

Sharing Economy in Russia: a Problem of Trust

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Abstract— The new concept of sharing economy gains the increasing popularity in the economic environment. The relevance is caused, first of all, by change of an economic paradigm in general and also inevitable transformations of social processes. Within traditional economy the purpose of the economic transaction is transfer of "property" on a product. The economy of sharing consumption has changed standard idea of the transaction purpose. This new type of economy is the economy based on "possible access", but not on "possession" of physical and human assets, such as time, space and skills. (Botsman & Rogers 2010). In other words, people lend and borrow assets, but don't buy and own them. Economy of joint consumption (sharing economy) - the economic model based on collective use of goods and services, exchange and rent instead of possession. Now society passes from overconsumption to model of joint consumption. Moreover, joint consumption becomes a basis of the business ideas.

The article's purpose – to study features and tendencies of development of sharing economy in Russia, to analyze the main spheres in which the similar model of the relations develops, to establish the reasons which are slowing down development of sharing economy. The main approaches to measurement of economy of joint consumption are analyzed in the presented work. Much attention is paid to a problem of trust. Many researchers call trust the "social" capital which is the basement of the economic relations. It is possible to allocate several forms of trust. Now most people trust familiar people. The economy of joint consumption gives the chance of the communication based on trust. Also this type of economy allows to save resources and, as a result, keep the ecological balance. The main advantages and industries, technologies of sharing economy are studied in the article.

Keywords— *sharing economy, trust, features of sharing economy*

I. INTRODUCTION

Environmental problems and risks which have arisen as a result of excessive development of "consumer society", a distribution of social networks and changes in communication technologies, and also a change of "economic" individual model on the "institutional" model are the reasons which have entailed change of consumer behavior at the beginning of the 21st century.

Within traditional economy the purpose of the economic transaction is transfer of "property" on a product. The sharing economy has changed standard idea of the transaction purpose. The economy of joint consumption is the economy based on "possible access", but not on "possession" of physical and human assets, such as time, space and skills. (Botsman & Rogers 2010). Authors of this concept R. Botsman and R. Rogers have defined economy of joint consumption as "the rapid explosion in exchange, division, barter, trade and leasing redone by means of the last technologies and exchange trading platforms, allowing to reach the scale which wasn't possible earlier". In other words, people lend and borrow assets, but don't buy and own them. The some scientists note that the movement of society towards voluntary restriction in consumption has begun.

The sharing economy has the exclusive features distinguishing it from the existing markets. Process of the transaction and exchange of products differs. It is based on equal relations and the intermediaries in exchange are participants of the market. Besides, in the course of exchange of the benefits there is a certain washing out of interpersonal borders. Users of sharing economy are ready to share their goods voluntarily, so process of exchange is based on trust. This fact considerably distinguishes the commercial systems of exchange from the existing rent services.

In the conditions of the increasing competition and constantly extending offer differentiation of production acquires special relevance. It becomes the main way of identification of goods among numerous analogs and also it is the main component of strategy of the company's positioning. Positioning is the main support of competitive positions of the enterprise.

One more feature of modern economic processes is the escalating role of scientific and technical progress. Today it is impossible to imagine the competitive enterprise which acts without use of new technologies. General informatization creates opportunities for development of absolutely new types of economic interaction. One of such new economic events is the economy of joint consumption or sharing economy.

Economy of joint consumption (sharing economy) is the economic model based on collective use of goods and services, exchange and rent instead of possession.

Now society passes from overconsumption to model of joint consumption. Moreover, joint consumption becomes a basis of the business ideas.

Many economic agents understand now that it is favorable "to share". The sharing economy increases productivity of underutilized assets due to distribution of access between big group of users.

II. LITERATURE REVIEW

The term "sharing economy" (the separating economy) was for the first time used by professor Laurence Lessig in Harvard Law School in 2008 [1]. And by 2016 the size of economy of joint consumption was estimated already at 36 billion dollars. This concept has been developed in many sectors of economy: clothes, power supply, cars, rooms, travel. It should be noted that the famous scientist of the neoinstitutional direction – Mansour Olson researched a problem of providing with the collective (club) benefits. He considered different types of groups and showed that homogeneous small groups in the best way are capable to provide the collective benefits for their members [2]. It is connected with simpler control of activity of each participant (the free rider's problem is minimized) and big level of credibility.

In the western business practice there is such term as co-competition – interaction of the companies with similar interests which allows to achieve the best results. The concept of a co-competition was developed by A. Brandenburger and B. Naylor. Co-competition is a business situation in which the independent parties cooperate with each other and coordinate the actions to achieve the mutually advantageous objectives, but at the same time compete with each other, as well as with other firms [16, 20].

