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SHARING ECONOMY: PROFOUND TRANSFORMATIONS IN GLOBAL BUSINESS PARADIGMS

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Abstract: The article explores the conceptual foundations and defining characteristics of the sharing economy, focusing on its implications, benefits, and challenges. The sharing economy, characterized by the efficient use of underutilized resources, transparency, trust, and reciprocity, contrasts with traditional economic models by fostering peer-to-peer interactions facilitated by digital platforms. These platforms, such as Airbnb and Uber, have disrupted traditional markets by offering more flexible, accessible, and cost-effective services.

The study highlights that the rapid growth of peer-to-peer platforms is driven by technological innovation and the increasing demand for flexibility. It also identifies the sharing economy's influence on various sectors, including transportation, accommodation, and professional services, primarily in North America and Western Europe. The findings underscore that collaborative consumption, a key component of the sharing economy, contributes to the development of a circular economy, supports the reduction of overconsumption, and provides financial relief to individuals, especially during economic downturns, such as the COVID-19 pandemic.

However, the study also points out the challenges posed by the sharing economy, including regulatory issues, unfair competition, and the risk of monopolistic practices. The lack of clear regulations and the potential for misuse of personal data are significant concerns among consumers. The article concludes that while the sharing economy offers substantial benefits, it also necessitates careful consideration of regulatory frameworks to ensure fair competition and consumer protection.

Keywords: sharing economy, collaborative consumption, collaborative platforms, business models, disruptive innovation, regulatory framework.

JEL Classification: L86, O33, L26, K23, D71, Q01

1 Introductory and defining concepts

The sharing economy represents a novel market model, or rather, an extension of existing models, bolstered by online tools, grounded in trust and collaboration. Primarily, the sharing economy entails the transformation of traditional market behaviors into collaborative consumption patterns, ensuring a more efficient and sustainable utilization of resources, thereby aligning with the principles of the circular economy and engendering business models compatible with it.

The sharing economy model encompasses the sharing of all aspects related to the creation, production, distribution, trade, negotiation, and consumption of goods and services. The effective functioning of the sharing economy model relies significantly on information technologies, the Internet, and digital platforms, which indisputably facilitate the distribution, sharing, and reuse of goods and services.

The shared or collaborative economy emerged around the mid-2000s but gained momentum and flourished alongside the development of internet-associated technologies such as big data, social media, smartphones, and so forth.

However, the shared economy remains a contested phenomenon, lacking a definitive precision, as there is no common understanding of the shared economy. Various terms associated with this concept are used in the academic literature, such as collaborative consumption, access-based consumption, collaborative or peer-to-peer economy. Nevertheless, before reaching a consensus definition, it is necessary to delve deeper into the various notions inherent to the shared economy to grasp the term "shared economy," increasingly reflected in specialized literature in recent years.

The term "sharing economy" was first mentioned in 2008 and denotes "collaborative consumption through sharing, exchanging, and renting resources without owning the goods" (Puschmann and Alt, 2016). Broadly, the sharing economy entails both commercial and non-commercial sharing of goods and services, coordinated through online platforms without the transfer of ownership (Anwar, 2023, p.74).

The term "sharing economy" is used interchangeably with collaborative economy, collaborative consumption, gig economy, and platform economy (Anwar, 2023, p.76). The collaborative economy represents a socio-economic system built around the sharing of human, physical, and intellectual resources (Matofska, 2016). This new type of economy typically operates through online platforms, allowing consumers access to a diverse range of goods and services, as well as the utilization of excess goods and services within an economy (Anwar, 2023).

Author Stephen Miller defines "Collaborative Economy as an economic model in which people generate and share goods, services, space, and money among themselves" (Barbu et al., 2018). Botsman also considers the collaborative economy as an economic model, but specifies that it is developed through the internet, based on sharing, exchanging, trading, or renting products/services, enabling access to ownership (Botsman, 2014). The sharing economy emerges as a result of a new era, in which underutilized resources are transformed into services, made available for rent or hire, peer-to-peer, through online platforms and smartphones (Cusumano, 2015).

Lastly, the sharing economy facilitates communal ownership, localized production, cooperation, the functioning of small businesses, and the regeneration of economic and natural abundance. Additionally, the collaborative economy encourages innovative ways of sharing underutilized assets.

