



Navigating Negative Events: How Ethical Perceptions Influence Consumer–Company Identification

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ABSTRACT

This study examines how consumers' perceptions of the quality of corporate ethics statements influence consumer–company identification (CCI) in the aftermath of negative events. A survey was conducted with 179 consumers of Didi, a prominent Chinese ride-hailing platform that faced public controversy. The findings indicate that the perceived quality of ethics statements positively impacts CCI. Furthermore, collectivism serves as a positive moderator, strengthening the relationship between perceived ethics statement quality and CCI. Conversely, consumer experience acts as a negative moderator, weakening this relationship. This research offers actionable insights for corporate relationship marketing strategies. Companies seeking to enhance consumer identification should prioritize genuine alignment between their actions and ethical statements, underscoring the critical role of corporate ethics in navigating consumer relationships during crises. This study contributes to the literature on corporate social responsibility (CSR) by shedding light on the role of consumers' perceptions of ethical statements in the context of negative corporate events, with a focus on collectivist cultural settings.

Keywords: consumer–company identification, ethics statements, consumer experience, collectivism

INTRODUCTION

Many companies aim to project a positive and ethical image through CSR activities, such as featuring a prominent CSR section on their websites, making public commitments to ethics, and engaging in public welfare efforts. However, inconsistencies between a company's statements and actions are common, and these discrepancies can lead to negative consumer perceptions.

This phenomenon can be explained by consumer-company identification (CCI), a psychological process in which consumers emotionally and psychologically align with a company [1,2]. Identification stems from the perceived similarity between the consumer's values and those of the company, which fosters a sense of belonging[3]. Recent research has increasingly focused on how CCI is influenced by CSR perceptions, which are shaped by consumers' beliefs about a company's social responsibility [4].

However, existing studies on CSR and CCI have several limitations. First, with the rise of social media, negative events now spread rapidly, causing diverse consumer reactions [5]. Despite this, little research has explored how negative events influence consumer identification with companies. Second, while CSR perceptions are important, previous studies often overlook the importance of ethical statements in shaping consumer attitudes [6].

This study addresses these gaps by focusing on Didi, a Chinese ride-hailing platform, which has faced media scrutiny over incidents involving violent crimes committed by its drivers. Using data collected from 179 Beijing-based users with over one year of experience, we examine how consumers' perceptions of the quality of a company's ethical statements affect CCI, and the role of consumer experience and collectivism in moderating this relationship.

Our study makes three key contributions: First, it expands the concept of CSR by focusing on the perceived quality of ethical statements in the context of negative events. Second, it investigates how collectivism and consumer experience moderate the relationship between ethical perceptions and CCI. Finally, from a practical standpoint, we emphasize the importance of aligning corporate behavior with ethical statements to enhance consumer identification.

THEORY AND HYPOTHESIS

Social Identity Theory: Perceived Quality of Ethics Statements and CCI

Social identity refers to the portion of an individual's self-concept that is derived from perceived membership in a relevant social group and the attachment and values that accompany such a membership [7]. People's perceptions of a company's ethics and the attractiveness of its identity are positively related [8,9]. Ethical perceptions also influence consumers' trust in, satisfaction with, and commitment to companies [10,11]. Evidence shows that people will identify more strongly with an organization with a higher level of social responsibility [12]. Research on CCI has also shown that consumers' perceptions of CSR have a positive effect on the former [13–15] This is because, when consumers assume that a company has a sense of social responsibility, they may tend to find it more attractive thanks to its virtuous moral image, and they may form a greater identification with it [16]. In this way, ethics quality, an important part of CSR, may also enhance CCI.

Companies often experience negative events, most of which are about the fulfillment of CSR. Negative events can damage a company's image and reduce its attractiveness to consumers. However, if it puts a lot of effort into the early stages to maintain social responsibility, it can increase other stakeholders' identification of the company after a negative event [17,18]. A good corporate image is an intangible asset bringing many benefits to the company [19]. The threat that a negative event generates depends on the individual's perception, meaning that the extent of the threat does not depend on the attributes of the event itself, but rather on the extent to which the individual perceives the organizational threat as a personal threat [20].

