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The Sharing Economy in Italy

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Abstract

The Sharing economy in Italy: a consumer analysis in the accommodation and transportation services

This dissertation presents an analysis on sharing economies in the Italian business ecosystem. It is demonstrated that in Europe in general, and Italy more specifically, there is a gap between users and non-users of the sharing economy. Moreover, the gap exists also between the used services on collaborative platforms and the offered services on them. This analysis seeks to investigate the reasons of these gaps in two typologies of these transactions: transportation and accommodation services. These new business models are innovations which are changing quickly the supply and consumption chains. So, what are the reasons of those consumption gaps in sharing economies, concerning transportation and accommodation services in Italy?

To summarize, *the aim of the research is to explore consumer behaviour in sharing economies platforms concerning accommodation and transportation services, in Italy.*

First of all, a general analysis will be presented of the different definitions on the concept of sharing economies and of all the other terms related to them, such as collaborative consumption, gig economies, peer to peer consumption...etc. Also, an analysis will be provided on the causes of the appearance of these new models and the drivers which constantly foster them. Then, the different typologies of those business models are going to be listed, together with their classification based on different criteria, such as the type of service. It is acknowledged how many of those businesses have also experienced many delays or blocks on their expansion given mainly by regulations, both old and new, which are not keeping up with the innovation itself and with what the market asks.

In the second part the empirical analysis is introduced and explained. Through a questionnaire submitted to a sample of young Italian students and workers, an image will be presented on how youngsters in Italy are reacting to these new business models. Data will analyse the concerns of people while using, not using or offering peer-to-peer transportation and accommodation services.

Conclusions will provide a general summary and suggestions in order to increase the use of those platforms in Italy.



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Chapter 1 Introduction: What are sharing economies?

In this chapter it is presented a general overview of sharing economies. First of all, different definitions from the modern literature are presented, also considering different point of views and lines of thought, together with the main principles underlining this concept. Then, causes and drivers of the rise of sharing economy are outlined. Thirdly and finally, a presentation of the typologies that have been identified until now with brief definitions and practical examples will be described.

1.1 Definitions and principles of sharing economy

It is acknowledged that the economy, as we know it nowadays, is changing. Many are the innovations in both products and services that firms or independent inventors have been creating. Also, society is changing by creating new dynamics and relationships between both people and organizations. According to the World Economic Forum¹ the forth industrial revolution is here enhancing the digital transformation of our society and changing the way people interact with each other in both life and work activities. Digital technology is driving the world toward an unprecedented change. Internet and connectivity, as we know, link together people and machines, or devices, to virtual networks which enable us to improve and optimize many activities of life. There are many opportunities but also risks driven by this shift that have to be considered. Experts are trying to understand which are the best practices, policies and, more in general, sustainable solutions which can enhance long term economic development and social progress.²

One of the trends of the future in the business environment, who companies should be aware of, are sharing economies. A sharing economy is defined from a general non-scientific point of view as: “*an economic model in which individuals are able to borrow or rent assets owned by someone else.*”³ However, many other more scientific definitions can be found, since this one can be considered very broad and general. Also, many are the typologies of those new business models than can be identified and will be further described in the chapter.

¹ Annual Report 2015-2016, **World Economic Forum**, p30-35

² Annual Report 2015-2016, **World Economic Forum**, p20-25

³ <http://www.investopedia.com/terms/s/sharing-economy.asp>



Many other concepts and words have been associated to this type of economic model and used as synonyms. *Collaborative consumption* is the other most diffused concept and it is defined as “*an economic system of decentralized networks and marketplaces that unlocks the value of underused assets by matching needs and haves, in ways that bypass traditional middlemen*”.⁴ It is a shared use of a good or service by a group. From concepts as B2B or B2C – business to business or to consumer – a new similar terminology was born: the P2P, or peer-to-peer consumption. The use and sharing of assets – where an asset is any resource with an economic value – within communities has always been a trait of small societies.⁵ The advent of the Internet has made it easier to be in a community where assets can be shared or lent. This has created a peer-to-peer rental market where owners of underused assets may exploit them and have an extra revenue stream for their household.