From the foregoing, we conclude that the sharing economy represents an expanding ecosystem, based on customers' temporary access to shared products and services, embodying collaborative consumption, achieved through sharing, exchanging, or renting resources, without the transfer of ownership rights over the resources.

At the EU level, the term collaborative economy is utilized, which is defined in the European Commission's 2016 Communication "A European agenda for the collaborative economy" as follows: "the collaborative economy refers to business models where activities are facilitated by collaborative platforms, which create an open market for the temporary use of goods or services often provided by individuals" (European Commission, 2016). Moreover, the communication underscores that the collaborative economy is an evolving phenomenon, a process that could potentially alter the formulated definition in the future, depending on the evolution of the collaborative economy.

Subsequently, in 2018, the European Commission conducted a study monitoring the collaborative economy at the sector level in member states, as a result of which the definition of the collaborative economy was modified: "A collaborative-based economy relies on business models where individuals (service providers) offer unused goods, services, or resources, with or without compensation, to other individuals or enterprises (clients) through a collaborative online platform that facilitates their contacts and transactions" (Study to Monitor the Economic Development of the Collaborative Economy, 2018).

2 Advantages and disadvantages of the sharing economy. Characteristic features

The conceptual notions reflected above allow us to outline some defining traits of the sharing economy as follows: the sharing economy enables the utilization of underutilized resources from the traditional economy; it offers lower prices; it provides access to unused assets, but not ownership of them; it is characterized by transparency, trust, and reciprocity, tending to be disruptive. By "disruptive innovation," we mean the process by which a product or service initially enters the market through a simple application in the fringe area of the market and then continuously captures market share, replacing traditional competitors. We observe that the sharing phenomenon significantly differs from classical trading prototypes, as it involves interactions among strangers and transcends a geographically defined community. Exchange, often monetary, is facilitated by online platforms and shaped into a business model.

Peer-to-peer platforms offer consumers the opportunity to utilize underutilized inventory through cost-sharing. The rapid growth of peer-to-peer platforms is driven by two key factors: 1) technological innovation and 2) the need for flexibility. On the one hand, technological innovations ease the market entry for providers, facilitate search listings for consumers, and maintain low transaction costs. On the other hand, demand for flexibility is another hallmark of collaborative platforms; for instance, drivers at Uber can easily add or withdraw from the pool of available drivers through an application, similarly, other providers can readily list and remove the selection of goods or services they offer (Onete et al., 2018, p.765).

Collaborative consumption encompasses three distinct systems within the value chain: "product service, redistribution markets, and collaborative lifestyles" (Anwar, 2023). The realms of the sharing economy and collaborative consumption are particularly valued in North America and Western Europe, as a result of shifting consumption patterns and lifestyles. The primary collaborative platforms that capitalize on collaborative consumption include Airbnb, Uber, CouchSurfing, Flexicar, Freecycle, HomeExchange, NetJets, OhSoWe, Shared Earth, Trust Cloud, WhipCar, Zaarly, Ziilch, Zilok, ZimRides, and Zipcar.

Accelerating at an increasingly rapid pace, the sharing economy not only offers benefits but also raises regulatory issues, shifting the paradigm in the traditional markets it addresses. In this regard, the European Commission in its 2016 Communication specified and delineated the categories of participants involved in collaborative business, namely:

1. Service providers, who can be individuals or professionals, occasionally sharing their assets, resources, time, or skills;
2. Users (clients);
3. Intermediaries, who connect service providers with users and facilitate transactions between the two parties (European Commission, 2016).

Intermediaries represent collaborative platforms, which are defined by the European Commission as an enterprise operating in a multifaceted market, using the Internet to interact between two or more groups of users, thereby generating value for at least one of the mentioned groups. Platforms are those intermediaries that facilitate contacts and transactions between service providers and clients (European Commission, 2016). In this context, it is noteworthy that the Commission excludes from the category of collaborative platforms those platforms that produce, sell, or provide goods and services as a professional activity, such as platforms through which traditional products and services are offered for sale (e.g., eBay, Amazon, OLX); platforms through which companies providing professional car rental services sell these goods and services as their main activity under a professional license; mixed platforms that offer only a small part of their activities within a collaborative economy model (e.g., Booking.com).

Therefore, collaborative platforms are those in which the majority of transactions represent a specific business model of the sharing economy, such as Airbnb, Uber, CouchSurfing, Flexicar, Freecycle, HomeExchange, NetJets, OhSoWe, and Shared Earth, meaning they are considered part of the sharing economy.