In other words, the part that is threatened is “the part of the individual’s self-concept” derived from the value and social significance of membership [7]. This is because the positive image created by the company’s previous efforts and the threatening impact of a negative event are clearly not enough to make consumers completely abandon the company. Consumers spontaneously construct beliefs and attributions of responsibility for defective or harmful products [21]. In this regard, in the context of a negative event, if consumers can perceive the quality of the company’s ethics statement, they will still have a high level of identification with the company.

The CCI_{Aff}: The Moderating Effect of Collectivism

Emerging social identity theory divides CCI into two dimensions: CCI_{Cog}(cognitive identification) and CCI_{Aff} (affective identification)[22]. These two dimensions are shaped by distinct intrinsic motivations: CCI_{Cog} is driven by uncertainty and CCI_{Aff} by self-enhancement [23].

Self-enhancement is people’s desire to view themselves positively [24]. The motivation comes from their self-concept, consisting of stable internal attributes, and when their self-concept is active, they tend to expect others to perceive the positivity of their internal attributes [25]. According to social identity theory, social identity is a part of an individual’s self-identity [7]; the individual is attracted to a group and identifies with it when the characteristics of their own self-concept (including demographic characteristics, personality, and values) are similar to those of the perceived group identity [2,26]. Therefore, the similarity between the characteristics of a consumer’s self-concept and the features of a company’s identity may affect CCI.

In the context of negative events, consumers who develop CCI_{Aff} are more inclined to reject negative information because they see a projection of their self-concept in the company’s identity [2,13]. Consumers with CCI_{Aff} are less likely to receive and spread negative information because this may undermine the positivity of the organization and further damage their own self-attribution, even as they further strengthen CCI_{Aff} [23].

Collectivism refers to the values of believing that collective interests are above personal interests and that the culture of collectivism emphasizes the maintenance of cohesion [27]. Individualism–collectivism values are considered the most prominent differences between Eastern and Western values [28]. Because of its special development history, it is important to consider context when evaluating an enterprise in China [29]. Although some Western values have spread around the world in recent years, the national local culture still plays an important role in a country [30]. Collectivism is especially prevalent in Chinese culture[31] and is a crucial area of study.

The more similarities that exist between consumers’ and a company’s values, the more attractive the latter is to the former, leading to higher CCI [2,26,32]. Therefore, a company’s collectivist values are more attractive to consumers with a greater tendency toward collectivism, and consumers’ perceptions of ethics statements that embody the value of collectivism will be more likely to stimulate CCI. According to the culture of collectivism, individuals belong to one or more “internal groups” whose interests should be defended above subordinated personal interests [27,33]. Under collectivist values, greater emphasis is placed

on collective and socially oriented goals [34]. Ethics statements increase the similarity between a company's identity and that of consumers with a high tendency toward collectivism, making it more attractive to consumers [34]. As the tendency to collectivism is reinforced, the relationship between consumers' perceived quality of ethics statements and their identification with companies will be enhanced.

Therefore, we propose the following hypothesis:

- H1: Following negative events, consumers' collectivism positively moderates the relationship between consumers' perceived quality of ethics statements and CCI.

The CCI_{Cog}: The Moderating Effect of Consumer Experience

Another motivation for CCI_{Cog} is people's desire to reduce uncertainty about their position in the social world[24]. To reduce uncertainty, customers need to form a perception of the organization to help them properly view their place in the social environment [35,36].

At the same time, identification, instead of being static, is a dynamic and continuous process [37–39]. It changes according to the alteration of beliefs in an organization [40], so the experience of an individual as a member of a group may reduce uncertainty and further influence the formation of CCI_{Cog}.

Consumer experience is the result of consumers' engagement with products, services, and companies; and this engagement depends on the perceptions that arise from their exposure to the products and services [41]. In several empirical studies, scholars verified the relationship between consumer experience and CCI. They found that the density of interaction between consumers and companies, the frequency of consumers' use of the products or services of a company, and the quality of services have played a part in CCI [1,42–44]. Therefore, as time passes, when people have increasing experience with group activities, an organization's attractiveness and people's identification may both change [45].