The sharing economy is very heterogeneous, hence it is important to understand the meaning of this concept and which are its basic elements. This term is relatively recent. As we will see, it emerged after the financial crisis of 2008, but it is a phenomenon in continuous evolution. In 2013 the scholar Rachel Botsman, one of the leading global authorities on collaborative consumption, after denoting a lack of a common definition of this term, has defined the sharing economy “*an economic model based on sharing underutilized assets, from spaces to skills to stuff for monetary or non-monetary benefits*.”⁶ Then, in 2015 she changed this definition to a more specific and precise one: “*An economic system based on sharing underused assets or services, for free or for a fee, directly from individuals*.”⁷ Botsman in this definition excludes all the on-demand services, such as *Lyft*⁸, and also includes only the peer-to-peer transaction models. Of another notice is her colleague Juliet Schor, who in her publications has included in the definition also the on-demand service, though acknowledging all the issues linked to labor protection, security and privacy, bringing

⁴ Botsman, R. 2015. *Defining The Sharing Economy: What Is Collaborative Consumption—And What Isn't?* FastCo.exist, <http://www.fastcoexist.com/3046119/defining-the-sharing-economy-what-is-collaborative-consumption-and-what-isnt>

⁵ R. D. Sack, *Human Territoriality: It's theory and history*, Cambridge University Press, 1986, p50-60.

⁶ Botsman, R. 2013, *The Sharing Economy Lacks A Shared Definition*. FastCo.exist [online] <http://www.fastcoexist.com/3022028/the-sharing-economy-lacks-a-shared-definition>

⁷ Botsman, R. 2015. *Defining The Sharing Economy: What Is Collaborative Consumption—And What Isn't?* FastCo.exist, <http://www.fastcoexist.com/3046119/defining-the-sharing-economy-what-is-collaborative-consumption-and-what-isnt>

⁸ *Lyft*: is an “on-demand” ridesharing platform that matches ordinary drivers—students, retirees, stay-at-home parents—who can earn extra money by giving rides to people who need them.



as an example the cases of UberPop⁹ that we will later analyse. Benita Matofska, Chief Sharer at *The People Who Share*, refers to the sharing economy with a more inclusive definition referring to it as “a socio-economic system built around the sharing of human and physical assets. It includes the shared creation, production, distribution, trade and consumption of goods and services by different people and organizations.”¹⁰ In the expression of this collaborative consumption we can include activities such as bartering, lending, renting, gifting, and swapping. Moreover, these activities can be divided in other three broad categories: *product service systems*, where consumers have access to products or services without owning the underlying assets (i.e. car-sharing), *redistribution markets*, or those where there is a re-allocation of goods (i.e. E-Bay), and *collaborative lifestyles*, where there may be an exchange of intangible assets (i.e. Task Rabbit – service sharing).¹¹ It has been also noted that those three systems or models, and in general sharing economies, share similar underlying principles¹²:

- *critical mass*: in general, it is the sufficient number of adopters of an innovation which creates a self-sustaining process that foster further growth of the innovation, but more in specific we can denote in this system a key feature which is social proofing, where customers prove to other future ones the high utility (satisfaction) they achieve;
- *idling capacity*: the unused capacity of partially used facilities or, as we already stated differently, “underutilized assets”, which in the case of services we can consider as underutilized time together with considering the opportunity cost¹³;
- *belief in the commons*: commons goods are all those resources (natural, physical, social, cultural) that can be used by all members of the society.¹⁴ In

⁹ **UberPop**: is the section of the ride-sharing platform **Uber** which has the same business model of Lyft. It has been called also **UberX** and, again, it is used to reach ordinary drivers when needed.

¹⁰ What is the Sharing Economy? <http://www.thepeoplewhoshare.com/blog/what-is-the-sharing-economy/>

¹¹ **Botsman, R., & Rogers, R.** 2010, *Beyond zipcar: Collaborative consumption*. Harvard Business Review, 88(8), 30.

¹² **Botsman, R., & Rogers, R.** 2010, *What's mine is yours: The rise of collaborative consumption*, New York: Harper Collins.

¹³ **Opportunity cost**: *Opportunity cost refers to a benefit that a person could have received, but gave up to take another course of action. It represents an alternative given up when a decision is made. This cost is, therefore, most relevant for two mutually exclusive events.* <http://www.investopedia.com/terms/o/opportunitycost>

¹⁴ **Nonini, D. M.** 2007, *The Global Idea of "The Commons"* [Google Books version], http://books.google.de/books?id=5V16lIBCte4C&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false



contraposition to the usual proposal that if commons were free for all, people would take advantage of that and everything would end in “tragedy”¹⁵, this concepts states that participants do not overharvest goods to increase at the maximum personal utility (as it is in the game-theory predictions), whereas they act in order to increase joint payoffs; this is possible also by enhancing a good communication (i.e. brand values, mission etc.).¹⁶