The Russian scientist in the field of institutional economy and the theory of reforms V.M. Polterovich also notes that "in the developed countries the role of mechanisms of the competition decreases, and in this sense they are so passing, as well as war mechanisms" [3]. During the evolution such mechanism of coordination which allows to minimize cumulative public costs, including material, social and moral and psychological get the advantage. The feature of cooperation, according to his views, that it minimizes the power based on violence. Also it assumes freedom of choice of partners and forms of coordination, and a discrepancy of the purposes and interests occurs through search of compromise solutions. At the same time prerequisites of decrease in relative costs of cooperation are reflected in V.M. Polterovich's researches: complication of technologies (new forms of cooperation, for example, social networks) and growth of welfare (decrease in the importance of a problem of the free rider, trust-building). However, cooperation can exist in two forms: positive and negative. At negative form of cooperation the result is achieved at the expense of outsiders (the most striking examples – activity of mafia clans, terrorist groups, cartels). Positive cooperation is connected with a

concept of a collaboration (ability to cooperation with a great number of individuals) and assumes achievement of public interests. He refers moral standards, standards of civil culture, level of credibility, etc. to institutes of positive cooperation.

Today representatives of Russian economic science also attentively study questions of development of sharing economy, among them we can call L.A. Myasnikov, G.A. Orlov, A.N. Zelenyuk, etc. [4,5].

III. FEATURES OF SHARING ECONOMY

The sharing economy is based on modern scientific and informational technologies, but it submits to basic economic laws. Depreciation of information search and transaction becomes a basis of the new phenomenon [6].

Internet platforms of services of sharing economy give the chance to small players of access to the market, allowing them to offer the services and to create reputation. There is a transition from large trading platforms, such as Ebay, Craigslist to small: TaskRabbit, ParkatmyHouse, Zimride, Swap.com, Zilok, Bartercard. A key factor is extent of decrease in costs: at such easy way of services exchange it becomes favorable to owners of apartments or cars to hand over the property for day or hour [7].

Researchers allocate two groups of the reasons of participation in joint consumption:

- external, such as economic benefits, practical needs;
- social, such as help to other person, acquaintance to new people [8].

Within economy of sharing consumption the social component is particularly important [9, 18]. Nowadays there is a change of values in society - transition from a brand dependence to economy and search of material benefit. Such concepts as ecology, trust, communication are more significant. The sharing economy gives the chance of communication with new people based on trust. Another important side of sharing economy - the maintenance of economy of resources and ecological balance as a result. An important factor of development of sharing economy is also large number of things which are not used. For example, in the USA there are about 250 million cars which aren't used by 92% of time [10].

Let's present some examples of the business projects using tools of sharing economy as way of additional differentiation

1. Rent of things

On the website of the Rentmania it is possible to rent practically everything, since an evening dress and finishing with a gas mask. In Russia there is the Darudar platform on which old things are given as a gift to the person who needs it, for example. There are also other platforms collecting things.

2. Search of fellow travelers for automobile trips (ridesharing) and some kind of "national taxi", is carried out on such platforms as BlaBlaCar, BeepCar, Dovezu.ru. These services are generally used for search of fellow travelers in the

city or to other city. Service helps to save to the passenger on the road, and to the driver — on fuel.

3. Tenancy for work (co-working)

On such services it is possible to rent both a separate table, and the whole office, depending on the purposes. [4]

Use of services of a co-working gives advantages in the price of the rented room and also an opportunity to expand a circle of useful acquaintances to other businessmen who use offered "space" for the purposes. Besides, there is no need to incur additional expenses on service of the room, and it gives the chance to concentrate on work.

4. Short-term lease of cars (car-sharing)

The user pays only for rent time. In such cases service undertakes expenses on fuel and technical maintenance of the car.

Advantage of a car-sharing is the possibility of refusal of the car that it is very important for residents of megalopolises. By some estimates, in Moscow the street road network occupies only 8,7% of the territory of the city, and in St. Petersburg – about 4% while in the cities of the USA – up to 35%. It leads to a burning issue of the organization of traffic, hours-long traffic jams [4]. The most known examples of a carsharing in the West are projects of Zipcar and RelayRides. On the websites of these companies the cars expose tens of thousands of owners, and tenants are hundreds of thousands of users from 2100 cities. By some estimates, sharing of cars can lead to reduction of emissions of a carbon dioxide gas in the atmosphere in the USA for 27% [5]. There are also services allowing to share and an alternative type of transport – bicycles.

