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**COLLABORATIVE CONSUMPTION THROUGH NEW
TECHNOLOGIES**

Thesis

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ABSTRACT

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<p>The goal of the present paper is to present the raise of collaborative consumption through new technologies, and find out the impact of this new economic system on the contemporary society.</p> <p>In a first place the theoretical part provide an overview of the collaborative consumption in general, with definitions, consideration of the levels of sharing economy, and main success of the collaborative organizations in the 21th century. Then a part highlighting the key role of new technologies and internet for the development of this concept is mentioned, with a notion of access, trust and role played by communities in this system. Nonetheless the reasons of involvement to this sharing economy are given and explanations about how sharing economy is giving answered to issues of this century, followed by the problems concerning the impact on traditional businesses.</p> <p>The experiment, survey and interview were aimed at testing the knowledge of the respondents on the concept, discover which reasons influence the involvement and find out which place do they give to sharing economy as a change of the consuming behaviors. Data for the research were collected from 108 respondents, through an online survey. Subjects were randomly selected. The interview was conduct with a Finnish user of couch surfing, a collaborative lifestyle.</p> <p>This study support the view that collaborative consumption implies modification in the economic system nowadays, and that it could redefine the relation of ownership of the hyper-consumption times. Respondents seemed mainly willing to try and adopt more regular collaborative behaviors.</p> <p>In addition developments of new technologies, synchronized with new reputation systems building the trust are going to empower users and give strength to collaborative consumption. Nevertheless the study questions the boundaries of collaborative economy, and the relation with capitalism model. Also it will have to face a good management of data to promote trust, the essence of this new system. To succeed collaborative economy should work and balance with traditional businesses and states' institutions to manage a good transition.</p>		
Key words Behaviors, collaborative consumption, internet, new technologies, peer to peer business, sharing economy		

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1 INTRODUCTION

Collaborative consumption, a business model based on sharing, exchange, barter, sale or rent, is increasing has never before thanks to network technologies.

Technologies are a daily part of our life: computers, smartphones, tablets etc. and it is revolutionizing the way we consume. Internet has progressed a lot these past years; today doing part of our shopping online is common. All this information and possibilities that internet is offering change our ways of consuming. In this vast world wide web, a new style of business is making its way: collaborative consumption.

Sharing services, knowledge, or objects instead of using it individually, became far easier with new technologies. Internet gives an important notion of access as never before. This mode of collaborative consumption is touching so many areas, from: car-sharing, couch-surfing, co-lunching, community website etc. and it is expanding into new areas.

This new mode is only at its beginning, and is more developed in some countries like the USA, France, the United Kingdom, but the expansion has started.

1.1 The aim of the thesis

This thesis will discuss about collaborative consumption and how internet can change our consuming behaviors. It will explain what collaborative consumption really is, and show the increasing weight of this emergent concept.

To do so it will try to highlight the answers of these questions: How internet permits a quick development of collaborative consumption? How does collaborative consumption change consumer behaviors? And what are the main reasons for consumers to be part of the “sharing economy”?

1.2 Methodology used

To meet to the aim of the thesis, first a theoretical part will be presented, in order to explain and point out the important information of collaborative consumption; use of books, articles, and conferences etc. as references. Then the thesis continue with the results of a research, which is a survey concerning the topic, assigned to internet users, and one interview made with one Finnish user of Couchsurfing.com.

The quantitative research allowed getting some statistics about collaborative consumption, making some prediction, deduction, by analyzing the data. The survey included 10 questions, it was an online version, and has been shared through social networks and emails. There were 108 random internet users respondents. The three first questions were concerning the profile of respondent, if they are internet users, male or female, their age. Then questions about the sharing economy; have they heard about it, what would be the main reason of involvement in the concept. The frequency they have been using collaborative consumption, and for which sector. If they have never used it would they be willing to try it, and to which extent they think collaborative consumption will be a change or only a trend, and ending with a question about trust on internet. The survey has been done to get some returns about how far the sharing economy is impacting consumer's behaviors.

The qualitative research allowed getting feedback, more understandings. The interview has been done with a couch surfing FinNish user from Kokkola, discussing the topic around collaborative consumption and especially couch surfing experiences, extended to the place of internet in our life.

2 COLLABORATIVE CONSUMPTION

The evolution of collaborative consumption through new technologies includes different important points, starting by clarifying the definition and the aspects of this new economic model. Even if recent the growth and impact of the concept is to take on board.

2.1 The concept, an old way of consumption reinvented with new technologies

Collaborate, barter, exchange, share, rent has always existed. In the past people were bartering things they had for things they needed, it was a direct trade of goods and services. These old ways of consumption, have been a bit left out during the consumerism period of the twentieth century, but they have been reinvented through a new dynamic and since 2010 a real coming back, through network technologies, is felt. Internet gives the opportunity to create a market place where people in need of something can match people who have it, whenever and wherever they would be. (Botsman, 2012).

The base of internet is based on the sharing behavior of users, from YouTube with music and video, to Facebook with likes, images and comments, to tweeter all information is shared through communities. We are living in a connected age, where it is easier than ever before to create common networks; the peer-to-peer online platforms, which is a network between interconnected “peers”, share resources without the presence of a centralized system, they rely on a community to exist, each user is also a server (Novel & Riot 2012). We are moving from passive consumers to active, everyone is able to be a part of this new way of consumption.

Sharing economy is a social and economic system that enables the sharing and exchange of assets as spaces, skills, cars etc., through internet, in ways and scale never possible before (Botsman, 2012). It is trying to get “away” from the hyper-consumption. The important notion of access that internet allows, gives opportunity of people to make profitable things of what they own, and move from “It’s mine”, to “what is mine is yours”.

To better understand the different aspects, the concept can be divided into three parts (Botsman & Rogers 2010):

- * The redistribution markets represent the swop of objects from place where they are not needed to a place where they will be useful, giving a value and a longer lifecycle to products. Goods are redistributed.
Example: DVD swop
- * Collaborative lifestyle represents the numerous ways that people can share together non products assets, as skills, times
Example: Landshare, Couchsurfing
- * Products services system, represent the rent of objects, resources, allowing a maximal use of products. Nowadays generation wants the need and not anymore the “wrapping”, for example they want the music not the CD, and they want the movie, not the DVD
Example: carpooling, Spotify

Collaborative consumption is not yet a mature system, and it is not changing what we consume but how we consume. It is using the power of technologies to create trust between strangers and allows meaningful connection. (Botsman, 2013)

2.2 Different qualification/aspect of the concept

The concept can be difficult to qualify, many terms are used, and it can be an issue to make a difference and understand. Collaborative consumption, sharing economy, peer economy, collaborative economy, are all terms to qualify the concept, even if they all define part of the concept they each include some specific aspects. They are all connected, and including somehow each other.

Collaborative consumption, is the economic model based on sharing, swapping, trading, renting, reinventing the way we consume.

Collaborative economy concerns an economy built by individuals and communities through distributed networks. Opposed to our centralized traditional institutions, it gives possibilities to change the way we finance, person to person banking and crow-funding, consume, redistribution and shared access, produce, collaborative networks and learn, open education.

Sharing economy is about sharing from person to person more often, the underutilized assets, spaces, skills, objects, for monetary or non-monetary benefits.

Peer economy is all about Person-to-person marketplaces, allowing direct trade built on peer trust.

All these terms are leading to one aspect: distribution of the power, from centralized institution to networks of individual and communities. Individuals are able to take part in the economy and society; they are the actors of this new concept. (Botsman, 2013)

2.3 Growth of the concept and principal big success of our 21th century

Sharing economy is a business model composed by for-profit corporation, non-profit organizations and cooperatives (Gansky 2010).

Ebay, also call the “grandfather of collaborative consumption”, has been one of the big successes as matchmaking services online, and this success indicated that trust can be made between buyer and seller via internet, allowing exchange and creating new behavior of consumers. (Botsman & Rogers 2010)

The “sharing economy” or peer to peer economy”, has been growing since the year 2000: in 2003 the website couchsurfing is launched; 7 million users in 207 countries today (Couchsurfing.com, 2014), in 2008 Airbnb, had more than 85 000 users in 150 countries in less than two years (Gansky 2010). The following years a lot of new websites are still created. From swap trading, car-sharing, crowdfunding, time banks, bartering, social lending, toy sharing, cohousing, co-working, local exchange trading system, tool exchanges, peer-to-peer currencies, land share, clothing swaps, share workspaces, couchsurfing, bike sharing, ride sharing, food co-op etc., collaborative consumption has affected numerous areas and new startups, websites have seen the day. The more collaborative use is still in the renting of room and car/ride sharing, for example the website Blablacar (APPENDIX 7) in France has raised the 10 million of members in 2014 (Blablacar.com 2014).

These different ways of collaborative consumption are getting common for more and more people, in 2013 in France 48% of the population were often consuming in a collaborative

way (Le Monde newspaper, 2013). Collaborative consumption is getting to be a big part of the business, the consumer peer-to-peer rental market alone is about 26 billion dollars (The economist 2013). It is a fact which gets importance and need to be considered.

Also to get back to some numbers we can make a sum up of the main successes of collaborative consumption, which are getting bigger and famous;

- * Airbnb has been the main real success of collaborative consumption in the USA, on the same concept as Ebay for goods; Airbnb is a marketplace for spaces. Launched in 2008, there is today around 25 000 000 travelers using more than 1 000 000 housing in 190 countries (Airbnb.com, 2014). Started from nothing the company's value is 10 billion dollars today (Lepoint.fr 2014).
- * Blablacar (covoiturage.fr) is the European leader of carpooling, with 2 millions of users each month (TV info news 2014). Launched in 2006, present in 18 countries with 10 million members today, its growth is about 200 % per year, it is a real success. Moreover in July 2014 the company raised 100 million dollars to expand its international expansion, extend in the European Union and in India. People doing journey propose their free seats to members for some money. (BFM Paris business 2014)
- * Zipcar is the American car-sharing version, and has been launched in 2001, revenues doubled and tripled in the second and third years. People share their cars to people. This company is present today in the USA, Canada and some European countries. (Gansky 2010)
- * Uber, created in 2009, is a company proposing a mobile-app-based for transportation network. It is working as taxi, users can find drivers via the mobile application and mobile GPS, the application localize the nearest driver available and send you a message on your phone with information details of the picking point and driver name, car etc. Prices are available online, and the transaction is made through your bank card connected to your account, and you receive the invoice by email. Uber is available in 70 cities for now. (Uber.com, 2015).