- *trust between strangers*: trust is a core and important concept in collaborative economies. Especially in peer-to-peer markets findings shows that individuals cooperate increasingly “*when the situational variables increase the likelihood of gaining trust that others will reciprocate*”, which means that trust is built when tools allow members to monitor one another, affecting positively the network as a whole since they give trust to receive trust.¹⁷

Sharing economies allow individuals and groups to exploit underused assets, which in many cases are services. For example, a car owner may allow someone to rent out his or her vehicle while it is not used. Professor Aron Sundararajan, a fully recognized authority on the sharing economy, believes that these peer-to-peer businesses, enabled by digital platforms, will soon shift most of the traditional corporate-centered model businesses to a *crowd-based capitalism*, as he calls it.¹⁸ According to the professor, the *crowd-based capitalism* is a new way of organizing the economic activity based on the concept of sharing between the people – or the crowd. A recent global research from the McKinsey Global Institute in 2016¹⁹, reveals that already more than 162 million people in Europe and the USA (around 25% of the workforce) are involved in a form of independent work, a key trait of the collaborative economy we are analysing. Independent workers are defined in this way if they are: free agents, who have most of their income from it; casual earners, those who use independent work occasionally; and the financially “strapped”, those who use independent work to

¹⁵ **Hardin G.** (1968, 12 13). *The Tragedy of the Commons*. <http://dieoff.org/page95.htm>

¹⁶ **Ostrom E.** 2009, *Beyond Markets and States: Polycentric Governance of Complex Economic Systems*, Prize Lecture, p400-445.

¹⁷ **Ostrom E.** 2009, *Beyond Markets and States: Polycentric Governance of Complex Economic Systems*, Prize Lecture, p430-434.

¹⁸ **A. Sundararajan**, 2016, *The sharing economy: the end of employment and the rise of crowd-based capitalism*, The MIT Press, Cambridge, Massachusetts, London, UK.

¹⁹ **McKinsey Global Institute**, October 2016, “*Independent work: Choice, necessity, and the gig economy*” <http://www.mckinsey.com/global-themes/employment-and-growth/independent-work-choice-necessity-and-the-gig-economy>



augment their regular salary. We will later see what are the employment issues which arise from sharing economies.

In June 2016 the European Commission announced some legal guidelines and outlined the EU policy to govern this market.²⁰ The first statement with which the report begins is very clear:

“The collaborative economy creates new opportunities for consumers and entrepreneurs. The Commission considers that it can therefore make an important contribution to jobs and growth in the European Union, if encouraged and developed in a responsible manner.”²¹

Furthermore, the European Commission in the same document defines the collaborative economy platforms as

“those business models in which activities are facilitated by the use of sharing platforms that produce an open market for the temporary use of goods and services (providers), who can operate occasionally or professionally with those who receive said goods or services (users); the intermediaries that enable the contact through online platforms.”²²

Finally, according to PriceWaterhouseCoopers (PwC) the sharing economy “uses digital platforms to allow customers to have access to, rather than ownership of, tangible and intangible assets”²³ This definition can be considered as one of the broadest. This because it includes in the definition also the concept of intangible assets, hence introducing also the sharing of services and not only of goods. The usual examples and services, such as Uber and Airbnb²⁴ which will be furtherly illustrated, involve the usage of tangible assets, whereas this definition also includes platforms which foster collaboration favouring productive activity, as well as models which permit consumers to subscribe to content such as musical entertainment, i.e. Spotify²⁵.

²⁰ **EU Commission**, 2016, Bruxelles, *Un'agenda europea per l'economia collaborativa*, COM(2016)356, <https://ec.europa.eu/transparency/regdoc/rep/1/2016/IT/1-2016-356-IT-F1-1.PDF>

²¹ **EU Commission**, 2016, Bruxelles, *Un'agenda europea per l'economia collaborativa*, COM(2016)356, <https://ec.europa.eu/transparency/regdoc/rep/1/2016/IT/1-2016-356-IT-F1-1.PDF>

²² **EU Commission**, 2016, Bruxelles, *Un'agenda europea per l'economia collaborativa*, COM(2016)356, <https://ec.europa.eu/transparency/regdoc/rep/1/2016/IT/1-2016-356-IT-F1-1.PDF>

²³ **Vaughan & Hawksworth**, 2014, *The sharing economy: how will it disrupt your business? Megatrends: the collisions*, London: PriceWaterhouse&Cooper

²⁴ **Airbnb**: a platform which permits people to rent their spare room or flats or houses to other consumers, globally.