Bhattacharya and Sen (2003) argued that the credibility of a company's identity affect CCI[2]. When consumers perceive that the information is not consistent with their established attitudes, they will doubt the authenticity of the previous information [46,47]. Furthermore, when a company does not practice what it preaches, it leaves an impression of "hypocrisy" on its consumers and undermines their attitudes toward it [4]. Inconsistencies sometimes arise between a company's statements and practices, but these inconsistencies do not mean that the company intentionally deceived consumers [48,49].

In the context of a negative event, increased consumer experience increases the inconsistency found in the company's practices and statements and further generates skepticism and perceived uncertainty, which in turn weakens identification with the company. In fact, discussing an organization and its actions may help consumers better understand their self-positioning. Clients with CCI_{Cog} are even likely to disseminate negative information about the organization to further understand its authenticity [23]. When consumers gain more experience, they may have a deeper insight into the company's image. If they find the actions of the company to be inconsistent with its ethical statements, they will doubt the authenticity of the company's identity. Furthermore, with more consumer experience, consumers might be more likely to compare the company to other companies. As a result, they might doubt the

validity of previous information [46] and become less satisfied with the company[4]. This will make the company much less attractive and undermine consumer CCI_{cog}.

Therefore, we propose the following hypothesis:

- H2: Following negative events, consumer experience negatively moderates the relationship between consumers' perceived quality of ethics statements and CCI.

The research model of this study is shown in Figure 1:

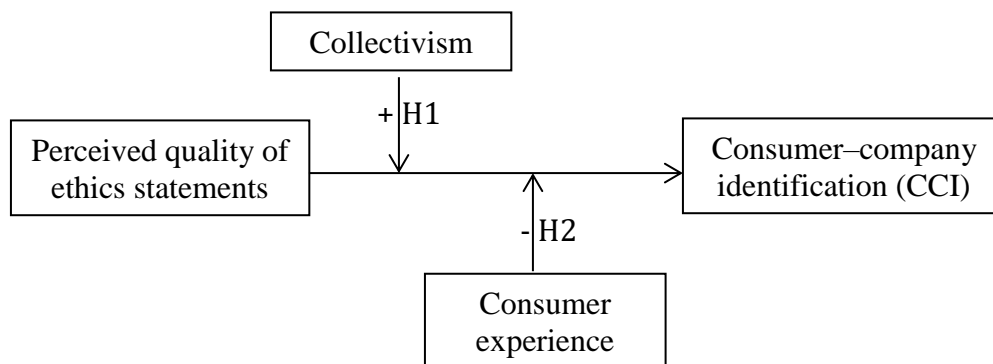


Figure 1: Conceptual model

SAMPLES AND MEASUREMENT

Sample

This study focuses on respondents who have used Didi, a prominent ride-sharing platform in China, for at least one year. Didi (2019) presents its corporate ethics statement, which emphasizes its dedication to *"improving the user experience and building a new, safe, open, and sustainable ecology of mobile travel."* This statement reflects Didi's broader aspiration to benefit a wide range of communities and generate social value. However, despite these ethical commitments, Didi has been involved in several high-profile negative events in recent years. In 2018, a tragic incident occurred when a female passenger was killed by a Didi driver. Furthermore, multiple instances of violent crimes perpetrated by Didi drivers against passengers have raised serious concerns about the safety of the platform. These incidents have sparked public outrage and heightened scrutiny of Didi's ability to ensure user safety and uphold its ethical promises.

Given the significant gap between Didi's ethical statements and the negative incidents associated with its platform, understanding consumer perceptions of its ethics is particularly valuable. The contradiction between Didi's ethical aspirations and the public perception of its failures provides a unique opportunity to explore how corporate ethics statements influence consumer-company identification (CCI) in the context of crisis management and consumer trust. Thus, Didi serves as a highly relevant case for this study, offering rich insights into the role of corporate ethics in the aftermath of negative events.