- * Taskrabbit was founded in 2008, a bit different from the previous, it is a marketplace where users add online the tasks they need to have done, give the price they are willing to pay for cleaning, assistance, handiwork, moving, and they can find thanks to the website, in their neighborhood “taskers” pre-approved contractors to do the job. Working and allowing the match of people with money and no time with person with time and no money. There are 4000 rabbits employed now in 6 cities in America, putting their talents, skills and time at disposition of their neighbors. The company investment in 2008 was about 13 million dollars, but in 2012 the total investment was around 37.5 million dollars. (Theverge.com 2012)
- * Couchsurfing has been another success; this one is different by the fact that there is no money transaction at all. The website allows members to find temporary hosts since 2004. Couch surfers looking for a place to sleep can find hosts available in the city in question and send them request to be hosted during one night or some days, for free. From the year of launching in 2004 to 2012 more than 16 million couch surfing experiences happened. (Magazine Ouishare 2012)

These success stories are only the most relevant startups of collaborative consumption. Many startups exist, and these four above have been declined by new startups, in their own countries or abroad, but today organization for numerous areas exist and are growing.

2.4 Empowerment of consumers

Social networks, and internet are the main opportunities to allow “openness, participation and empowerment”, with only a simple access to internet anybody can take part in the numerous possibility that Web 2.0 offer, there is no need of any qualification. Internet is creating a boundless open infrastructure where users can be the main actors. A website as Wikipedia would not exist without the desire of collecting and sharing contents from a collaborative movement, people are gathering trough internet and the large amount of users create an important source of power. (Botsman & Rogers 2010, 3/28-37).

Consumers still want and need more but at less costs, and with internet they have more power than before to do so. They have more information, more choices, more tools, and more possibilities to guide their choices. (Gansky 2010, 9).

Individuals have the possibility to find what really match to their needs, the notion of ACCESS is more important than ever in the past (Botsman & Rogers, 2010). With collaborative consumption a user can be a buyer or seller/retailer: anybody can sell, swap, and rent via internet. This is an important point of collaborative consumption; everybody can make a benefit, by making value of unused assets. An important fact of the empowerment of users is that users have the ability to express themselves through internet, and interconnections all over the world and by consumers make a vast mass. (Novel & Riot, 2010, 1/2).

It is obviously a concept use to save money but also to make money. Using your unused assets, seat in a car, spaces, is an easy way to supplement income from people. Users can either be “peer providers” the ones sharing, renting, borrowing, or “peer users” and consume products and assets available, or both. (Botsman & Rogers 2010, 4/5). For example people sharing their car, or proposing carpooling, are making money, and users are saving money by getting access at less costs over owning, no maintenance, reparation, insurance (Sacks, 2011).

Passive consumers are now becoming co-creator of the sharing economy, a behavior which will appear natural to the digital natives who will have more opportunities to satisfy their need instantly. (CSRwire, 2012) The users of collaborative consumption are mostly people connected to social network, 47, 8 % of the users are using social networks on a daily base, behaviors which will increase with generations to come (De Grave, 2015).

For the interviewee (APPENDIX 5), internet enables anybody to send, create an open request, it is only a matter of personal choice to make and accept exchange/transaction, and people are free to share, comment, organize, and communicate without any specific break. It is a revolution in the way that even without official structure thanks to social networks people have possibilities to create groups and give to each other information, the power is not anymore completely owned by the traditional businesses and institutions.

Sharing economy is also a new occasion to empower all kinds of consumers, by getting high quality products for lower-income groups. Products and services become more affordable; mobility is possible without owning car, find already used products in good conditions for cheaper prices, swop, find free redistributed products etc. (Euractiv, 2014).

2.5 Problems and obstacles of this new way of consumption

Nevertheless sharing has also issues, and they can be a break to the development of collaborative consumption

The main problem is about the time that the researches took and the transaction, for 67 % of the users this is the main break, followed by the need to use a platform with 15 % of users, and the fact that you do not own and have full access of what you share for 10 % of users. (De Grave, 2015). It is highlighting that in the mind of people, availability is an important fact, with sharing behaviors people have to use items within the allocated time (CSRwire, 2012).

Collaborative consumption can be appropriate to many individuals; students, single person, couple etc. but even if 72 % of the respondents and users are couples or living in family, the majority 54.7 % are without children. In fact this new economic model seems to be more appropriate for some profile of users and not so convenient for families with children. So it can appear as a temporary solution in the life of an individual but not a complete behaviors change. In addition city-dwellers have much more opportunities to get sharing business than people living outside the cities, which is making it an unequal and incomplete modification and growth of the concept. De Grave, 2015).

Collaborative consumption is for now a risky model business depending on trust. It is an uncertain and unpredictable area, where there is no sure facts and prediction for the future development. Moreover even if some people are sharing and collaborating oriented, others people are self-interested and profit oriented. (Nash, 2015).

Collaborative consumption can appear as an utopian answer to our contemporary issues, giving a social, economic and environmental solutions, for a better life through closest communities, but organizations, companies running this new concept can make a marketing use of those values to create more benefit and involvement of users, and insist in the fact that this is going to empower consumers and revolution our traditional centralized system. But are individuals really using collaborative system to create a mobilization and redistribution rather than using the social change in order to achieve self-realization, this is a question highlighting the problems and limits around the collaborative system.

Moreover there are not yet clear regulations and guidelines to sharing businesses, there is no laws defining protection of users, and pointing out insurance issues etc. Risks are unclear and unequally share. (Lee, 2015).

3 THE ROLE OF NEW TECHNOLOGIES AND SOCIAL ASPECT

New technologies are part of our daily life, computer, smartphone, tablet; we are all connected and sharing through those new assets. We are connected to the new technologies, but also over connected to communities, starting with social networks. The permanent development of technologies is giving new business possibilities linked with a high social aspect, and collaborative consumption is taking advantage of that.

3.1 A real change possible through new technologies

Technologies are evolving fast, only 15 years ago internet was not even massively adopted and we were not able to imagine how it was going to change our life, business and societies (Botsman, 2012). Web has re-modelled the way we are doing things; the way we work, consume, and communicate. It becomes a need, at least for a company to learn to develop its technological skills not to tumble, and it is moving so fast that it is a constant work. Business models are evolving; companies as amazon are growing, e-books are expanding perturbing the publishing industry, music industry as to deal with song sharing, the world is changing (Gansky, 2010).

Communication platforms have changed and are changing our environment; internet and mobile technology allow movements of information instantly and are identifiable. We cannot deny that behavior to one big part of the population has already changed during these last years, with for example Facebook and Twitter, behavioral instincts of sharing is becoming natural, an instinct far from the hyper consumerism. (Botsman & Rogers, 2010).

Internet development has allowed new ways of doing business and with a scale of consumers bigger than before. An e-market is not only a new place where to do business but also an opportunity to create a new way to do it; it is a unique opportunity to develop ideas impossible in a traditional way. This is what is going on in the shared economy. Sharing economy is a new “sustainable economic system built around the sharing of private assets”, it can be goods, services, or knowledge. The concept is linked with the use of new technologies and P2P model, is giving power to individuals, profit and non-profit organizations. (Grzunov & Zekanović-Korona 2014).

Using shareable assets such as products, services, raw materials in a community, a market, is allowed by use of the advanced web and mobile data networks using for tracking goods, information. People, businesses, organizations, and things are connected; it is the first time in history that we have been so much connected. (Gansky, 2010). Internet, Web 2.0 are a revolution for new ways of consumption, it is an unbounded marketplace for efficient peer to peer exchanges. It is all about matching the need of people, through network. The key of the success is also to have an efficient and understandable platform, to be efficient, quick, and easy to use. (Mazzella, 2014). Lisa Gansky said “It’s all about information, not transport”, sharing economy is a success because of the multitude of information that can be shared about the products/assets/services it is possible because of this capacity. For each product or service you want to acquire you are able to find: how, when, costs, rules, pictures, you obviously get to know information before you get into it. Moreover these success companies understood the benefit of mobile, location-based capabilities, social network, and share platforms to change consumer attitudes (Gansky, 2010).

Mobile applications are the next big step; the use of smartphones is growing, companies have to develop efficient mobile applications. For now, using our mobile phone to book a journey is not the first reflex for the majority of the population, but the new generations are over connected and the future of internet is on our mobiles. (Gansky, 2010) Uber is one of the best examples of how smartphone use gives a real-time answer to consumers.

3.2 Notion of ACCESS

The 21th century is marked by the growth of technologies and there use in our lives. Connecting people from all over the world, internet is a big change, increasing market places and especially public marketplaces. Internet on its own is about sharing content, but also the capacity of instant, and connected payment systems. Anybody with an internet connection can access the whole web content, and it is revolutionizing collaborative consumption. Internet gives a really vast quantity of offers, and with the amount of information, users are sure to find what they are looking for. (Kubler 2008). Websites are becoming intermediaries centralizing offers and orders of users (Novel & Riot 2010, 1/9). By having access to this amount of information, users are also creating a lot of data, data

that can be used by companies to better understand the new behaviors and consumers and better target the market (Gansky, 2010).

The sharing behaviors have evolved through the web since the beginning and in different ways ; sharing code with Linux, share your life on Facebook, share content with YouTube etc. Now with the collaborative consumption we come to share our time, space, skill the notion of access is getting over the ownership notion. We are able to share anywhere, with anybody and whenever. You can find websites to match almost all your needs; share of lands, clothes, ride sharing, getting rid of unused goods, find apartments for holidays, find work spaces, find someone to do tasks as shopping or building your Ikea furniture, finding and borrowing a drill or equipment from your neighborhood, buying meals prepared by someone in your neighborhood etc. (Sacks, 2011).

During the interview the respondent mentioned the diversity of websites existing, there is all sorts; for younger people, older etc. anybody can find what he is looking for.