²⁵ **Spotify**: is a digital platform which permits the streaming on-demand of music or songs of a number of record companies.



1.2 Causes of the rise of the sharing economy

Many are the causes which fostered the rise of the sharing economy. First of all, historical events have created the bases for the development of a need of a different kind of consumption. These were the financial economic crisis of 2008 and the increasing environmental crisis. Second of all, the emerging of new technologies, which can be also considered as an historical cause. These are: the emergence of open collaboration systems, the expanding of digital technologies and virtual networks. Botsman and Rogers²⁶, who are in these days two of the most important and major experts in this field, in one of their researches have suggested four key “*participation drivers*” which are those that have mostly influenced people to participate in collaborative consumption. Those comprehend some of those causes already listed and are: the rise of peer-to-peer technologies, the resurgence of the concept of community, a higher price consciousness of people and, certainly, environmental concerns. All these factors, which will be now described in detail, have created the opportunity of the rise of many sharing platforms, where the supply chain is reduced by creating a direct contact between who offers a service or property and who needs it – hence a *peer-to-peer* model.

The scholar Scholz²⁷ in 2015 has theorized there is a close connection between the rise of the sharing economy models and the effects of the financial crisis of 2008. After the economic crisis many people have experienced serious economic problems or loss of job, and, in the worst scenarios, both situations. This has brought a part of the population to look for alternative methods to have an income. The most emblematic example we can acknowledge is the birth in 2008 of the TaskRabbit²⁸ platform. As a result of the crisis, many people had remained without a job, including the platform’s founder, *Leah Busque*. She understood the lack of connection between those people and some other households who needed to receive small domestic jobs, such as mounting an Ikea table or fix the bathroom sink. This created new relations and a new market, and for those who had experienced the economic problems a real alternative

²⁶ **Botsman & Rogers**, 2011 *What’s Mine Is Yours: How Collaborative Consumption is Changing the Way We Live*, London: HarperCollins Publishers.

²⁷ **T. Scholz**, “*Platform Cooperativism: challenging the corporate sharing economy*”, New York: Rosa Luxemburg Stiftung, 2015, http://www.rosalux-nyc.org/wp-content/files_mf/scholz_platformcoop_5.9.201650.pdf

²⁸ **TaskRabbit**: a digital online platform used as a service marketplace which matches freelance labor with local demand, allowing people to find immediate help with everyday tasks, such as handyman work.



income. As Botsman and Rogers suggested one of the drivers is also price consciousness and this is certainly a behaviour influenced by having experienced the 2008 crisis. In general, consumers look for the best possible product or service. If the same or a similar product or service is available for a lower price, then consumers are intrigued to purchase that product or service for the lower price. Sharing economies offer a wide range of services that satisfy the consumers' desire for both quality and low prices.

Nevertheless, what has allowed the greater diffusion of collaborative consumption is certainly the spread of new technologies. First of all, peer-to-peer technologies and the overall development and spread of Internet had and are having a great impact on the diffusion of those new business models. It is acknowledged that not only Internet allows people to easily connect one another, but also to coordinate in a much more efficient way. Hence, these technologies allow people to engage in new forms of consumption, which slowly has become a new type of business considering the number of participants which are constantly rising.²⁹ “*The power of crowds*” is evident when looking at the large amount of participants on collaborative websites such as Wikipedia, which will be further described, or Facebook³⁰ which mobilizes more than 2 billion of people.³¹ These numbers are those that enable people to evolve from passive consumers to highly empowered collaborators. The foundation of this is the Internet, which helps to remove the so called *middlemen* which in these exchanges were, usually, companies.

Another emerging concept that enhanced the use of sharing economies is the “open content” concept which has evolved in the more known “open source” and “open innovation” visions. A well-known example of an open content platform is Wikipedia, a free online encyclopedia which has the aim to allow anyone to edit articles in a collaborative system of knowledge. “Open source” term instead is mostly used in the computer software development area. It is a decentralized development model which encourages open collaboration to create or enhance computer programs' source codes. Before this system of collaboration, usually source codes were not available to the public and could be used only after the purchase of the program or the license of

²⁹ **PwC**, 2016, Global research: “*Future of the sharing economy in Europe*”, <http://www.pwc.co.uk/issues/megatrends/collisions/sharingeconomy/future-of-the-sharing-economy-in-europe-2016.html>

³⁰ **Facebook**: The most diffused social network globally.