Thus, the online collaborative platform is a professional (an enterprise) that connects providers of goods or services with users (clients, consumers). Online platforms can be classified based on the resources they provide access to: platforms that offer access to information or digital content (e.g., Google, TripAdvisor); platforms that offer access to personal data or other private digital content, such as social networks (e.g., Facebook, LinkedIn); platforms that offer access to goods and services, such as those in "traditional" e-commerce (e.g., eBay, Amazon, Alibaba); platforms that offer access to labor or specific knowledge/skills of individuals (e.g., Upwork); platforms that offer access to capital, such as crowdfunding platforms (e.g., Kickstarter) or payment systems (e.g., PayPal, Bitcoin).

The sharing economy generates advantages and benefits, including: facilitating new consumption patterns; introducing new services to the market at affordable prices, stimulating positive competitiveness and innovation; contributing to the development of the circular economy; individuals can earn additional income; fostering social and community connections; contributing to alleviating social problems such as overconsumption and poverty; contributing to poverty alleviation; enabling the incorporation of participatory and inclusive models; leading to the entry of new economic actors into the market, thus generating a larger and more varied supply from which consumers can benefit.

In 2018, a Eurobarometer survey on collaborative economy among European consumers was conducted, reflecting consumers' perceptions regarding the advantages and disadvantages of using collaborative platforms.

According to the survey, Romanian consumers who have utilized services from collaborative platforms consider the most significant advantage of these platforms (compared to services provided through traditional channels) to be convenient access to services (65%), availability of ratings and reviews from other users (50%), a wider range of services (49%), and the fact that services are cheaper or free (45%). On the other hand, the opportunity to interact with interesting people (38%) and the possibility to exchange services without payment (27%) are considered less important advantages of services offered through collaborative platforms among Romanian users (Consiliul Concurenței România, 2020).

Additionally, the sharing economy also presents some disadvantages, such as: Unfair competition caused by the emergence of these types of collaborative businesses compared to traditional ones; Lack of clear regulation, which both causes and favors the expansion of shared business models; and favors the emergence of monopolies in some sectors, etc.

From the perspective of consumers in most European Union member states, the lack of clarity regarding who is responsible in case of a problem is the most frequently mentioned disadvantage by respondents (Consiliul Concurenței România, 2020). Additionally, respondents are concerned about misleading ratings and reviews from other users (36%); abusive use of personal data (30%); lack of trust in service providers (29%); services not meeting expectations (27%); issues related to payments or the online booking process (25%) (Consiliul Concurenței România, 2020).

3. Collaborative business models

The sharing economy emerged in the mid-2000s, experiencing accelerated development alongside the rise of the internet and associated technologies. However, its significant growth was propelled by the crisis of 2008-2009, during which individuals were compelled to make savings. Collaborative economy intensified the pace and scope of activities that people were engaging in previously (e.g., car rentals, public libraries, etc.). Against the backdrop of changing demand and technological means of supply, most successful startups in the field emerged. Among the pioneering companies with collaborative business models were Uber and Airbnb, with Uber being founded in 2009, estimated to have over 110 million users globally today. According to www.wikipedia.org, Uber is a multinational American company headquartered in San Francisco, founded in 2009, and operating in over 785 metropolitan areas worldwide. According to Uber's data, from 2009 to 2018, 4 billion rides were completed (15 million rides daily). The company provides a range of "digital services aimed at facilitating interaction between people" under the term ride-sharing, but according to the decision of the Court of Justice of the European Union in December 2017, Uber is considered a component of the urban transport services market.

Currently, there is a rapid growth in the utilization of the sharing economy by car rental companies, including DriveMyCarRentals, Flexicar, Getaround, Livop, RentNRoll, RVshare, Tamyca, WhipCar, and Zipcar (North America, Europe), due to the implementation of consumer targeting strategies and shifts in consumer lifestyles. Zipcar remains the leader in this car rental market. In this context, it is important to mention that the basic sharing model is strongly influenced by value chains, corporate growth, consumer loyalty, and niche markets.

