(1) It can be seen from the above research data that the average number of consumers who shop online more than 21 times a year accounts for 44.4%. Therefore, it is suggested that consumers of meituan reviews should know the relevant information about the products before purchasing the products sold by meituan reviews practitioners. In this way, not only can they quickly buy products that meet their own needs, but also can avoid them after the purchase and refund of the subsequent troublesome procedures to reduce the time cost of consumers.

(2) According to the above research data, the average monthly income of consumers is below 2000 RBM. Therefore, it is suggested that consumers of meituan reviews should purchase products sold by meituan reviews practitioners, If you can use the group buying mode of meituan reviews with people you know or don't know, you can not only buy more discount benefits than the original price, but also share the product with friends around you to enhance the relationship between them.

(3) Meituan has a lot of promotion and various discounts to attract consumers to place orders. There are also many inter-bank loan problems and unrealistic advertisements by businesses, which have hit trust and brand image. Consumers should be careful before placing orders to receive discounts and not be cheated.

5.4 Suggestions for meituan operators

(1) The research finds that brand image is positively related to behavioral intention. Therefore, it is suggested that meituan reviews should cooperate with the manufacturers of the products they sell, disclose the relevant information of the products, and then enhance the brand image of meituan reviews. This can not only easily increase the sales volume of products, but also increase the profits of meituan reviews, as well as enhance meituan reviews. Consumers are more willing to spend on meituan reviews if their products have high brand image.

(2) It is found that trust, perceived usefulness and behavioral intention are positively correlated with each other. Therefore, it is suggested that meituan review operators should use various marketing activities to convey the knowledge and information about product sales, and also need to filter the credit rating of businesses to protect consumers with asymmetric information. It can not only increase consumers' correct understanding of product information, but also can improve consumers' awareness of product information they should strengthen their positive evaluation of meituan review operators and cooperative manufacturers, and enhance consumers' sense of trust in meituan review operators and cooperating manufacturers.

(3) It is found that the main group of consumers is young people. With the reduction of new orders, the evaluation of red envelopes and follow-up marketing methods can attract young people's curiosity and continue to place orders. Therefore, the brand trust turns to establish the loyalty and sales volume of the website.

5.5 Research limitations and suggestions for future research

(1) Research limitations

This study adopts the method of random sampling survey, but most of the data are from Guangdong, so the research sample has certain limitations, and cannot represent the consumption concept of meituan reviews of national consumers with great authority. Due to the limited time and energy of individuals, it is impossible to conduct random sampling survey in all regions of the country. Therefore, the results of this study only represent the opinions of sample data, and cannot infer the opinions of consumers nationwide.

The questionnaire items designed in this study are formulated by referring to relevant literature, combining the views of domestic and foreign scholars and the opinions of instructors. However, each sample may have different interpretations on the expression of topic sentences, which leads to some deviation in the results of this study.

(2) Suggestions for future research

In this study, we only include trust and brand image as the research variables. It is suggested that future researchers can add other variables such as personality traits and product knowledge to understand the behavioral intention of the subjects. In addition, only taking meituan review as an example, its conclusion may not be able to infer the situation of all online shopping platforms, such as Taobao, Jingdong, etc.; therefore,

more different online shopping platforms can be selected for research in the future. In terms of research methods, this study adopts the form of questionnaire, and the interviewees may not fully understand the survey content, resulting in errors in the process of filling in the questionnaire; therefore, future researchers can collect data through interviews if conditions permit, so as to ensure the accuracy of data sources.

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