5. Short-term rent of housing. The most known website is Airbnb on which it is possible to find placement in more than 33 000 cities in 192 countries [11]. Also there are similar services for search of housing for dogs (Rover.com, DogVacay), a certain alternative of hotels for dogs.

6. The parking – for search of the parking space near theater or restaurant it is possible to use the services ParkatmyHouse, Parking Panda. At the same time it is possible significantly (to 70%) to save on parking cost.

7. Knowledge. There is a huge number of resources on which it is possible to find necessary information – Wikipedia, Youtube, Udacity, Twitter. And also there are more and more websites which provide various remote training courses and programs, for example, Coursera.org. Trade School Coop is a platform of exchange of knowledge of barter where it is possible to share free of charge the unique knowledge and skills in exchange on other knowledge necessary for you [12].

Ecological projects become a fashionable trend in Europe. For example, the market of local products La Ruche (the suburb of Toulouse), where farmers receive the list of products on the website, and then bring them for the clients. There is a –Next to the tree project” – if the farmer doesn't

cope with a harvest, volunteers help to gather apples or other fruits and bring the person in need. One more new project is the organization of household services through the TaskRabbit resource which works already in 18 cities the USA and London [13].

It is possible to point out the main advantages of economy of joint consumption [14]:

1. Lack of taxes for possession of property
2. Lack of expenses on support and service of the bought equipment
3. An opportunity to use the benefit, without getting it – economy and increase in availability of the benefits for more wide range of users
4. Saving of time for check of reputation of this or that participant of exchange. Transfer of this function to Internet service.
5. Increase in mobility – a necessary thing can be found very quickly
6. Economy of resources, reducing the environmental footprint
7. Development of social interaction.

In Russia sharing economy is a rather new phenomenon, that's why there are there are certain risks of participation in this process. First, risks of receiving low-quality goods and unfair economic agents. The decision – to use the ratings of owners [15].

Secondly, there are risks of damage of goods. The decision - check of users. Owners of services connect tenants and lessors. So they take the responsibility for their communication.

Thirdly, risk of lack of legal support. Now there is no formal contract regulating process of joint consumption.

It should be noted that the sharing economy doesn't participate in formation of GDP as participants are exempted from taxes, and activity on platforms of sharing economy services is yet not rather regulated. So the sharing economy impacts on real business, "delaying" a part of potential consumers, making the increasing competition to the real sector.

Many experts speak about the big prospects of development of sharing economy in Russia. So, Russia is the most fast-growing market for Airbnb: in September, 2015 nearly 8 thousand announcements have been posted on the website, the average cost of booking was 83 dollars [11].

Important factor of development of sharing economy, in our opinion, is the trust between economic subjects. One of the first researchers of a problem of trust F. Fukuyama calls trust "the social capital"[16, 17]. The trust is the basement for economic interaction, without trust the organization of sharing activity would be impossible. The level of trust impact on the

the level of risks and transactional costs. As shows F. Fukuyama, a stock of the social capital is different in various countries and the countries with high level of confidence (Germany, the USA, Japan) are capable to create the large corporate sector in economy demanding for the effective functioning of the highest trust between all participants of the corporate relations. The international comparisons, as a rule, show correlation between growth rates of GDP and level of trust. In the Russian corporations the level of trust as show numerous researches, is much lower, than in other countries – as developed and, for example, the partner countries according to BRIC. As the trust depends on historical conditions of the country, roots, the reasons of low trust can be explored from those unique transformations which happened in our country. In the 20th century there were two revolutions, and civil war, and World War II, reorganization, "shock therapy". All these events, of course, didn't promote growth of trust in our country. Therefore today it is possible to speak about insignificant level of trust in Russia and an important task is forming of "the social capital" today. So, according to estimates, most of Russians – 70% consider that people generally don't trust each other. At the same time they are sure that mistrustful persons are more successful [5].

IV. RESEARCH AND RESULTS

Within studying of questions of trust and extent of use of the sharing economy services, the sociological research has been conducted. Questioning which was carried out to the period from December 2017 till April 2018 became the main method of collection of information.

90 people aged from 17 up to 45 years participated in an empirical research. 30 people at the age of 17-18 years are students of the first course of economic department of the Chelyabinsk State University; 42 – at the age of 19-35 years are students of Department of management of the Russian Academy of Business; 18 – at the age of 35-45 years are students of Department of Economy of the Russian Academy of Business.

The questions of questionnaire:

1. Whether you are ready to lease or exchange a thing or service from other person without intermediaries through an online service?
2. Whether you are ready to share the property / to offer service for obtaining benefit?
3. Whether you used services of online services of a sharing?
4. The rating of goods and services which users are ready to share
5. Whether you heard the concept "Sharing Economy" or "Economy of Joint Consumption" earlier?
6. Whether have, in your opinion, sharing services advantages in comparison with classical purchase?
7. What types of sharing services did you use?