The idea of the sharing economy is also to get away from our traditional hyper consumption model. The number of people using the concept is increasing, and from trying to adopt it the step seems to be small. Moreover the numerous possibilities of collaborative consumption, mobility, accommodation, finance, skills, are reasons of a big change in behaviors for some users. This new generation of businesses permits to extract value from the goods we already have, and re-inventing our vision of ownership. Getting access become more important than own. Sharing economy is not going to end up the traditional business way but it is obviously taking a market share. (Sacks, 2011)

We are facing a dematerialization period thanks to internet, and this dematerialization is giving us access and turning products into services, as Apple or Spotify with music. All this access is making our lives easier, cheaper and more sustainable. For example Netflix an online service proposing the rent of movies and TV programs, adding an average of 2 million DVD a day online has revolutionize the use of products into services, and deleting environmental car damage to go to video rental shops and dvd package. (Botsman & Rogers, 2010, 5/10).

3.3 Business based on communities and notion of trust

Most of these new e-business models, part of the sharing economy are first sell/rental/exchange mediators but also social networks, making an easy communication between users. The users are exchanging about their experiences, also interact to have information and create a community, and the main challenge of all the collaborative consumption marketplaces is about creating trust between people. (Grzunov & Zekanović-Korona, 2014).

To use sharing economy systems users need to trust, at different degrees, someone they do not know. In the capitalist system, there are middle-men as vendors, assistants ruling the process, but collaborative consumption is eliminating their presence, and goes straight to direct exchange. Success implies a good system, photos, reputation etc. to be able to choose the right person to deal with. (Botsman & Rogers, 2012, 4/38).

For example, Airbnb is a website, established in 2007, where people with unused spaces can offer accommodation to tourists, room, house, apartment, boat etc.. It is a friendly cheaper, informal way to do tourism; in addition the system is clear, fast and secure, increasing the numbers of users in all countries. It is a good example of how sharing economy can change our ways of thinking. Thanks to qualitative notations users comment their experiences and recommendations, providing security for others users. Profiled information is also verified: identification documents will scan your ID, synchronization with your LinkedIn and google account, verification of your mobile number. The guest pay the price and the fee, then Airbnb hold the money until the customers show up, this way the hosts are insured of cancelation and guests insured if the accommodation is not as described. They are maximizing the identity verification and create a trustful atmosphere for members. (Grzunov & Zekanović-Korona 2014).

It is important to notice that ebay has succeeded to create trust between users, people are rating the performance of a seller/buyer, and this reputation is the key of trust and long-term reliability for a seller and buyer. These rating systems are increasing individual responsibility and make them also self-managers of the community. Capacity to do transaction depends on the good or bad behaviors of users; this is why there is a high percentage of good experience through collaborative consumption model. Customer

service on peer-to-peer market can be high because of this reputation and avoid negative feedback.

It is without forgetting that technologies are creating the possibility for users to coordinate their needs and go over the internet relation. From an online relation, people get to a physical meeting, mostly for collaborative lifestyle, and this asks for a high degree of trust, as people focus on a real exchange. Notion of communities on internet is giving place to strong communities in the real world. It is more than 2.5 million of people who respond to some meet up invitation monthly and lot of participant of local group meet on a daily base. We are using internet to get off the internet, creating of a more civil twenty first century society. (Botsman & Rogers 2010, 4/10).

Creating trust between strangers in the offline world at a scale possible through internet would be really difficult, in the limit of possible. Do what collaborative consumption allows; trust a car owner, trust a house owner, trust hosts etc. is becoming for the organization of this economic segment a routine. Systems in place nowadays concerning the trust are using technologies to reduce uncertainty and give a brief overview of who you are dealing with, and so promote trust. (Cook & Parigi, 2015).

The interviewee highlighted also the fact that even if there are a lot of possibilities with internet and collaborative concept, it is nevertheless a place where selection is primordial, indeed for her a host request should be really attractive, clear and corresponding to her profile/way of life, also the information available on users profile and references are main factors of decision. If someone has a bad ranking nobody will want to exchange with him. The system of validation of phone number, email address, connect accounts together are making people feel more secure to exchange, if the identity is proved and there is no lacking information trust can be create. This added to the ranking-comments system, and developed profile with personal description and photo make people feel like they know a bit more of the other before getting to deal with them, it is not supposed to be a complete random stranger.

3.4 Connected to the future

Technologies, phones, applications are in a continuous evolution, we are already able to connect, and locate everything with smartphones, but it is going to go even further. The development of new mobile applications are underway, allowing to find your localization, your preferences and propose you matching offers while you walk in the streets, these technologies could be developed as well for collaborative consumption, allowing a fast match with all things you can borrow, rent, share etc. Real-time technologies will give a strong opportunity for sharing economy development, giving you in real time the better choices, options and prices. (Botsman & Rogers 2010, 4/28-29).

For the trust the idea for the future would be to synchronize all profile on those different websites, Ebay, couchsurfing, airbnb etc. to give a real influence, which means that you will have an e-reputation. Startups like TrustCloud are working on an algorithm collecting your online data, Facebook, linkedin, twitter, comments on websites as trip advisor, and rate your “reliability, consistency, and responsiveness”. This will incite people to act well because their actions will be linked with their real identity and across the web. (Sacks, 2011).

In the idea that collaborative consumption is considerably developing we could think of an economy based on contribution, where money will not be the principal driving strength, access will replace property, purchase will give way to exchange, social value will become money, monopoly will become co-opoly, consumers will be users, borrowers, contributors. (Novel & Riot, 2010, 1/80).

4 REASONS FOR COLLABORATIVE CONSUMPTION TODAY

Collaborative consumers can have different profiles; some of them are really concerned and involved in the process, when some others are motivated by practical urgency to find new ways to do so, reasons like: economic, environmental, social with developing relation with people more than brands. The majority of users still believe in capitalist principles, markets and self-interests, but collaborative consumption could be a gathering of individual purpose to create a unified social sphere. (Botsman & Rogers 2010, 4/6).

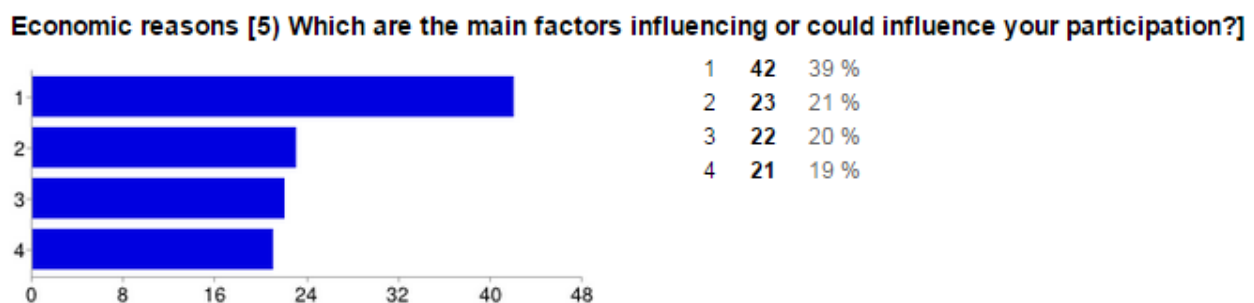
4.1 Economic

Collaborative consumption is obviously a saving money concept, appearing in a period of financial and economic crisis. Economic reasons are quote by 75 % of users of collaborative consumption as one of the reason of their involvement. It is also interesting to notice that the majority of users 50 % are senior executive and that 40 % of users own around 2500 to 5000 €. Indeed 36.6 % of users do not feel economic tensions but are careful and watchful with their budget. If 65 % of users are making marginal economies thanks to collaborative behaviors, only 17 % are making economies impacting their purchasing power. This statistics also depends of the kind of collaborative behaviors and the lifestyle of consumers, but show that people are more careful with how they spend money, there are no small economies and collaborative consumption might be changing our over-consumption behaviors. (De Grave, 2015).

The famous example of the drill explains well that we do not need as much as we own, we would be winning by sharing instead of buying. There is no sense to buy products that we only use for some minutes in their entire life. It is a cost of money, and basically as Victor Papanek said “you need the hole, not the drill”. We own things we do not use or that we could maximize; our car, drill, spare bedroom etc. Collaborative consumption is trying to give an answer to how can we redistribute our unused products. (Botsman & Rogers 2010, 4/25).

During the interview with the Finnish lady, user of Couchsurfing since 10 years, she declares that economical reason was not the main motivation when using collaborative lifestyle. For her there is something more than just being restricted to think about the money, the experience has a meaning. And 40 % of users declare using collaborative economy for the research of a sense (De Grave, 2015).

In the survey (APPENDIX 6), to the question concerning the main factors influencing or which could influence the participation of consumers into collaborative consumption, the possible answer were: economic, environmental, social, and curiosity. Respondents had to rank these factors from 1st place to 4th, with 1 the most meaningful and 4 the less one. Graph 1 shows that the economic reasons appeared in the first choice for 39 % of the respondents. As far as collaborative consumption give the cheapest alternative ways to consume, it appears logical that economic reasons come in the first places. Nevertheless for some pro-collaborative consumers an economic reason is not the main fact of joining the movement, but it is undeniable that saving money is an important part of the success of sharing economy in this time of recession. People are careful with how they spend their money, they try to find ways to still access the same, live the same way but at lower costs. Also noticeable that of the total of the respondents 76,9 % are under 30 years old, so majority is still studying, and have less possibilities to already own a car or having much materialistic possession, so sharing businesses gives them new conditions to organize their relation to owning. Indeed, for these young users of collaborative consumption it can be noticed that they will integrate those earlier behaviors and new generations may become



more involved.

GRAPH 1: Which are the main factors influencing or could influence your participation?

4.2 Social

Hyper consumption can go with ownership and individualism, some persons speak about deficit of social relations, loose of sense, gap between to have and to be, leaving a desire for generations to live in a more human economic system. It is maybe time for a new collaborative society. New generations are over connected on social networks, they do not think the same way as the older generation does, and we are interconnected, getting a new way to see the world. We are created and linked through internet, empowering a sense of community which explains this need of connection. The place of social media is now impacting economy, social, and politics. (Novel & Riot 2010, 2/9).