³¹ **Facebook**, 2017, Reports, <https://investor.fb.com/investor-news/press-release-details/2017/Heres-how-Facebook-is-saying-Thank-You-to-a-community-of-2-billion-people/default.aspx>



it. Finally, in the past years a step forward has been made in the sphere of collaboration, with open innovation. The paradigm of open innovation states that in order to survive in the present dynamic context and innovate, firms must “open” themselves to external ideas. In this way the *know-how*³² of the industry is shared both horizontally – with competitors – and vertically by including distribution and more importantly, consumers.³³

The social driver, which is very subsequent to the technological one of open innovation is the concept of communities. Collaboration is inherent in human beings and part of the childhood experiences.³⁴ Usually, the literature bases this need for cooperation of humans on self-interest. However, there is also the theory which states that in the end the total of the aggregated self-interests can lead to a common one.³⁵ Network here is the key concept. By entering in these sharing economy platforms, people are entering a collaborative network identified by reciprocity. *Reciprocity* is a concept based on performing an action in order to receive a return in the foreseeable future. In our case it can be seen as similar to the mathematical transitive property, meaning that person A performs a task for B who may perform another one for person C who in future may return it to A. This mechanism, for example, has been adopted by pure free sharing websites, such as Freecycle.^{36,37} *Pure* sharing economies are those which do not imply any kind of remuneration in the exchange, monetary or not.

Finally, the environmental concerns were and are a key driver to foster people consciousness to reduce wastes, where waste has become a synonym for pollution. Those issues are in the mind of consumers and they are the reason many forms of sharing economies are being successful. The saving of resources is one of the benefits of this new business models.³⁸ Mostly for what concerns all the transportation sharing

³² **Know-how:** “Expert skill, information, or body of knowledge that (1) imparts an ability to cause a desired result, (2) is not readily available, and is (3) outside the public domain. May include tangible material (ex. trade-secrets) or intangibles (such as manufacturing practices) which are not common knowledge.” Business dictionary, <http://www.businessdictionary.com/definition/know-how.html>

³³ **Chesbrough**, 2005 “*Open Innovation: The New Imperative for Creating And Profiting from Technology*”. Harvard Business Review Press; First Trade Paper Edition.

³⁴ **Tomasello M.**, 2009, *Why We Cooperate* [Google Books version], <http://books.google.de/books?id=UKPxkqL-GtBgC&printsec=frontcover&dq#v=onepage&q&f=false>

³⁵ **Turner F.**, 2006, *From Counterculture to Cyberculture: Stewart Brand, the Whole Earth Network and the Rise of Digital Utopianism*, [Google Books version] <http://books.google.de/books?id=2SNFpgX-WigC&printsec=frontcover&dq#v=onepage&q&f=false>

³⁶ **Botsman & Rogers**, 2011 *What's Mine Is Yours: How Collaborative Consumption is Changing the Way We Live*, London: HarperCollins Publishers, p 130-135

³⁷ **Freecycle:** this is a type of no-profit gift economy, a worldwide network with the aim of allocating reusable goods.

³⁸ **Brady, Diane**, 2014, “*The Environmental Case for the Sharing Economy*”, Bloomberg.



platforms, such as carpooling solutions, consumers are happier to use the service since they not only are saving money, but also are being environmentally friendly. It is well known how in the top 10 ranking of global risks – in both likelihood and impact rankings – nearly half of them are environmental risks, such as climate change and failure of adaptation.³⁹ In general, corporate sustainability has become increasingly part of the strategic management of companies. “A sustainable enterprise is one that contributes to sustainable development by delivering simultaneously economic, social, and environmental benefits—the so-called triple bottom line”⁴⁰. However, as we will later see when speaking about employment issues (Chapter 2.2.2.), many scholars and experts think that in many ways some of these platforms are failing in supporting the social sphere.