Airbnb, an American company headquartered in San Francisco, California, considered the pioneer of the sharing economy in accommodation services, operates an online platform through which rooms, houses, and apartments can be rented directly from the owner anywhere in the world, offering rental services in about 190 countries. The considerable growth of the company is attributed to its introduction of the concept of collaborative economy based on connecting individuals who want to rent out their properties and those who want to rent them on a short-term basis. Airbnb uses data to expand its services, such as during holiday periods, which constitutes an advantage for the company. The company describes itself as a trusted community marketplace for people to list, discover, and reserve unique accommodations worldwide, exemplifying a peer-to-peer market in the sharing economy. Prospective guests list their rooms or apartments on the Airbnb platform, setting their own price per night, weekly, or monthly, and offering accommodation to guests. Airbnb generates revenue from both guests and hosts for this service: guests pay a service fee of 9-12% for each booking they make, depending on the length of stay, while hosts pay a service fee of 3% to cover payment processing costs. Since its launch in 2008, the Airbnb online marketplace has experienced rapid growth, with over three million properties worldwide and over 160 million customers (Onete et al., 2018, p.769).

The business model of Airbnb currently operates with minimal regulatory controls in most locations, and therefore both hosts and guests have incentives to use signaling mechanisms to build trust and maximize the likelihood of a successful booking. To reinforce this behavior, Airbnb has built an online reputation system that allows and encourages participants to rate and review each completed stay. Guests use the ratings to evaluate the features of their stay.

Online booking of accommodations with private individuals is very common in the United Kingdom and Luxembourg. Approximately 1 in 3 individuals aged 16 to 74 have booked from private individuals through a website or app in the United Kingdom (34%), while 1 in 5 individuals in Luxembourg (22%), Ireland (21%), Malta, and the Netherlands (each 20%) have done so. In contrast, the Czech Republic (1%) recorded the lowest proportion among member states, followed by Cyprus (4%), Portugal and Romania (6% each), as well as Croatia (7%) (Onete et al., 2018, p.772).

It is worth noting that collaborative economy models can be applied across a wide range of markets; however, certain economic sectors are more prone to adopting collaborative models, especially in the personal transportation and short-term accommodation markets.

In the European economy, 651 collaborative platforms operating within the EU have been identified, with 42 originating from the USA. It is worth noting that the majority of platforms operate only within the member states, with only 42 operating internationally. In this context, we mention 15 platforms operating in the transportation services sector (Hero and Foodora from Germany, Takeaway from the Netherlands, Deliveroo and JustEat from the United Kingdom, BlaBlaCar from France, and Bolt from Estonia); 10 collaborative platforms in the short-term accommodation services sector, with the most well-known platforms being Wimdu from Germany and HomeStay from Ireland; 13 collaborative platforms in the professional services sector; and 13 collaborative platforms in the financial services sector, including Funding Circle from the United Kingdom, Ulule from France, Bondora from Estonia, and Twino and Mintos, both from Latvia (Consiliul Concurenței România, 2020).

It is noteworthy that the level of development of the collaborative economy in a country is not determined solely by the number of collaborative platforms; other indicators, such as the evolution over time of the number of platforms present, the share of collaborative economy revenues in GDP, or the share of the number of employees in this sector in total employment, are also used for this purpose. According to calculations by the European Commission, the most substantial contribution of the collaborative economy to GDP is found in Estonia (0.88% of GDP), Poland (0.64%), Latvia (0.63%), Luxembourg (0.44%), and the Czech Republic (0.43%). In this ranking, Romania ranks last, with the collaborative economy generating a contribution of only 0.05% of GDP in 2016, along with Slovenia and Belgium (0.04%) (Consiliul Concurenței România, 2020).

The main shared business models in Romania are as follows:

1. Shared workspaces (Coworker.com): The platform facilitates the finding of available workspaces in a particular city for freelance workers, providing information on offerings such as price, facilities, customer reviews, etc.
2. Online skills: Contracting various household or professional services (LiberProfi, Fiverr, UpWork, Freelancer, PeoplePerHour). LiberProfi is a Romanian online platform that connects service providers (typically programmers, copywriters, designers) with potential clients. According to the platform's website, LiberProfi does not have an escrow system and does not collect commissions. The client pays a subscription fee upfront, which allows them to post a certain number of projects plus other benefits.

3. Financial services: Reward-based crowdfunding (Kickstarter, Indiegogo). The platform allows individuals to request funds for an idea, a startup, or charitable causes. Specifically, the platform connects people with innovative ideas with those willing to finance such projects. The platform operates on a reward system for donors. Depending on the amount paid, donors receive various types of gifts (e.g., the new product created) from the funding applicant (Consiliul Concurenței România, 2020).