Collaborative consumption is not only about products, goods etc. people having the same interest are getting in contact and share assets as skills, time and space. Trough technologies users are moving from internet relations to physical meetings, it is a source of social connectivity and creation of relationships. Communities of users are really present. (Botsman & Rogers 2010, 4/10). Moreover people are impacted by social proofing, it is a primitive instinct, we are copying others' behaviors. For the success of collaborative consumption it is even more important because it is a new concept and changes habits, so if a consequent mass of people experience it, it can convince more users to switch to it. The fact that "everybody is doing it" is more impacting than trying to point out environmental responsibilities for example. This social phenomenon happened for consumerism, so it can be for collaborative consumption too. (Botsman & Rogers 2010, 4/23).

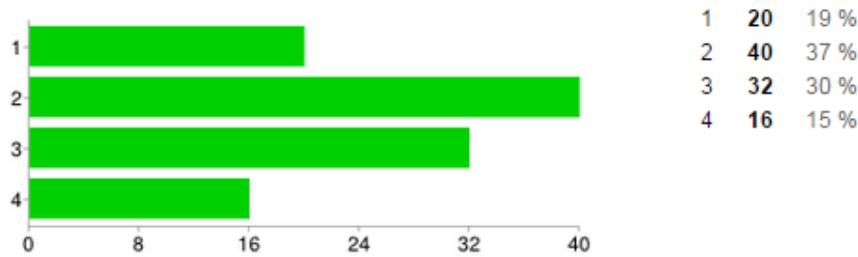
Creating a community around our consumption is a fact of collaborative consumption. You have to exchange with people, meet them, social capital creates a contrary to our capitalist system. (Botsman & Rogers 2010, 6/14). There is a notion of help and satisfaction in sharing behaviors, you are glad to give or share something that someone needs instead of throwing it away. There is reciprocal behaviors about it, as written in the book *What is mine is yours*, "I'll help you, someone else will help me", it is in our human behaviors to think about our long-term interest, and sharing economy is giving development of transactions, relationships, exchange in a beneficial way for the society. (Botsman & Rogers 2010, 6/19)

The interviewee mentions the real importance of social link. She started to use this concept in a principal social thought in order to meet locals, travelers in the city where she was studying. This platform gives her opportunity to get to know a lot of people from all around the world, improve languages skills, acquire new knowledge, and travel during events organized through the website. Also, now that she is married and has a child, she is obviously less active on Couchsurfing, but her house is open to travelers who would request to be hosted, and she wants to keep this idea of being open-minded, share with interesting people and also teach to her child the diversity of the world. For students Couchsurfing allows them to have a really active life. She is still in contact with some people she met thanks to Couchsurfing even 10 years ago, and thanks to internet and social networks.

She also spoke about a group for mothers of Kokkola on Facebook, which is also a good example of “unofficial” collaborative consumption thanks to social networks. This group gives opportunity to all mums to get to know others mothers with kids in their neighborhood, it is showing the essential feeling of belonging to a group. They are organizing events, sharing information, selling products, they also create an “emergency coffee concept” for those who are in real need to have some discussion, break etc. this is creating a solidarity spirit. For her a social link is reinforces and is, spread through internet. She also believes that like all concept the more people will see users get on these practices, the more it will become a “normal” behavior.

In the survey Graph 2 shows, social reasons came as the second place with 37 % of respondents choosing this fact as important. It is a positive observation, remembering and highlighting the fundamental place of social, relation between humans and communities, as part as collaborative consumption. People may find more sense in consuming with sharing economy than using distributed networks.

Social reasons [5] Which are the main factors influencing or could influence your participation?]



GRAPH 2: Which are the main factors influencing or could influence your participation

4.3 Environmental

Environmental reasons can be a real fact of involvement for some concerned users, but it becomes also in the future a fact of no-choice. Indeed climate emergency, increased pollution, waste problems, loss of biodiversity, increasing inequality etc. can create an urge to change our consuming behaviors. We are concerned by the environmental facts, and this is why we have to re define solidarity behaviors before coming to a tipping point. (Novel & Riot, 2010, 1/4).

Sharing economy can be a solution to the classic “throw away” consumption model and the ecological damage. It is a resource-friendly business model, giving some solution for a sustainable system with a collective use of machines, concentrating on the use of products rather than ownership (CSRwire, 2012). Redistribution involves a sustainable form of commerce; it is reducing, recycling, reusing, repairing and redistributing goods. It is changing the thinking of buying more, buying new, and challenging traditional relationship with producers, retailers and consumers (Botsman & Rogers 2010, 4/9).

Sustainability is mostly an unintended consequence of sharing economy but not the main reason of use; it is also because it is an inseparable part of collaborative consumption. When people are using collaborative styles they are looking for their interest, so there is no “negative compensation” to adopt green behaviors (Botsman & Rogers 2010, 4/11).

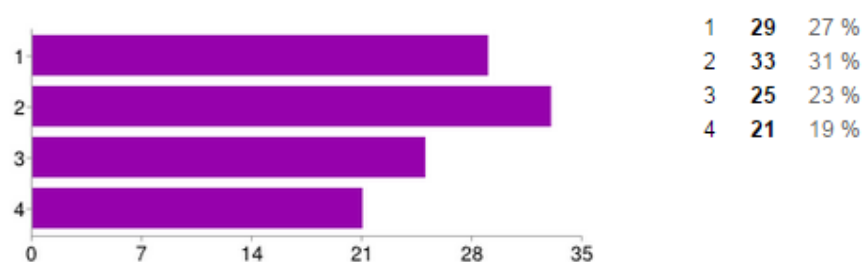
Dematerialization is also giving a sustainable solution, getting your music, movies online, reduce the use of gasoline, carbons, dioxide etc. (Botsman & Rogers 2010, 5/10). Our hyper-consumption behaviors are sources of a lot of waste. We are doing personal use of

empty cars, instead of trying to pack them and reduce our footprint in the nature. We are throwing away things we do not need anymore but which are still in good condition, instead of giving, sharing them, internet can make of redistribution a way of life. (Botsman & Rogers, 2010, 6/5).

For the interviewee, environmental reasons are a good fact of collaborative behaviors, but unfortunately she does not believe that this is the main reason which is making users being part of it. Indeed she wishes that more people get aware of the need to change our hyper-consuming behavior and environmental-friendly habits but for now she doesn't think people see this interest in their choice.

In the survey Graph 3, we can see that environmental reasons appeared to be the third reason of the four possibilities to the participation. But when studying only the results of ranking for environmental reasons and not comparing them with the other facts, it has to be noticed that 57 % of respondents put it in the first two places, it is quite surprising that people put importance in reducing environmental footprint in their way of consumption. On the other hand compared with the others facts, this is not the main reason and principle of motivation of users, suggesting that consumers are still watching in first place their self-interest and that there is still a long way for environmental awareness to become a impelling fact.

Environmental reasons [5] Which are the main factors influencing or could influence your participation?]



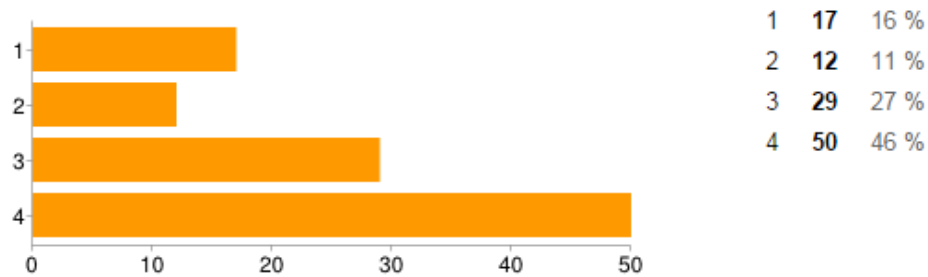
GRAPH 3: Which are the main factors influencing or could influence your participation?

4.4 Curiosity

Curiosity can be the first step to be involved in collaborative consumption, hearing people speak about their experiences, think that it can be a good idea and try it to see if it fit your

way of life or not. Graph 4 shows that this choice appeared on the last position, with 46 % of the respondents choosing this option, but it shows that users are aware of major issues as economic, social, environmental, justifying that this concept can really bring something and give solutions. There is a need and a meaning to this concept and people can get aware of the importance it can be.

Curiosity [5) Which are the main factors influencing or could influence your participation?]



GRAPH 4: Which are the main factors influencing or could influence your participation

5 SHARING ECONOMY AND BUSINESS STRATEGY

A new economic model is obviously coming with competition and development. Collaborative consumption is bringing new ways of doing but also possibilities for traditional businesses to adapt and become part of the change. Nevertheless, this is bringing issues and problems for traditional business which has to deal with the change of consumers behaviors.

5.1 Competition with the traditional mode

This new concept is not mature yet, only developing but rising. It competes with traditional consumerism mode, because the idea is to maximize use of objects, services for a lower cost. (Leonard, 2012)

Traditional businesses as hotels, services apartment operators, taxi companies are targets, and asking for governmental involvement against this unfair competition. (Kubler 2008)

It is clearly impacting traditional companies. Disrupting in particular:

- The hotel industry; Airbnb (rent for short term of individual space ; 10 million nights booked in 5 years) (APPENDIX 4), couchsurfing (APPENDIX 1), homeswapping are new way of get accommodation for cheaper prices than hotel.
- The transport; with car and ride sharing as Zipcar, Blablacar, Uber or Carpooling... people are getting used to compare all transport ways (train, bus, car), most of the time ride sharing is the cheapest way and gives value for everybody, driver and passengers. Blablacar had a growth of 135 % from 2009 to 2012. Users get the benefit of having a car for the time needed or a ride, without the disadvantages and costs. It is revolutionizing our view of owning. The usage is more important than ownership.
- Food retails; some collaborative companies give the opportunity on their website to buy directly food from farms. In France there are already 400 foods communities for 50 000 users.

- Finance; crowdfunding permits to finance projects without help of traditional financial actors. KissKissBankBank one of this crowdfunding website collected \$23,344,303 for 11,236 projects, with 438,868 patrons, since 2010. (APPENDIX 2 & 3)
- Education; collaborative universities or languages teaching are also trendy.

The more these ways of consumption are used the less the traditional companies of area touched get benefits as before. It is at a minor scale for the moment, but it is affecting all economies, emphasizing with the international aspect of internet and the rapid growth of the concept. (Leonard, 2012).

They are ways of consumption far from what we have been used to during consumerism time, not in the traditional habits anymore, people are able to do differently and they have more choices.