The questionnaires were assigned in several rounds in Beijing, where Didi has permeated the lives of a majority of people. The first round involved central intercept tests, with 210 questionnaires returned from a total of 300 distributed. The questions included consumers' basic information such as gender, age, and marital status; spending habits; personal average

monthly consumption expenditure; purpose of online car-hailing; frequency of taxi-hailing in their travels; and perception of the quality of Didi’s ethical statements. The second round consisted of follow-up phone calls, from which 179 verbal questionnaires garnered a response. The questions were designed to examine the CCI between Didi and its consumers. All participants provided informed consent before participating in the study. For the central intercept tests, written informed consent was obtained from participants prior to completing the questionnaires. For the follow-up phone interviews, verbal informed consent was obtained at the beginning of each call. The study protocol was approved by Academic Committee of Business School in CUFE (No HC20180901).

The analysis of the samples in Table I showed a comparatively even gender distribution, with male respondents accounting for 50.8% and females for 49.2%, similar to the distribution of their age group. In contrast, of all the respondents, 29.1% were single and 70.9% were married. As for the purpose of their car-hailing, a majority of the respondents selected Didi for parties and trips, accounting for 78.2%, followed by commuting, representing 68.7%. Only 17.3% respondents hailed cars via Didi to drop off and pick up their children, whereas 35.8% used Didi for business. The personal average monthly consumption expenditure was about 5,000 yuan, with a huge gap between its peak of up to 80,000 yuan and trough of 200 yuan.

Table I: Descriptive Data of the Sample

Sample Characteristics	Frequency	Ratio
Gender		
Male	91	50.8%
Female	88	49.2%
Age		
22–30	40	22.3%
31–35	34	19.0%
36–40	31	17.3%
41–45	36	20.1%
45–50	38	21.2%
Marital status		
Unmarried	52	29.1%
Married	127	70.9%
Purposes of ride-hailing		
Business	64	35.8%
Dropping off and picking up children	31	17.3%
Commuting	123	68.7%
Party or trips	140	78.2%
Others	6	3.4%
	Min/Max	Mean
Monthly consumption expenditure	200/80,000	5,012.85

Measurement

Dependent variable: CCI. CCI was measured using a scale Pérez and Rodríguez del Bosque (2015) devised, which consists of six items[50]. In this study, the author analyzed the reliability and validity of the sample data. In the reliability analysis, Cronbach’s alpha coefficient of the CCI was 0.910, showing high reliability. Meanwhile, the method of confirmatory factor analysis

was adopted in the validity analysis. The results for the validity of the sample data also showed themselves to be quite impressive (CMIN/DF = 6.580, GFI = 0.896, IFI = 0.929, CFI = 0.928, RMSEA = 0.177).

Independent variable: *Perceived quality of ethics statements.* The perceived quality of ethics statements was measured according to a scale Stanaland et al. (2011) developed that contains three items[51]. The Cronbach's alpha coefficient of the perceived quality of ethics statements was 0.763, indicating a high degree of reliability and validity (CMIN/DF = 1.306, GFI = 0.995, IFI = 0.998, CFI = 0.998, RMSEA = 0.041).

Moderator variables: *Consumer experience and collectivism.* For the measurement of collectivism, the author adopted a scale from Triandis and Gelfand (1998), including two dimensions and eight items[52]. The Cronbach's alpha coefficient of collectivism was 0.763, indicating a high degree of reliability and validity (CMIN/DF = 2.551, GFI = 0.939, IFI = 0.924, CFI = 0.922, RMSEA = 0.093).

Consumer experience was measured by the frequency of car-hailing in consumers' travels. On a monthly basis, respondents were expected to self-report, filling in the blank in "of your monthly travels, the frequency of car-hailing accounts for about __% of all modes of transportation."