8. What sharing services did you ever use?
9. As whom did you act?
10. Whether you had cases of unsuccessful use of sharing online services?
11. Estimate your level of credibility to sharing services.
12. What can affect that you will begin to use sharing services more often?

The following results have been received during the research.

About 78% of respondents are ready to lease or take in exchange a thing or service from other person without intermediaries through an online service. And 72% of people are ready to share the property / to offer service for obtaining benefit. The interesting fact is that 70% of respondents never used services of online services of a sharing, and 30% didn't even hear such concept as "sharing".

Among that interviewed who is familiar with the phenomenon of "sharing" the majority have agreed in opinion on its usefulness and unconditional benefit from use of services of joint consumption. About 72% of respondents have noted that sharing services have advantages in comparison with classical purchase.

The rating of the most often used types of sharing services is analyzed at fig.1.

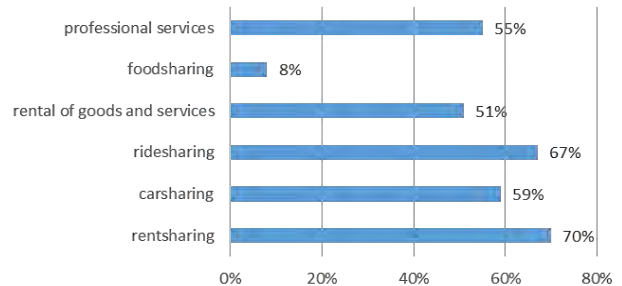


Fig.1. The rating of the most often used types of sharing services

The rent of the place in the car (67%) and rent of housing (70%) are most popular in the rating of the most often used types of sharing services. Much less often respondents use a foodsharing that is connected with an unusual form and ambiguous perception of this phenomenon.

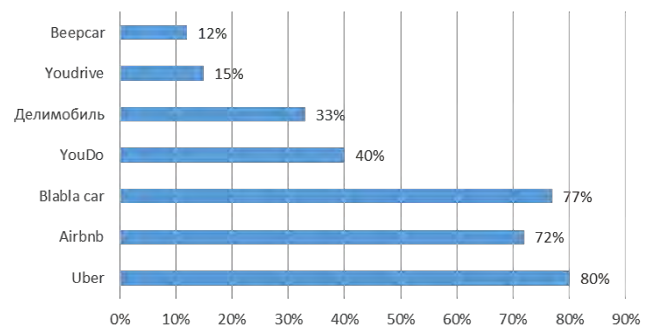


Fig. 2. The rating of the most recognizable and used sharing services

Blabla car and Uber are the most recognizable and often visited services. The Russian analog Delimobil also gains the increasing fame among services of joint trips.

The most interesting and difficult analyzed question is a trust of people to sharing services. It is difficult to establish the reasons of refusal of use of sharing.

The significant share of people (69%) had some problems when using sharing services and only 31% offered the services (goods) on sharing services.

About a half of users (48%) faced various problems when using services of joint consumption. The main problems are inadequate quality of goods (services); problems with payment; lack of timely payment for goods (service) and others.

The level of trust to sharing services was estimated on a scale from 1 to 5, where 1 means trust absence, and 5 means full confidence. Most of respondents (59%) are still ready to trust sharing services on 3.

Among the major factors which affect the using of sharing services there is state regulation of process of joint consumption which will allow to secure users. These factors are shown on figure 3.

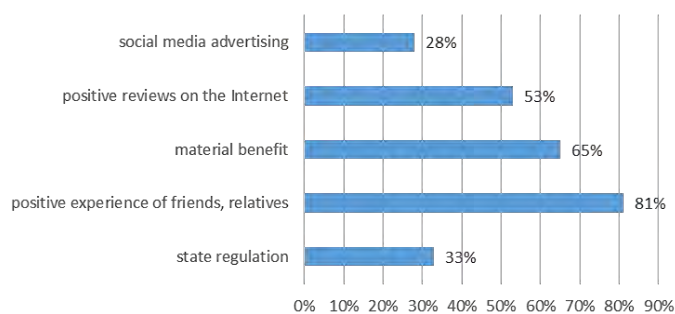


Fig.3. Factors which impact on sharing services using

V. CONCLUSION

In conclusion, we note that sharing economy is a fairly new phenomenon for Russia, which generates a number of features. First, there are difficulties in determining the priorities of the users of the sharing economy; second, the lack of a developed legal framework that will regulate the process of exchange between users; third, a low degree of trust in the services of sharing economy.

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