5.1 How traditional companies deal with sharing economy

Some companies have already seen the threat, or business potential of collaborative consumption and start to include this concept by creating new services or platforms for their customers. Companies as Volkswagen in 2009, follow by BMW, Toyota and Ford in 2013, propose services closer to collaborative consumption: find a renting car in the city for a short time but also clothes shops as Pentagonia built partnership with ebay, H&M accepting used clothes against store credits. Ikea created second hand marketplace, or Easyjet airlines launched a car sharing service etc. (Owyang, 2014).

These traditional companies are creating new services to fit with the new habits of an increasing population. We can also notice the support of state with the example of the bike-sharing in cities as Paris and London.

One other fact is that big traditional companies are powerful enough to buy the start-ups and get back the market share they were losing. For example the car rental company AVIS have bought Zipcar the world biggest car-sharing firm on the fast-growing sharing market. It is 760,000 members paying annual fee and charged by use of cars that are now on the

care of Avis through Zipcar. Avis Chief Executive Ron Nelson said: "I've been somewhat dismissive of car sharing in the past, but what I've come to realize is that car sharing, particularly on the scale that Zipcar has achieved and will achieve, is complementary to our traditional business." (Kell, 2013). It is really interesting for traditional companies to buy those start-ups not to lose any market share and also develop even further the business and possible benefits.

Companies are adapting and proposing new services, as Peugeot with Mu: a mobility rental service, or Daimler (German car manufacturer) who has a lot of projects with Car2go, "Car2Go's mobile app allows a person walking down the street in Ulm, Germany, or Austin, its two pilot cities, to locate a Smart car on that block, access it immediately via a windshield card reader and PIN number, drive it anywhere locally, and leave it there for someone else to use. The fuel-efficient Smart car has a 100-watt solar roof, which powers the car's telematics and its battery." They start to develop apps which would be working for any kind of car, letting us imagine how far it can go in the future. And also car2gether, the idea is to match drivers with people who need a drive. (Sacks, 2011).

The interviewee mentioned the "fighting" between peer-to-peer organization and traditional business as hotel and taxi for unfair competition; these are questions which political governments are trying to find solution. Also the fact that collaborative consumption is bringing new ways and is pushing companies, entrepreneurs to focus on the future and start to think know about how things are going to change and how behaviors are deeply modify.

5.3 Is the sharing economy really a different economy?

From the point of view of the interviewee, at the beginning collaborative consumption was a concept far from traditional distributed system, but nowadays they are starting to lose a bit the values, for example the backside of Couchsurfing with the proposition to become a "verified profile" by paying 19 € a year and "builds a better trust", fees have increased on carpooling websites, some start-ups have been bought by traditional companies, so the question is what is really the point, it is again the same strong companies making money on users. The good thing for part of users is that collaborative consumption is giving an

alternative to our capitalist system but with the growth of users the organizations are trying to get even more advantages and become more public and commercial.

Even if there is lot of organizations working as real sharing activities through collaborative consumption, what we call sharing economy is not completely about sharing, and the platforms which are growing and getting famous are mainly the one earning cash, thought proposing a good deal to consumers. For some researchers those platforms making money should not be considered as a part of the sharing business. These organizations, even if proposing innovative and interesting use for users, have more turned into making benefit by earning revenues and manage the cheap costs thanks to the use of platforms than really care about the social, environmental values supposed to come with it.

Concerning the creation of employment, providers are also “taking advantages of collapsing labor markets”, and laborers are not employee but “micro-entrepreneur” getting money considering the job and not the time allowed, there is no minimum wage guarantee. We are far from the real idea of sharing, like for Linux, Mozilla, Wikipedia etc. which are commons resources not ruled by private properties and profit-maximization. (Schor, 2015).

Many platforms as AirBnb, Uber, Blablacar, are now highly profitable, taking fees and making benefit. Another fact is that those organizations are also lobbying and getting money from traditional business companies but simulating an appearance of independence, which bring questions concerning the real owning and mean of the concept. (Walker, 2015).

6 WHAT IS THE FUTURE FOR THIS NEW CONCEPT

There are positive and negative facts and previsions about collaborative consumption in the years to come. Opinions are diverging, for the “pro” users and main leaders of the movement it sounds obvious that sharing economy is going to evolve and grow to become “the next big thing”, but some facts could be breaks for this developing concept.

6.1 A trend which will go out of fashion

Even if all statistics and enthusiasm for this new concept are noticed, from some point of views this is only a trend. A trend due to the economic crisis and which will disappear with the time. Moreover in the numerous of start-ups appearing, a lot of them fail, there is an idea for everything but not always a market. Collaborative consumption has limits, it cannot be extended to every area.

The question of trust is also an important point, because collaborative consumption is based on it, and not everybody is ready to go for a car ride with a stranger, or sleep on a sofa in an unknown house.

It is obvious that only a part of the population is using this concept nowadays, so there is still an “education” of consumers to do to increase the market which means that it can also fail. There is no traditional way that people can refer to yet, only the already users know well the system and functioning. (Gauthey, 2014).

Collaborative consumption can appear as an alternative crisis model, which will go down when the recession will get better. Moreover the solution of employment is only partial, creating job without any security of salary and uncertain regulation environment. States are starting to wonder how to make the right insurance, legal liability, taxes on the income of this new concept. Insurance is the main example on how sharing businesses are “running into regulatory barriers”.

The lightning growth of sharing economy is now confronted with new issues and uncertain decisions which are not in their power capacities. As far as this concept is working on trust, it can be really easy with a few bad experiences to scare a lot of probable new users and

break the development. In addition some peer-to-peer organizations have been bought by incumbent big companies, getting out of the collaborative consumption idea and system.

Internet in general is not yet really well defined concerning taxes, insurances and regulations, increasing problems and fight between e-businesses and traditional businesses. So what has appeared is that a new economic business model could end up just by mixing and embracing by traditional business. Tax collectors, big companies are going to take advantage of this new concept, and “get back” an important market share of the sharing economy. The collaborative consumption known as in the beginning, the “idealist” concept might not survive, only the functional ideas. (The economist, 2013).

Mentioned also by the interviewee is the fact that, collaborative consumption is growing, but how the organizations are going to deal with many members and community feeling. Some of her friends have already left Couchsurfing because it was not anymore as in the beginning, but more commercial and less social. Because social and research of sense are a part of users’ involvement in collaborative consumption, the question is how is it going to work on a bigger scale, where are the borders of the concept.

6.2 A real changed of way of consumption

Nevertheless it is undeniable that collaborative consumption has already made its way in the actual world, and it is changing the way of referring to ownership for an increasing number of people, which let suppose that some changes are bound to happen.

6.2.1 A real evolution and development

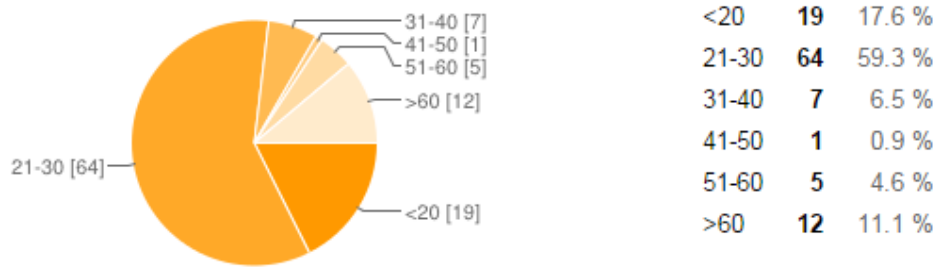
The main reasons of using the concept are economic, social, and environmental. Some facts let guess that collaborative consumption could be a solution of some problems we actually have. Crisis have encouraged people to reconsider the value of what is important, with money restrictions people look for the best to save money, collaborative consumption appears as a logical way of changing our consumers’ behaviors. Another fact is the environmental aspect in parallel with the growth of population; we are polluting a lot by

buying all new stuffs and throwing them. Resources are limited we will not have choice to not change our behaviors in the future. (Gansky, 2010) It's also a question of habits, at the beginning people are always a bit hesitant about new behaviors, but with time and the growth of users it could become a normal way of doing things (Botsman & Rogers, 2010, 4/ 22).

Internet gives opportunities to create trust between strangers, create communities and allows the collaborative consumption concept. People are waking up from consumerism progressively; we have the opportunity to create a more sustainable system. Moving from owning to meaningful sharing, sounds like a revolution for people already into the "sharing economy". (Botsman & Rogers, 2010).

The interviewee believes that the more people will use and speak about those new ways, the more it will become common, and when people adopt behaviors they keep them, so even if the economic situation gets better if the behaviors have become habits they will stay. Moreover nobody knew in 1995 that e-business was going to be that huge, so we cannot know which place sharing economy is going to take in the future.

Considering the results of the survey, all the respondents are internet users and 58 % of them are women, which is not so surprising, but that can be explain by more consideration and more awareness may be to new development for a more sustainable environment. Still considering the profile of respondents as in graph 5, 17.6 % are under 20 years old, 59.3 % between 20 and 31 years old, 6.7 % between 31-40 years old, 0.9 % for 41-50 years old, 4.6 % for the 51-50 and 11.1 % for higher of 60 years old. So the main group of respondents is the young generation under 31 years old, that can be explained by their daily and important presence on the web and social networks, and the over 60 years old, that can be explained by the fact that they have more time than the between generation, because they are mostly retired and not so busy with young kids etc.



GRAPH 5: How old are you?

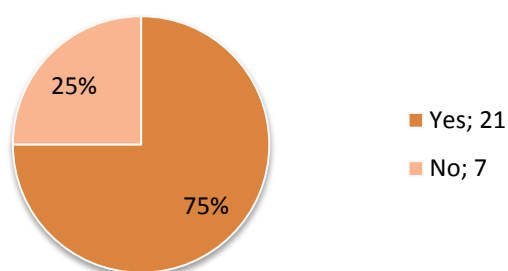
It is 71 % on the 108 respondents that have already heard about collaborative consumption, which is a positive result, showing that most people are aware of this new concept and have heard about it through information, or family user testimony etc. The majority has been somehow concerned about the topic already and got some knowledge about it. Indeed, there is also a possibility to develop and educate the population about collaborative consumption; it is only the beginning of the expansion of the concept and few people are already using it on a monthly based.