Control variables: Five variables were selected as control variables: consumers' gender, age, marital status, personal average monthly consumption expenditure, and the purpose of online car-hailing. Respondents were divided into different age groups and identified accordingly (21 years old and below = 1, 22–30 years old = 2, 31–35 years old = 3, 36–40 years old = 4, 41–45 years old = 5, 45–50 years old = 6, 51 years old and above = 7). Gender was measured using dummy variables (male = 1, female = 0), as was marital status (unmarried = 1, married = 0). Personal average monthly consumption expenditure was analyzed in the form of a logarithm because of a huge gap in number and span of expenditure. The purpose of online car-hailing was also marked with dummy variables (0–1): business; dropping off and picking up children, commuting, parties or trips, and others, with others taken as the reference group.

RESULTS

Main Analysis

In this study, the author conducted a preliminary descriptive statistical analysis and correlation analysis on 179 samples for data analysis. According to the results shown in Table II, the correlation between variables was comparatively reasonable, and there was no obvious multicollinearity. Moreover, given the negative events involving Didi, the mean score of 4.5 on a 7-point Likert scale reflects a relatively low perception of the company's ethical statements, suggesting that consumers' trust and confidence in Didi's moral commitments have been undermined. Then, the author adopted hierarchical regression to test the main and moderating effects. In a total of three models, Model 1 contained only control variables; Model 2 contained both the independent variable—namely, perceived quality of ethics statements—and moderator variables such as consumer experience and collectivism to test the main effect for this study; and Model 3 consisted of interactive items, one between perceived quality of ethics statements and consumer experience and the other between perceived quality of ethics

statements and collectivism, to test the moderating effects for this study. The regression analysis results are shown in Table III.

Table II: Description and Correlations of Variables in the Models

Variable	Mean	SD	1	2	3	4	5	6	7	8	9	10	11	12
1: Gender	0.510	0.501	1											
2: Age	3.990	1.465	-0.088	1										
3: Marital status	0.290	0.455	0.014	-0.796**	1									
4: Business	0.360	0.481	0.197**	0.221**	-0.221**	1								
5: Dropping off and picking up children	0.170	0.379	-0.052	0.135	-0.293**	-0.033	1							
6: Commuting	0.690	0.465	-0.013	0.069	-0.073	-0.125	0.086	1						
7: Parties or trips	0.780	0.414	-0.113	0.163*	-0.139	-0.002	0.027	-0.181*	1					
8: Monthly consumption expenditure	8.190	0.714	-0.013	0.084	-0.036	0.322**	0.096	-0.197**	0.128	1				
9: Perceived quality of ethics statements	4.145	0.616	-0.040	-0.002	-0.051	-0.183*	-0.012	-0.004	-0.037	-0.195**	1			
10: Collectivism	4.051	0.523	-0.019	0.005	-0.098	-0.034	0.118	-0.075	0.016	0.028	0.445**	1		
11: Consumer experience	29.060	21.239	0.016	0.025	0.063	0.194**	0.032	0.006	0.082	0.177*	0.015	-0.033	1	
12: Consumer-company identification	3.625	0.743	0.042	0.042	-0.041	-0.162*	-0.064	0.040	-0.182*	-0.242**	0.304**	0.303**	-0.204*	1

Notes: *p < 0.05, **p < 0.01, ***p < 0.001 SD: standard deviation

Table III: Regression Results

Variables	Model 1	Model 2	Model 3
Control variables			
Gender	0.047 (0.526)	0.049 (0.482)	0.048 (0.487)
Age	0.080 (0.461)	0.134 (0.193)	0.164 (0.109)
Marital status	-0.075 (0.510)	0.026 (0.806)	0.050 (0.637)
Business	-0.157† (0.056)	-0.088 (0.263)	-0.097 (0.212)
Dropping off and picking up children	-0.072 (0.351)	-0.078 (0.290)	-0.091 (0.210)
Commuting	-0.052 (0.492)	-0.009 (0.897)	-0.007 (0.924)
Parties or trips	-0.185* (0.016)	-0.162* (0.024)	-0.184** (0.010)
Monthly consumption expenditure	-0.180* (0.024)	-0.150* (0.049)	-0.129† (0.084)
Independent variables			
Perceived quality of ethics statements		0.147† (0.064)	0.172* (0.030)
Collectivism		0.247** (0.002)	0.257*** (0.001)
Consumer experience		-0.145* (0.043)	-0.135† (0.054)
Interactions			
Perceived quality of ethics statements * Collectivism			0.132† (0.060)
Perceived quality of ethics statements * Consumer experience			-0.148* (0.031)
R ²	0.114	0.240	0.278
△R ²	0.114	0.127***	0.038**
F	2.725**	4.800***	4.893***

