

Which is more Pleasant: Eating or Sharing the Dessert - A Theoretical Research on Sharing and Collaborative Consumption Behavior

Hakan KIRACI

Muğla University
Fethiye Faculty of Management
Fethiye, Turkey
hakan.kiraci@yahoo.com

Extensive Summary

1. Introduction

As a cultural heritage passed down from generation to generation, phenomenon of sharing revived thanks to the development effects of Internet technologies and social sharing sites and a new generation sharing economy appeared mainly based on actions in virtual environment. However, appearing movements such as sustainability, anti-consumerism, voluntary simplicity, collaborative consumption, mindful consumption and, sharing caused to be cross-examined the present consumption patterns based on consumer society that excess, careless and self-centered behaviors are prevalent.

As a key element of collaborative consumption (Albinsson and Perera, 2012), sharing defined by Belk (2007, p.127) as “the act and process of distributing what is ours to others for their use as well as the act and process of receiving something from others for our use”. Being defined concepts of sharing and of course, collaborative consumption are alternative forms of traditional economic system.

Almost everyone already knows that books, cars, and of course, household equipments are sharing by using peer to peer and business mediated networks. Being quite narrow scope, shared things and limited participation of people constantly increasing. In the new sharing based economic system, sharing issues ranging from private assets such as personal password, underwear, headset, and shoes etc. to intangibles such as craft and other ideas, experiences, money, odors, and skills etc.

2. Methodology

The research model of this study is literature review as in the study, theoretical and empirical findings and proposals compiled from reviewed past studies related to sharing and collaborative consumption.

In this study, it was studied that sharing, product sharing and collaborative consumption behavior. In this aim, it was examined the sharing economy, effects of this economy on cluster of consumers and businesses, theoretical sharing models, theoretical classifications related to sharing and findings of previous studies.

3. Findings

Theoretical sharing models are shown in figure 1; theoretical classifications, examples of empirical studies and preferences differences between old and new consumers are shown in table 1.