It is 74.1 % that have already been trying it, this statistics shows that these practices have been within easy reach for respondents, becoming part of their new behaviors for the majority. 18 respondents (16.7 %) declared using always a collaborative consumption solution; and 43.5 % of respondents are using occasionally sharing economy practices, and the minority 13.9 %, has already some habits, using often, around once a month those practices. These results in Graph 6 match with the study of ShaRevolution when classifying the kind of users, there are the engaged ones which are the involved actors and used to these practices, then the opportunists and pragmatics which are using it for economical and practical reasons at a less regular scale.



GRAPH 6: How often are you using modern (collaborative consumption) websites/applications?

It was 25.9 % of respondents that had never tried collaborative consumption yet, highlighting the fact that this is not yet a mature system and there are still people to be convinced, but that there are possibilities and a market to satisfy. As confirmed by the Graph 7 giving answers to the question “if you have never be part of it, will you be willing to try it”, to which 75 % of the 28 respondents which had never try it answered yes they are willing to try it, it is a really positive answer, there is a growth possible in the future for the sharing economy.



GRAPH 7: If you never have been part of it, would be willing to try this new economic model?

It is also interesting no notice the areas for which respondents using sharing economy have interest, their answer is going in a logical sense with the two first answer: accommodation for 42.6 % and mobility for 41.7 %, these results are really close and highlight that for now these are the two main bigger sectors of collaborative consumption and the two more easily get used. Answers are going in the way of the reasons of collaborative consumption use:

economical-social-environmental. Next surprisingly comes to the finance area with 20.4 %, crowd funding and peer to peer banking seems more known that it could appear, even if it is a small percentage compared to others sectors it is a positive number, there are probably real possibilities for this area to develop and show that trust and mutual aid can exist in the society. Education with 18.6 % is also quite a surprise, 20 of the 108 respondents have used collaborative classes or language teaching on internet, an idea which is developing and allows access of knowledge to millions of people thanks to internet. Ending with food, with 10.2 % who have already co-lunched. All these results show that people are firstly using collaborative consumption for major activities where they can maximize the use of cheaper price. It is first an answer to the principal expenses on the individual budget, but others domains can be considered for personal and common development.

To the question “To which extent do you think collaborative consumption can change our consumption behaviors?”, 11.6 % believe that it is going to be a real change, against 5.6 % believing that this is only a trend. 31.5 % are in the middle of this two possibilities, it could be a real change or a trend, but 39.8 % believe that it is likely going to be a change, which is a really positive result and shows that people are aware of and could agree to that their behaviors have changed, could change, and that they are not going to get back from those modification. It is full of opportunities for the sharing economy to really transform our society and way of consuming.

The last question: Can new technologies create trust between strangers? Give us a key point for the future of collaborative consumption, only 1 person, 0.9 % think it is impossible to create it, 28.7 % think it is possible and 70.4 % possible in a certain measure. In offline life and online people need to be careful and do not trust everybody, so those results are not surprising but stay really positive, more than the majority is aware that internet can create trust in a certain measure, also with the growth of new identification system and reputation profile etc. system are trying to give the most trustful answer on sharing platforms, making possible for those 70.4 % to join the 28.7 % for a possible trust on internet in the future.

6.2.2 Reputation capital in the future

As said before, trust is the center of the relational capital; reputation will depend on the quality of exchange going on between users of collaborative and internet websites. The community will work in a good way only if trust is built. A real idea of e-reputation is going to be developing in the years to come; our personal profile will have a rate of trust. Trustcloud.com is actually studying which information needs to be taken into consideration to give a serious overview of person. As we are sharing more and more of our life on internet with facebook, linkedin etc. our real life reputation will be one with our online reputation, the whole world will know almost everything about us. The community itself is regulating deviant behaviors, by eliminating them or putting them aside, the more users there will be the more control and references there will be. (Novel & Riot 2010, 1/49).

Reputation might become a currency more powerful than our credit history in the 21st century. We are leaving data all over the web, data indicating our behaviors, and being the essence of trust. In this last century and even today we are more willing to follow institutional trust, industrial age creating big companies and institutions which centralized the power, production and wealth, but nowadays with internet and new technologies we can observe that many areas as media, travel, transportation, are touched by peer trusts. Power is moving from the center to the network individuals. To really work peer business needs new and adapted tools.

Start-up as Lyft, car ride sharing in cities, have been proving thanks to the rating system that their concept was even more safe than traditional taxi, because the drivers rates the passenger, and the passengers rate the drivers. Every user getting under three of five is kicked out of the platform. This shows how new technologies are allowing getting and using in secure way information on strangers.

With verifying online identity with offline identity, risks decrease; it is still a management of data available on the web which permits to increase trust, by connecting profile accounts, and social connections. By giving information people and internet are able to make connections between people having same interests and same backgrounds. Moreover the reputation is working in a double sense, which means that in the future your online

reputation could influence on your offline reputation and vice versa. For example one user of Airbnb with really high positive rates used these ratings to approve and testify her liability to her new house owner. Data built in this marketplace can be used out of it, and show how people really behave. This could be extended to bank systems, use the reputation to not being anymore just a number but a whole individual. Reputation currency could change who has the power influence, by empowering people locked out of institutions and trust more people than financial institution with peer to peer lending. Individuals are more concerned to borrow and lend money to human beings than to financial institutions. Trust has been fractured but we are getting back to it with reputation capital, a good use of data can really change our system, but there is obviously a need to protect personal life by using in a good way the data. (Botsman, 2013).

6.3 What place is there in the future for this new concept

There are a lot of projects, highlighting that no one knows yet how big sharing economy might be, and how far it will affect industries and companies. It is connecting consumers, citizens, realizing that have the choice not to follow the traditional rules: producer-consumers, but share the things we have and create a cycle. That is not to mention that P2P banking area could be one of the main changes, and resilience of distributed systems. . (Sacks, 2011). It is also without mentioning the big opportunity which will come with the developing countries and the generalization of internet access in those countries in the future (Novel & Riot, 2010, 1/ 79).

To become an common behavior, sharing needs to be convenient, cost-effective and secure. Digital platforms can solve these issues, proposing a huge mass of goods and services, providing choice and easy-accessibility to consumers. Concerning trust and security, more and more identification processes, reviews, rating tools are used, and transactions are backed up by contracts and in legal terms. The convergence idea of social networks, geolocation, and new use of mobiles are going to change our behaviors, and make sharing economy and behaviors easier. (Novel & Riot, 1/4).

Even if the idea of this new economy can sound like a utopia it is to be considered that now people have more choices, may be it is not going to be a revolution where everybody

will use those practices, but there is not anymore only one choice of using distributed system. The age of communities is creating more possibilities by democratizing creations, production and distribution. The empowerment created by collaborative economy is important and irreversible. Corporations and states could fight against sharing economy but as for everything they will have to adapt to it instead of trying to avoid it. (Botsman, 2014).

Crisis, environmental issues, combined with increasing development of new technologies of information, contribute to new ways of thinking in our world. Collaboration, transparency, interdependence, sharing, integrity are values getting importance, and needed to face the economic and environmental issues that we have to solve. (Novel & Riot 2010). To really stay in the sharing business values, platforms need to be controlled and owned by the users; only “democratic governance” will preserve values. To get a true sharing economy it is a must that the non-profit organizations raise before the profit organizations take the domination of the concept. (Schor, 2015).

Even if the collaborative consumption has known how to propose decentralized networks, with more convenient economic, social, environmental solutions, to success in the future in the ordinary values of the concept, it will need to be careful and do not let the growing profitable companies of the area take control and even become just a new part of traditional business. (Walker, 2015).

In the long term partnerships between traditional and collaborative businesses should appear, for an easier transition they should see each other as partners rather than competitors. As noticed for the evolution of music and films with internet, it is not possible to go against social evolution, but to adapt and find arrangements. Collaborative initiatives need to be supported by states to really be able to develop and integrate new behaviors. (Novel & Riot, 2010). States are only starting to focus on sharing economy, for example in 2013, a case study on this new concept has been done by European Union as business observatory, with goal to mainstream; awareness of the subject and encourage organization/state/people to use collaborative solutions, sustain; advocate, scale up; join and promote transferability, and finance with EU fundraising sharing economy. The idea is to synchronize EU policy makers with EU Business association and EU sharing economy companies. (EU, 2013).

Internet gave an opportunity to users to become actors of information, it appears as logical that we use it the same way for consumption, and being main actors of our environment.

Thanks to internet big changes happened, companies are under more influence of their consumers and have to adapt more than before. Collaborative consumers are going to incite companies to review their economic models. (Novel & Riot, 2010)

For the interviewee, the idea of collaborative consumption is a nice project, it can be a good concept to get away from distributed system, but to fit the values it would have to resist to capitalization and becoming using the trend just to make money. The fact that everything is getting synchronized on the web it is not obviously a good factor, our private life is in danger, the use and sell of data by companies to better target users is a problem concerning the limit between public and private life. There will be issues if there is no separation of private life. Moreover the increasing phones applications use and connection of our personal information will be a new challenge.

7 CONCLUSION

Collaborative consumption is not mature, and only at a beginning level, it is difficult to know what will happen in the future. From the statistics and the success of companies it seems that it is a concept to take on board and not leave it out, even companies have started to adapt a part of services to be into this new concept, also states start, at a light level to wonder how to adapt legal aspects and how to include this new economic model in the system.

Some transition are happening, at a consumer behavior scale, a part of the population is integrating the use of collaborative behaviors facilitated by the easy use of new technologies and the over connection of our century. When looking at the growth of the main organization of collaborative movement it is undeniable that there is a market to reach. Whether it is for economic, social or environmental reasons, sharing economy could give answers to the issues of our time with the financial crisis, the global warming, running out of resources and the loose of sense felt by part of consumers. Moreover it is to keep in mind that collaborative consumption is not changing what we consume but how we do it. Using the opportunity that internet is giving us by making access taking over ownership and maximizes our products, assets and services sounds like a solution offering mutual benefits. Sharing experiences online motivated materials sharing, and after a first positive experience habits are easy to integrate and make people happier.