VIF _{max}	2.273	2.554	2.583
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Notes: †p < 0.1, *p < 0.05, **p < 0.01, *** p < 0.001

According to the regression analysis, the maximum VIF of all the models was 2.583, and no obvious multicollinearity was seen among them. The results of Models 2 and 3 revealed that given the influence of control variables, the perceived quality of ethics statements had a significant impact on CCI ($b = 0.147$, $p < 0.1$ for Model 2; $b = 0.172$, $p < 0.05$ for Model 3), assuming that H1 was validated.

The interactive item between perceived quality of ethics statements and consumer experience also had a significant impact on CCI ($b = -0.148$, $p < 0.05$ for Model 3), as did the item between perceived ethical quality and collectivism ($b = 0.132$, $p < 0.1$ for Model 3). Moreover, ΔR^2 in model 3 was significant if H2 and H3 were proved.

Figures 2 and 3 show how moderating effects work. It can be inferred from the images that consumer experience negatively moderates the relationship between perceived quality of ethics statements and CCI in the opposite of collectivism to some extent.

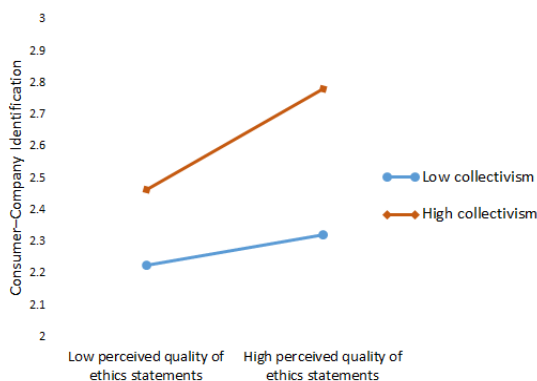


Figure 2: Moderation of collectivism.

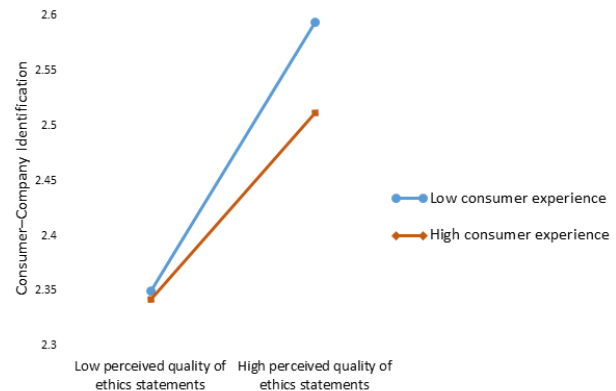


Figure 3: Moderation of consumer experience

Robustness Test

In this study, the author adopted single-item measures[53]. Three items for consumers' perception of ethics quality (PQE1, PQE2, PQE3) were taken as independent variables for the regression model. According to the regression analysis shown in Table IV, Models 1 and 2 adopted PQE1 as the independent variable; Models 3 and 4 adopted PQE2 as the independent variable; and Models 5 and 6 adopted PQE3 as the independent variable, proving the robustness of the models.

Table IV: Regression Results (Independent Variable Sub-items)

Variables	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6
Control variables						
Independent variables						
Perceived quality of ethics statements (sub-items)	0.043 (0.587)	0.064 (0.424)	0.118 (0.117)	0.145† (0.051)	0.169* (0.025)	0.177* (0.019)
Collectivism	0.294*** (0.000)	0.320*** (0.000)	0.271*** (0.000)	0.278*** (0.000)	0.261*** (0.000)	0.262*** (0.000)