Nevertheless, sharing economies have a potential to conserve and save natural resources. “Changing individual lifestyles and levels of consumption is a key element in reducing absolute resource consumption. The objective is to enable society, and hence business, to be resource-lighter, achieving a transition from previous styles of production and consumption in order to bring about an absolute reduction in resource consumption.”⁴¹

1.3 Typologies of sharing economy

According to a research made in 2016 by PwC for the European Union, by 2025 the five main industries of sharing economies in Europe will be worth 570 billion euro, a figure 20 times greater than the 2016 value of 28 billion.⁴² The same study shows that only in the United Kingdom revenues of sharing economies will rise from £500mn in 2013 to £9bn in 2025. The research divided the sharing economy industry into peer-to-peer accommodation, peer-to-peer transportation, on-demand household services, on-demand professional services and collaborative finance (crowdfunding, which will be further described). However, this is only one of the ways sharing economies are classified.

Sharing economies have different business models, are of different typologies, and have entered different markets. As we saw at the beginning of this chapter,

³⁹ World Economic Forum, 2017 “The global risks report”, 12th Edition.

⁴⁰ Hart & Milstein, 2003, “Creating sustainable value”, Academy of management executives, Vol.17.

⁴¹ Leismann, Schmitt, Rohn, Baedeker, Resources 2013, Collaborative Consumption: Towards a Resource-Saving Consumption Culture, doi:[10.3390/resources2030184](https://doi.org/10.3390/resources2030184)

⁴² PwC, 2016 Find on: https://www.pwc.com/it/en/pressroom/2016/sharing_economy_europe.html



scholars haven't yet chosen a globally recognized definition of sharing economies. The empirical research of this dissertation will focus on the Italian market and on the typologies of transport and accommodation services. Nevertheless, we are going to see the differences in the markets in order to better understand how this phenomenon is spreading globally.

First of all, we must understand the difference between the concepts of *sharing on-demand* and of *sharing relationship* (concepts of *sharing-in* and *sharing-out*).⁴³ This is the classification we are going to consider in the theoretical analysis of this dissertation, although it is not the only one. It is made considering the results and the relationship that arises after using the service.

If the service is specifically required by the user in the platform and after he or she has received it the relationship disappears, we are describing the category of *sharing on-demand*, i.e. Uber. According to some academics this category - *sharing on-demand* - is nothing more than an evolutionary stage of the traditional capitalism, which is increasingly dedicated at the exploitation of autonomous labour.⁴⁴ In this transition there is no relationship after the touchpoint inside the platform, the relation ends as soon as there is the monetary transaction and the actual delivery. Airbnb, Uber and Kickstarter⁴⁵, which will be further described, are three examples of the *sharing on-demand* category.

On the other hand, if the platform has a structure where, as soon as you have used the service, it is almost automatically possible to create a new relationship, this platform is part of the *sharing relationship* category. Here, no monetary transaction is present, and if it is, it is not aimed to earn money, i.e. Blablacar, Couchsurfing. The category of *sharing relationship* embodies those platforms which encourage the creation of a subsequent relation and don't involve a monetary transaction. Moreover, the *sharing relationship* has been divided into relations of *sharing-in* and *sharing-out*. The former considers those platforms who bring users to put, at the disposal of the community, a part of their resources in the perspective of experience, such as your own living room. An example of this type, further described in the chapter, is the platform Couchsurfing. Whereas, the latter, *sharing-out* concept, is defined so when

⁴³ Belk R., 2010, *Sharing*. Journal of Consumer Research, 37: 715-734

⁴⁴ Reich R., 2015, *The Share-the-Scraps Economy*, <http://robertreich.org/post/109894095095>

⁴⁵ **Kickstarter**: a crowdsourcing platform based on creativity, where people can ask for funds for their projects.



resource sharing is designed both to create ties, but mainly to get immediate and tangible benefits, for example the BlaBlaCar⁴⁶ platform where you do not pay a fee, but instead you share a good and the expenses for its use. In this situation the economic or monetary exchange is actually present, but it is rather directed to a spending optimization and a waste reduction rather than a mere desire for economic gain.

In a research paper⁴⁷ recently drafted for the EU Commission, by the professor Codagnone and the economist Martens, the sharing economy is defined more in general as “*digitally connected economic activities*” which includes a broad range of categories. The three key distinctive factors, according to these authors, which define a sharing economy are:

- a) the capability of promoting exchange between strangers (rather than among peers or within an already established community);
- b) the strong reliance over technology (that shall also favour offline activities);
- c) the participation of high cultural and high capital consumers, rather than being limited to the most disadvantaged people that was mostly the case for the first forms of sharing consumption fostered by a survival mechanism.

On top of this definition and of these three factors the authors also define some categories in which all the different types and business models may be allocated.