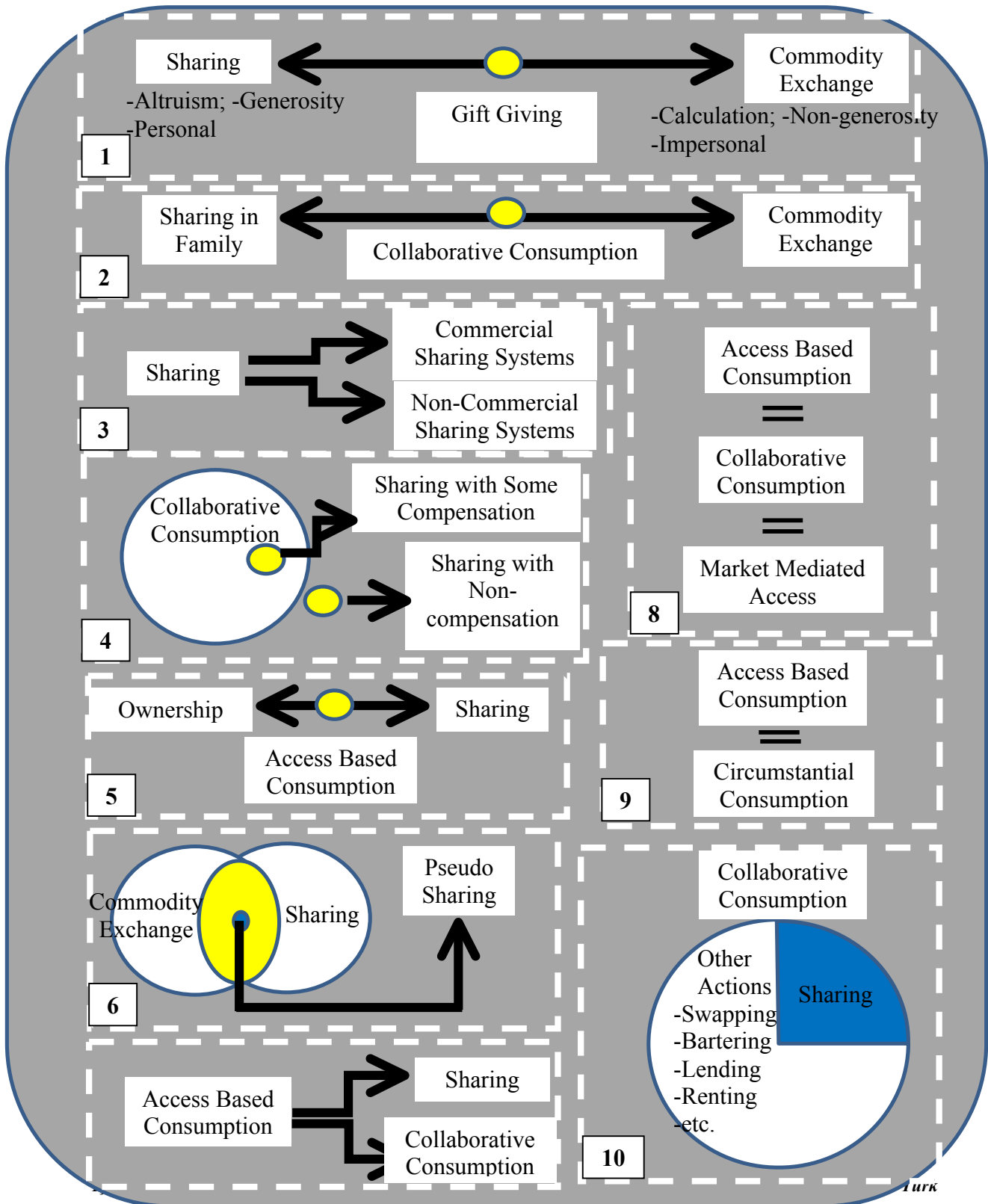


Figure 1. Models Related to Sharing and Collaborative Consumption

Resources: Belk, 2014 (Model 1, 2, 4, 6); Lamberton ve Rose, 2012 (Model 3); Bardhi ve Eckhardt, 2012 (Model 5, 7, 8); Chen, 2009 (Model 9); Botsman ve Rogers, 2010 (Model 10).

Table 1. New Consumers in Sharing Economy and Studies Related to Sharing

PREFERENCES OF OLD CONSUMERS		PREFERENCES OF NEW CONSUMERS	
Volkswagen		Car2go	
Bianchi		CitiBike	
Amazon.com		Craiglist	
Booking.com		Airbnb	
Windows		Unix	
Encyclopedia		Wikipedia	
EMPIRICAL STUDIES		CLASSIFICATIONS	
Product Groups	Researcher(s)	Sharing in – sharing out	Belk, 2010
Car, washing service, power tools	Mont, 2004	Sharing occurs in intimate sphere – public sphere	Albinsson ve Perera, 2012
Toy	Ozanne and Ballantine, 2010	Demand sharing– open sharing	Belk, 2014
General	Albinsson and Perera, 2012	Commercial – non-commercial sharing	Lamberton ve Rose, 2012
Car, cell-phone minutes, bike	Lamberton and Rose, 2012	(With) compensation – non-compensation sharing	Belk, 2014
Car	Bardhi and Eckhardt, 2012	Real – pseudo sharing	Belk, 2014b
General	Owyang, 2013	Legal – illegal sharing	(Proposal)
Car, accommodation	Möhlmann, 2015	(Being able to) Online transmit – Offline transmit Sharing	(Proposal)
General	Hellwig et.al, 2015		
Night dress, hoover	Özata et.al, 2015		

4. Discussion

When examining previous theoretical studies, it could be stated that researchers made an effort to determine the scope of sharing behaviors and find out the similarities and differences of among concepts such as sharing, collaborative consumption, and access-based consumption. On the other hand, it was seen that models of studies in question are too far from explaining drivers and impediments of sharing concepts. So, it also must be examined the findings and results of empirical studies proving that various drivers and impediments affect sharing behaviors. Especially, studies of Ozanne and Ballantine (2010), Lamberton and Rose (2012), Bardhi and Eckhard (2012), Hellwig et.al (2015), and of course, Möhlmann (2015) provide precious findings filling in the gaps between theory and practices in marketplace.