Internet is the main key of the success allowing a redistribution of power, people have nowadays more possibilities and choices; mobility, accommodation are not anymore monopolized by distributed systems and traditional institutions. In addition others areas start to get affect by this new system, as education and finance which are two big sectors in our century. The evolutions of new technologies are empowering this new economic model, instant information, geo-localization etc., and this will only increase in years to come. Many facts can let presume that sharing economy is going to redefine our behaviors, our institutions, organizations and society.

Nevertheless, there is still a long way to go before a collaborative reflex gets in the mind of consumers; it is only the beginning of collaborative consumption behaviors. Trust is the main issue of this system, it can be broken easily, even with the systems developed a question of protection of personal life and limits between online and offline world and the

use of data can be asked. The legal system is not yet ready to face those new behaviors and there is a long way before complete cooperation, balance between traditional and collaborative companies.

The question around the signification of sharing economy and the values limits is also to take into consideration. The idea might survive but not in a complete collaborative way. The system is not even mature but already starting to get in a capitalist state of mind.

There are positive facts and negatives facts concerning collaborative consumption and sharing economy future. It might not be only a trend; it is obviously changing already consumers' behaviors and spreading into internet new ways to consume and exchange. To survive traditional institution and hyper-consumption ways of thinking, will need to be developed and supported. As any new model changing habits, it will have to face and go beyond the critics and breaks that consumers, states, organization might intend.

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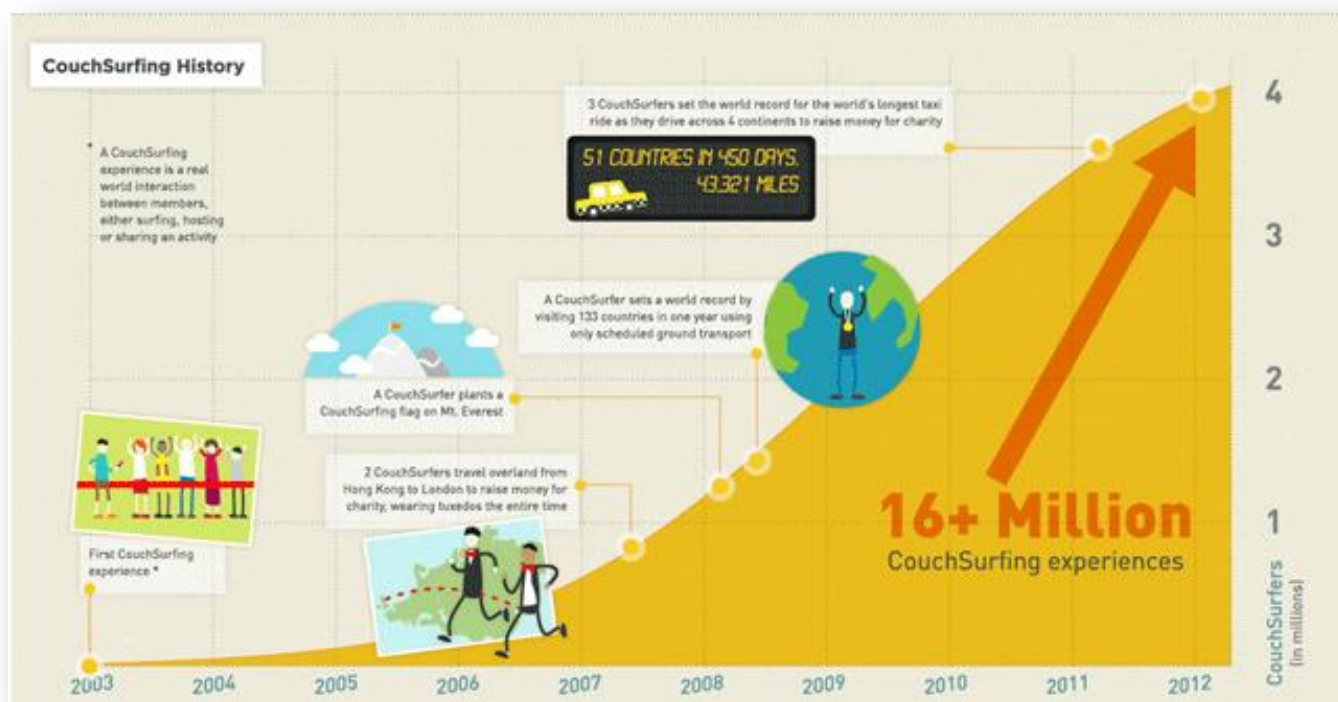
Interview :

Eava V., February 2015

APPENDICES

APPENDIX 1 : Couchsurfing history to 2012

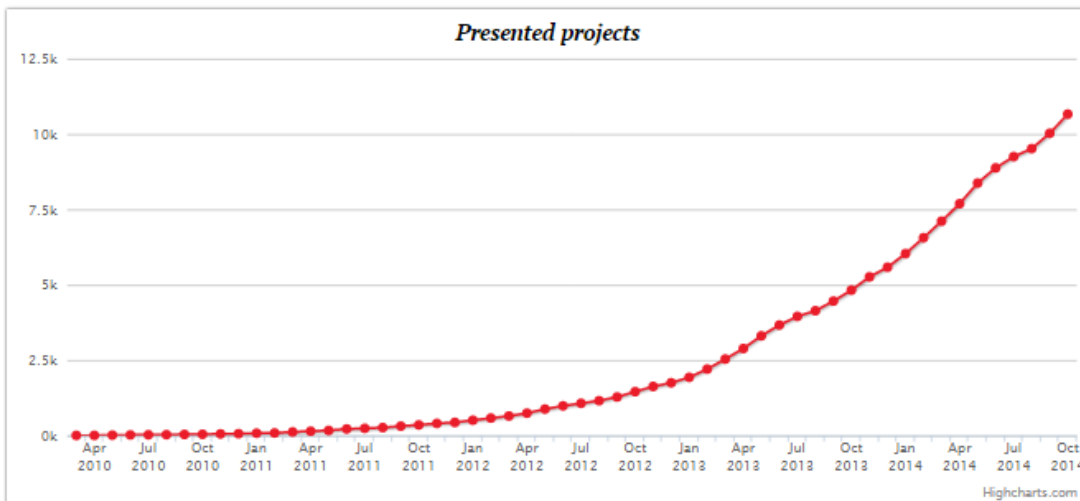
Antonin Léonard, 7 July 2012, *FROM CONSUMPTION TO PRODUCTION, HERE COMES THE COLLABORATIVE ECONOMY*



APPENDIX 2: Kisskissbankbank statistics – crowdfunding website

Official website

Evolution

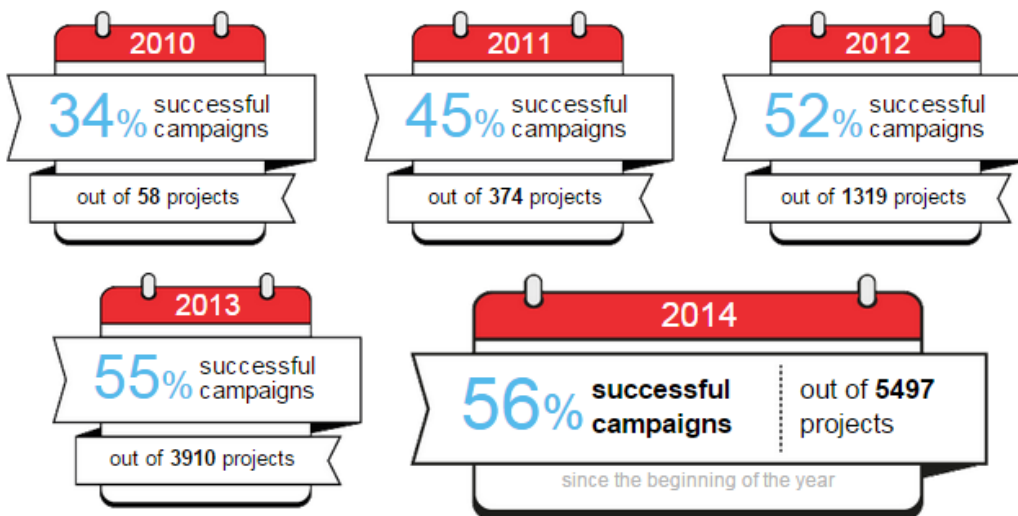


- Presented projects
- Number of KissBankers
- Collected amount

Kisskissbankbank statistics; Official website

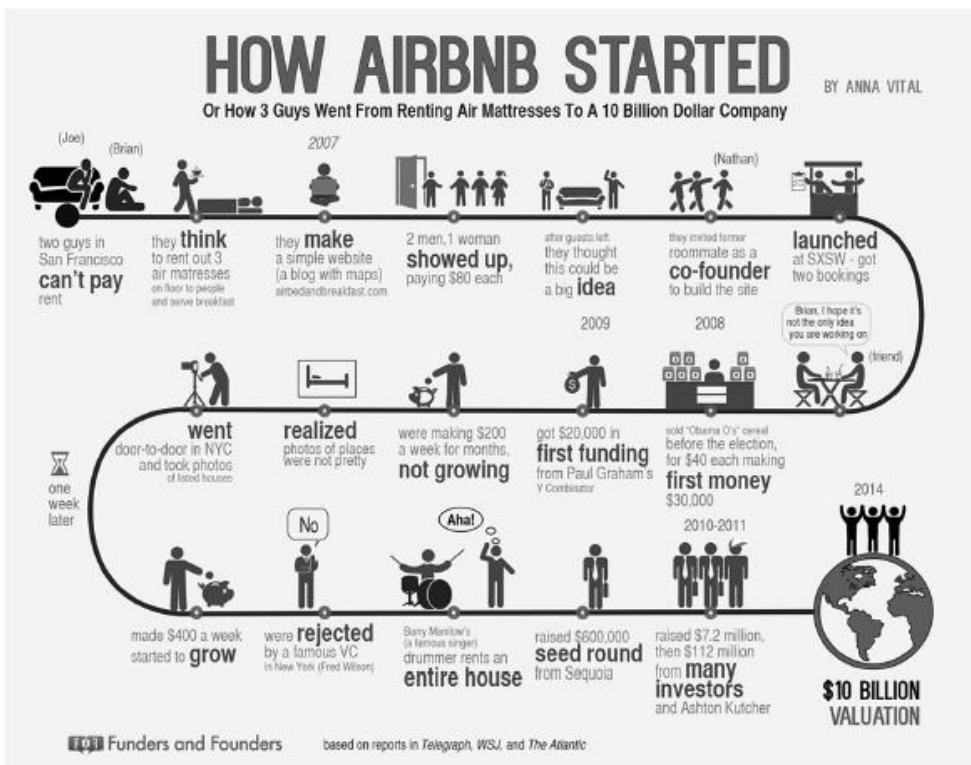
Campaign success rates

☛ *The success rate of campaigns is constantly growing.*



☛ *You have 96% chance of success when your campaign reaches 41% of its goal.*

APPENDIX 4; AirBnb evolution

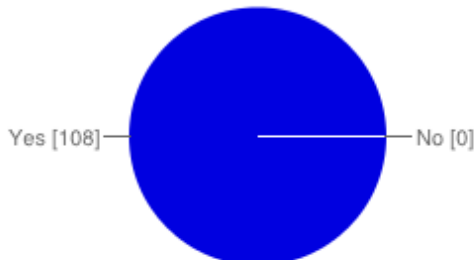


APPENDIX 5; Interviewee presentation

Eeva V. is a Finnish woman of 28 years old, living in Kokkola. She is a Couchsurfing member since 2007, she used to be a really active member on this website during her studies, now she is hosting others couch surfer coming to Kokkola, in her house with her family. She accepted to answer my question and have a discussion about collaborative consumption, her involvement in Couchsurfing, topic as trust and new technologies.