Those categories are:

- recirculation of goods (i.e. Craigslist, eBay, or in Italy specifically Subito.it);
- increased usage of durable assets (i.e. Uber, Couchsurfing, Airbnb, BlaBlaCar);
- exchange of services (i.e. TaskRabbit);
- sharing of productive assets (i.e. Kickstarter, AngelList)
- building of social connections (i.e. Soup Sharing, EatWithMe).

Moreover, the OECD⁴⁸ refers to a variety of online platforms specialised in “*matching demand and supply in specific markets, enabling peer-to-peer (P2P) sales and rentals*”. It doesn’t actually present a definition, but it identifies three categories:

⁴⁶ **BlaBlaCar**: a digital platform where people may divide the cost of a car-ride with other strangers.

⁴⁷ **C. Codagnone, B. Martens** (2016). *Scoping the Sharing Economy: Origins, Definitions, Impact and Regulatory Issues*. EU commission - Institute for Prospective Technological Studies Digital Economy Working Paper 2016/01. JRC100369

⁴⁸ **OECD**, 2015, *New Form of Work in the Sharing Economy*. Background for Discussion. Paris: OECD, Working Party on Measurement and Analysis of the Digital Economy, DSTI/ICCP/IIS(2015)3.



- a) peer-to-peer selling (i.e. eBay, Etsy and again Subito.it), when peers sell or buy used goods;
- b) peer-to-peer sharing (i.e. Airbnb, Uber, TaskRabbit), when peers exchange or share services;
- c) crowdsourcing (i.e.: Kickstarter, AngelList), when peers invest in the ideas of others.

It is important to define and explain what is crowdsourcing which is a driving part of peer-to-peer technologies. A recent definition of crowdsourcing includes any platform which take a “*function once performed by employees and outsourcing it to an undefined network of people in the form of an open call.*”⁴⁹ Examples of this practice are many. Some platforms use crowdsourcing to design t-shirts (Threadless.co), or commission stock photography (istockphoto.com), or else ask for scientific or technical solutions, hence, in this way, outsourcing the R&D department (innocentive.com). However, nowadays, generally speaking, the term crowdsourcing refers to all of those platforms where the financial sources are asked and in this way spread to the crowd. The drive of people to collaborate is somehow natural and the power of these crowds is always increasing.

To conclude, many have tried to classify the different business models and typologies of these platforms. We have seen Belk’s classification of *sharing on-demand* and *sharing relationship*. Then a further definition and a classification of Codagnone and Martens for the EU commission, which divided platforms in 5 classes and only if in possession of the three key distinctive factors. Finally, a different three-category interpretation of the OECD. Many others are the classification made to try to identify the hundreds of platforms which are rising and one of those is the *Collaborative economy honeycomb*⁵⁰, by Jeremiah Owyang, which divides them with respect to the industry they belong to. In this dissertation, we are going to consider the Belk’s classification inside the two industries we are going to analyse, which will be the transportation and accommodation industries.

⁴⁹ Howe, J. 2006, *Crowdsourcing: A Definition*. para. 5, <http://crowdsourcing.typepad.com/cs/2006/06/>

⁵⁰ Jeremiah Owyang, 2014, Crowdcompanies.com



Chapter 2 Development and Failures in sharing economies

In this chapter, discussion will focus on both the developments and the failures of the sharing economy platforms. Firstly, I will present a general overview of the industry. Then I will focus on the development of those industries which will concern the research of this thesis, hence the transportation and accommodation/lodging industry.

It is acknowledged how many of those businesses have also experienced many delays or blocks on their expansion given mainly by regulations, both old and new, which are not keeping up with innovation itself and with what the market is asking. Hence, the second part of the chapter will present different types of failures in the sharing economy market. This will regard: regulations, employment and safety issues. Some researchers question the positive sides of their development and focus instead on the problems that are emerging by the use of these innovative platforms. At times, they question the efficacy of the phenomenon and are skeptical on its future; on other occasions, they criticize the risks and the lack of a specific regulation for these services. In the following chapter we will try to clear out different issues.