4. Shared economy and competition

The rapid pace characteristic of the development of the shared economy globally, as well as the impact of collaborative platforms on consumers (the entry of new innovative competitors generating lower prices and better services) - all raise challenges regarding the application of competition policy. From a competitive perspective, the new collaborative business models exert significant pressure on traditional business models, often offering lower price levels, bringing significant unused resources into the economy for increasingly demanding consumers, and using complex algorithms to determine a dynamic price level, taking into account market factors. Thus, the mere existence of Uber and its economic activity is not anti-competitive in the sense of competition legislation, as it does not harm consumer welfare. Moreover, Uber provides a reliable and affordable transportation option, serving areas neglected by traditional operators. On the one hand, traditional service providers should be encouraged to exploit new technologies. When consumers find a legal offer that meets their contemporary needs and requirements, we can speak of the existence of competitive markets.

From a competitive perspective, collaborative platforms and new business models present a series of advantages, but also require the vigilance of competition authorities. Collaborative business models exert significant competitive pressure on traditional business models, being "disruptive" in nature, often offering lower price levels as a result of using complex algorithms.

Collaborative platforms must maintain a neutral, transparent, and rigorous role regarding the moderation of reviews and the rating system and intervene when it falls below a certain threshold, on the demand or supply side of services. At the same time, rating systems should lead to discouraging harmful behaviors from market participants, reducing risks resulting from informational asymmetries for consumers and asset owners, and ultimately ensuring quality services.

According to a study conducted by the Competition Council of Romania (2020), recommendations regarding the regulation of the shared economy in Romania have been proposed to protect consumer interests, facilitate easy access for service providers, and increase market competition.

1) The application of the flexibility principle in regulations for markets exposed to innovation (transport, tourism, financial services, etc.). The increasing importance of platforms, digitalization, technological convergence, and the implementation of disruptive innovations are current trends that bring significant benefits to the economy and society as a whole but can also lead to situations that require a change in the traditional paradigm of market analysis and even regulatory models for certain sectors. In this regard, it is essential for the authorities responsible for implementing public policies targeting markets affected by innovation to consider, first and foremost, the long-term interests of consumers.

2) Maintaining a rigorous level of review systems within collaborative platforms, namely online review and rating systems, represents a tool that contributes to increasing trust within the shared economy.

3) Increasing competition among collaborative platforms through multi-homing—the use of multiple platforms by users or providers leads to increased competition between collaborative platforms for them, both on the supply side (in the case of ride-hailing, drivers, or in the case of short-term accommodation platforms, homeowners) and on the demand side, for the end consumers of services. From this perspective, multi-homing reduces the chances of a platform becoming dominant in a market due to network effects.

4) Flexibilization of market access conditions and streamlining control within traditional services to protect consumers and increase competition represent one of the main factors that have led to the increase in the number of users of collaborative platforms for urban transport services.

5) Increasing the level of technological innovation among traditional services. It is noted that the use of e-hailing applications is on the rise, through which the consumer has access to a larger number of service providers, significantly reducing search and wait times and generating a varied offering in terms of tariffs and quality by accessing evaluations made by previous clients on the services in question. At the same time, the period of inactivity for taxi drivers is reduced, especially during time intervals with low demand, which contributes to the efficiency of their activity.

5. Regulatory challenges

The shared economy is not sufficiently regulated, and the activity of companies in these markets is partially covered by the regulatory framework of traditional markets. Although this business model has not reached the scale in EU countries as in the USA, the unprecedented development of technologies has nonetheless led to an accelerated development of collaborative models in EU countries, raising regulatory issues in this domain.

Regulatory and promotional issues surrounding the shared economy in EU countries began with the European Commission's communication "European Agenda for the Collaborative Economy" (European Commission, 2016), which presents the main directions and guidelines to support all actors involved in the collaborative economy: consumers, businesses, and public authorities. The communication emphasizes that a competitive economy requires innovation, and the collaborative economy represents an opportunity for consumers, businesses, and entrepreneurs, provided it is understood correctly, which dictates the necessity of regulating shared business models. Through the Commission's communication, member states were urged to review their internal regulations in line with the European guidelines outlined in the communication.