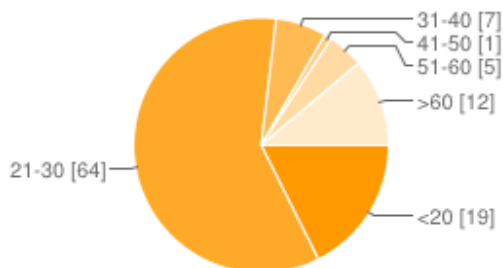
APPENDIX 6; SURVEY ANSWERS

1) Are you an internet user?



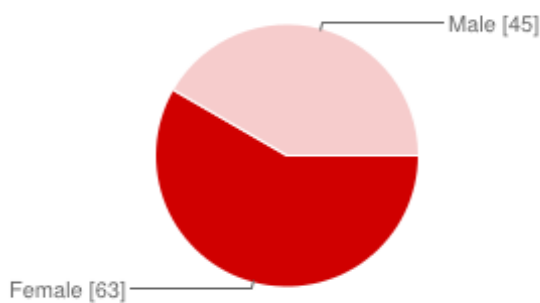
Yes	108	100 %
No	0	0 %

2) How old are you



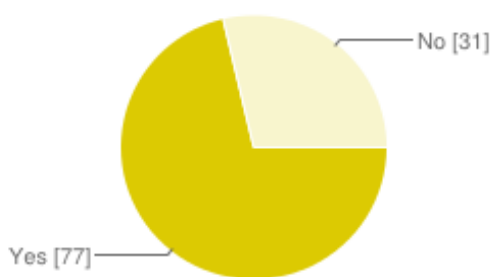
<20	19	17.6 %
21-30	64	59.3 %
31-40	7	6.5 %
41-50	1	0.9 %
51-60	5	4.6 %
>60	12	11.1 %

3) Are you:



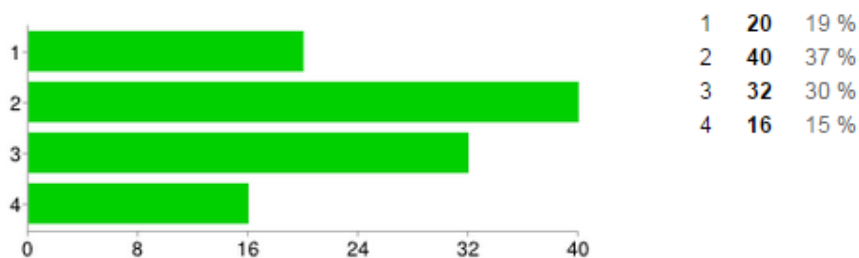
Female	63	58 %
Male	45	42 %

4) Have you already heard about the sharing economy?

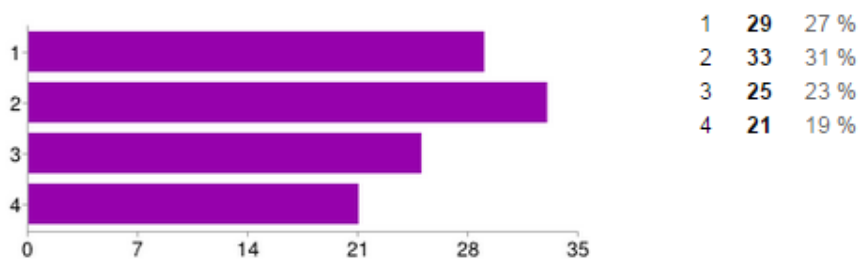


Yes	77	71 %
No	31	29 %

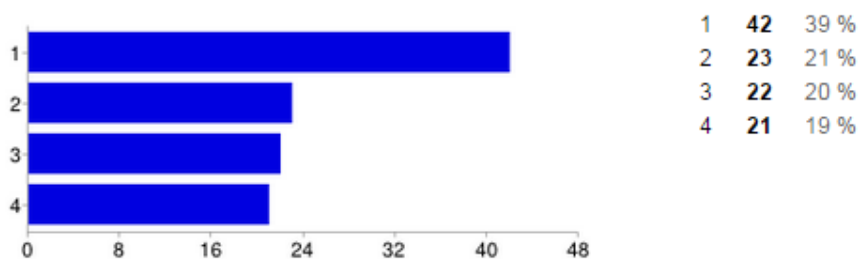
Social reasons [5] Which are the main factors influencing or could influence your participation?]



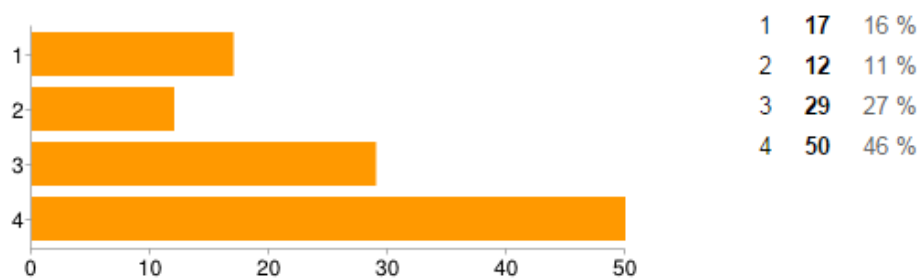
Environmental reasons [5] Which are the main factors influencing or could influence your participation?]



Economic reasons [5] Which are the main factors influencing or could influence your participation?]



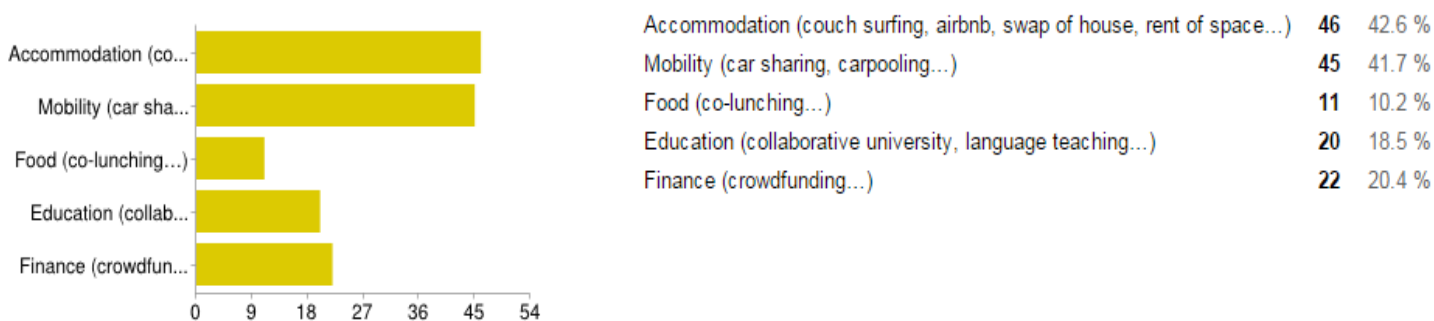
Curiosity [5] Which are the main factors influencing or could influence your participation?]



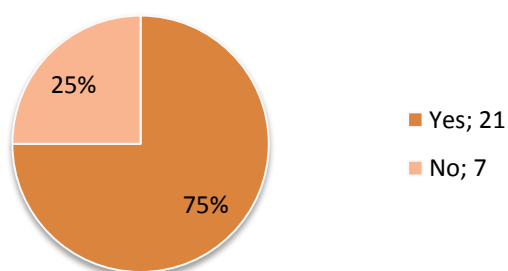
6) How often are you using modern (collaborative consumption) websites/applications?



7) If you are a user, which area are concerned by your participation?



8) If you never have been part of it, would you be willing to try this new economic model?

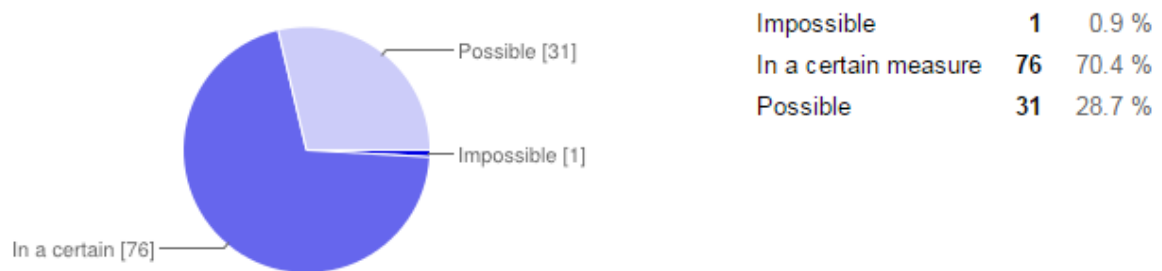


9) To which extent do you think collaborative economy can change our consumption behaviors?



1=Trend, 5=real change

10) Can new technologies create trust between strangers?



APPENDIX 7 ; Blablacar, carpooling statistics

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