Consumer experience	-0.135† (0.062)	-0.127† (0.076)	-0.113† (0.062)	-0.130† (0.062)	-0.145* (0.042)	-0.137† (0.052)
Interactions						
Perceived quality of ethics statements (sub-items)* Collectivism		0.158** (0.028)		0.110 (0.108)		0.059 (0.392)
Perceived quality of ethics statements (sub-items)* Consumer experience		-0.098 (0.157)		-0.172* (0.012)		-0.115† (0.100)
R ²	0.226	0.257	0.236	0.278	0.248	0.264
ΔR ²	0.226	0.031**	0.236	0.042***	0.248	0.017
F	4.428***	4.387***	4.684***	4.878***	4.996***	4.556***
VIF _{max}	2.546	2.567	2.544	2.581	2.590	2.611

Notes: †p < 0.1, *p < 0.05, **p < 0.01, *** p < 0.001

DISCUSSION AND CONCLUSIONS

Targeting Didi, a Chinese ride-hailing company following negative events, we researched the influence of consumers' perceived quality of ethics statements on CCI and factors that affect this process. First of all, the perception of Didi's ethical statements is quite low, highlighting the challenge Didi faces in convincing consumers of its ethical commitments. The results showed that perceived quality of ethics statements has a positive effect on CCI. Further, consumers' collectivism positively moderates the process, in contrast with the degree of consumers' experience. In other words, when collectivism grows, the relationship between the consumers' perceived quality of ethics statements and CCI is strengthened. The relationship is weakened when the degree of consumer experience increases.

Theoretical Implications

First, our research enriches the literature on corporate social responsibility (CSR) by addressing the specific role of ethical statements within the broader CSR framework. While prior studies have predominantly explored consumers' perceptions of CSR as a whole, CSR encompasses multiple dimensions, including economic, legal, ethical, and philanthropic aspects [54–56]. Furthermore, given the intrinsic link between CSR practices and the risk of negative events [57–59], our study provides new insights into consumer responses to CSR in adverse contexts. By situating ethical statements within the aftermath of negative events, we contribute a nuanced perspective on how CSR efforts are perceived and evaluated under challenging circumstances.

Second, this research advances studies on consumer-company identification (CCI) by examining the influence of ethical concerns on CCI in the context of negative events. While prior research has investigated various factors influencing CCI, limited attention has been given to the role of consumers' ethical perceptions following crises. Our findings address this gap by demonstrating that the perceived quality of ethical statements significantly affects CCI in such scenarios. These findings extend the existing CCI framework by incorporating cultural and experiential dimensions, offering a more comprehensive understanding of consumer behavior after negative events.

Practical Implications

Our research offers practical guidance for companies to strengthen consumer identification through improving corporate communication effects. Corporate communication will influence the sensemaking and sensegiving [60] of information by the communication object. According

to the attention-based view, people's limited attentional capacity in different situations can impact decision-making [61]. The content and channels of corporate communication are important parts of the formation of organizational attention. Communication modes, communication content, and rhetorical skills all affect consumers' attention when making decisions[62]. Didi's ethics statement does not received accurately by the public and produce its best effect, there might be problems when Didi tries to draw consumers' attention. Improvements may be made by increasing the intensity of communication, carefully selecting the content of communication, increasing in-car advertising, and training drivers in the dissemination of ethical statements.

To strengthen consumer identification, firms must prioritize virtuous ethics statements and ensure they align with their actions. In collective cultures like China, where companies significantly impact society, consumers place greater importance on ethical behavior. As a result, the perceived quality of ethics statements is more influential on CCI in such cultures. Additionally, consumers will assess companies based on past experiences and expect consistency between actions and statements. Any perceived inconsistency can diminish consumer identification, making it crucial for companies to align their behaviors with ethical statements to build consumer trust.

Limitations and Prospects

Our research has certain limitations. First, because it was limited by objective conditions, we only involved samples from 179 consumers, which was likely to affect the analysis results. In future research, more samples should be taken to ensure the accuracy of the results. Second, sharing-economy companies cover a wide range of industries and types. Because we targeted Didi, a representative sharing-economy business in China, we could not fully represent all companies in this field. In the future, research on different types of sharing-economy companies should be conducted to supplement the results and improve their applicability.

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