The most pressing regulatory issues concerning the regulation of the collaborative economy pertain to consumer protection, labor protection, and taxation. The aim of European Union legislation in the field of commercialization and consumer protection is to protect the more vulnerable party in the transaction, namely the consumer (Iacob, 2017).

A significant issue regarding the regulation of the collaborative economy in the European Union concerns the advancement of requirements for service providers operating within collaborative platforms to access the market. In this regard, the Commission recommends that "requirements must be justified and proportionate, taking into account the specificities of the business model and the innovative services in question, without favoring one business model over another" (European Commission, 2016). The regulatory framework must be flexible, facilitating the entry of companies with a wide range of options for consumers at lower prices.

Studies conducted in sectors of the economy where collaborative business models are practiced in EU countries indicate the existence of disruptive risk, i.e., the replacement of traditional business methods with collaborative business models (Iacob, 2017). Relevant examples in this regard include passenger transport services such as Uber vs. Taxi, or short-term accommodation services such as Airbnb/HomeAway vs. hotel accommodation services. Considering these aspects, as well as the rapid evolution of collaborative businesses, the EU has expressed concerns regarding the EU's primary rules on competition law and the effects produced by collaborative businesses. These concerns specifically target the prohibition of practices that restrict competition in the market, whether traditional or innovative. This category includes vertical agreements, decisions of various business associations, concerted practices, as well as the unilateral conduct of dominant undertakings that act abusively (Iacob, 2017).

Considering the significant benefits that the collaborative economy can bring to the European economy by harnessing innovations and providing an alternative to traditional markets, we observe that European Union regulations tend to support innovation and competitiveness and ensure consumer protection, as well as support for the consistent enforcement of competition law.

6. Conclusions

We consider the primary advantage of the sharing economy to lie in the more efficient allocation of resources in the economy, as it enables the utilization of idle assets such as real estate, automobiles, capital, etc. Consequently, the development of the sharing economy leads to the creation of new jobs, provides additional benefits for consumers, and generates additional competitive pressure on traditional companies. However, the sharing economy also entails risks, especially from a competitive standpoint, which is explained by the concentration of a large number of participants on a single platform. This could potentially lead to the establishment of a dominant position for a platform, thereby limiting competition, and making it difficult for new platforms to enter the market.

Another crucial factor emerging in the development of the sharing economy pertains to the regulation of services provided through collaborative platforms. It is observed that in European countries, collaborative business models develop more rapidly where conditions are less restrictive compared to states where collaborative platforms fall under the scope of legislation governing traditional services or operate in the gray area of non-regulation.

In European states, the European Commission's communication "A European agenda for the collaborative economy" has expressed encouragement for the development of the collaborative economy, emphasizing the benefits of these business models: improving labor conditions and fostering economic growth through embracing innovation in the economy. At the same time, adherence to the following conditions is necessary: respecting and protecting consumer rights, revising national regulations according to the new guidelines outlined in the Communication, as well as ensuring tax compliance by service providers and intermediaries.

We believe that the sharing economy and the traditional economy will reach a favorable compromise: either the sharing economy becomes more regulated, or developments in the sharing economy (such as collaboration mechanisms in accessing products, digital, and mobile services) will be implemented in the "traditional economy".

If the sharing economy succeeds in better satisfying the needs of customers than the traditional economy, consumers will transition to the sharing economy. In this case, we should not be surprised by the paradigm shift and the transition from ownership to access. We do not anticipate that either of the consumption models based on ownership or access will disappear. Both models will continue to coexist, expanding the range of consumption options available.

How can these two models coexist? Companies practicing the sharing economy must not overlook the factors that support satisfaction and purchase intention; products and services in the sharing economy must be widely available, generate significant savings for consumers, and be useful. Traditional companies must take into account and capitalize on the innovations that have contributed to the development of the sharing economy, facilitating access to their products and services. Regulation of the sharing economy must accurately identify taxable income sources while simultaneously stimulating innovation and protecting consumers. Overregulation in this sector can significantly diminish entrepreneurial initiatives. The objectives of regulatory policies can materialize in measures aimed at environmental protection, more judicious resource use, and the promotion of the circular economy (Barbu et al., 2018).

The sharing economy represents the intentional expression of lifestyle, through the values, beliefs, attitudes, and behaviors it claims. The interaction between social, technological, and economic structures is determined by the needs and desires of consumers.

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