2.1 Developments of the Sharing Economy

“Today’s smart choice: don’t own. Share!”⁵¹

In this 2011’s article the sharing economy was named by the TIME magazine as one of the “10 ideas that will change the world”. This is seen as a major shift in consumer values which go from ownership to access. In her 2010 TEDtalk⁵² Rachel Botsman - as we saw in Chapter 1 one of the major experts in the field of collaborative consumption - says we are “wired to share” and explains how these new platforms are changing the rules of consumption, but more importantly of human behaviour. The development of sharing economy is of course different with respect to different industries, typologies of platforms and countries. For example, in recent years sharing economy - mainly the *rental* or *on-demand economy* - bloomed in China. In 2016 about

⁵¹ Bryan Walsh, 2011, *Today’s smart choice: don’t own. Share!*, Time online Magazine, http://content.time.com/time/specials/packages/article/0,28804,2059521_2059717_2059710,00.html

⁵² Botsman R., 2010, TED talk Sydney, https://www.ted.com/talks/rachel_botsman_the_case_for_collaborative_consumption



600 million people in China participated in some sharing economy platform both as consumers and providers, hence creating 5.85 million jobs.⁵³

Although the diffusion of these platforms is not always driven by the pure principles of sharing, – i.e. usually people join Airbnb to rent out for a profit, or find something more affordable than hotels – their expansion has many effects, both positive and negative. The negative effects are widely discussed later in the chapter. Some general positive effects are: resources efficiency - the usage of the idling capacity -, increased transparency and competition in the marketplace and the reduction of information asymmetries. On the side of consumers, sharing economy is providing new services or expanding the product/service variety and also the price variety, hence offering lower prices. On the other hand, for individuals wishing to supply services, it provides opportunities for flexible working – which has also some drawbacks which are later discussed – and for different sources of income from under-used domestic assets⁵⁴.

A very popular industry on which this research will not focus on, although being the third most mature industry when speaking about sharing economies, is the funding industry. Though, it is important to mention crowdsourcing platforms such as Kickstarter and AngelList which are essentially a peer-to-peer financing arena where individuals ask for “help” to the crowd for realizing their projects. The transaction is considered a social event more than a commercial one, for example Kickstarter states they are a Benefit Corporation.⁵⁵ Also, other financing activities of more niche industries are expanding, for example the German platform Sponsoo⁵⁶ which wants to connect sponsors to athletes in a more direct and transparent way, enabling also non top-players in minor sports to have access to funding.

It is also important to mention the, for some, precursors of the sharing economy, those platforms that in the late 90s created the first online peer-to-peer transactions. Those are eBay, Alibaba and Craigslist. Although they lack of many elements of the sharing economy mentioned in the first chapter, they began to diffuse the most important ingredient that drives the modern sharing platforms – trust. With these first exchanges the risk of a serious harm was low – while nowadays with the new platforms

⁵³ <https://www.weforum.org/agenda/2017/06/china-sharing-economy-in-numbers/>

⁵⁴ <https://www.wsj.com/articles/homeowners-tap-income-in-their-homes-by-renting-out-space-1411333004>

⁵⁵ Kickstarter, 2017, Mission charter <https://www.kickstarter.com/charter>

⁵⁶ <https://www.sponsoo.de/welcome>



is higher, i.e. being hosted by a stranger. This, enabled more people to join the platforms and enter in a first peer-to-peer transaction.

A recent research showed how a half of US travellers were planning to use some sharing economy platforms, such as Airbnb and Uber, in their 2017 summer holidays.⁵⁷ In the next paragraphs of this chapter we will focus on these two industries which will be those investigated in the thesis research: the transport and the accommodation industries, represented by the most diffused sharing economy platforms: Uber and Airbnb. These two industries are the better suited to conduct this type of analysis on sharing economies. This because they are currently the most diffused⁵⁸ and accessible collaborative platforms in Italy, meaning that the need of traveling or finding where to stay are common needs to everyone. The other widely spread industry was the one of crowdsourcing as we have seen. However, it wouldn't have been suitable for the analysis since it is not commonly used by everyone. The need of that exchange is not so strong to move high numbers, hence it wouldn't have been good for the analysis. For these reason the transportation and accommodation industries were chosen.

2.1.1 Transportation services

One of the industries which in the past years has embraced the sharing concept and developed the most, is the one of transportation services, in many forms. Also some big already established companies have understood the potential of this new business model. For example, Ford has made a partnership beginning in 2016 with the famous American car sharing company Getaround⁵⁹ to make happen a peer-to-peer service for drivers.⁶⁰ Both the companies in the report state that these new practices of smart mobility have a positive impact on the economy, the environment and the cities, hence the social sphere, proving that the car sharing practice has a sustainable impact since it has a positive effect on all the three spheres of sustainability. For example, it is calculated that Getaround car owners in the US earn

⁵⁷ <http://www.prnewswire.com/news-releases/half-of-americans-plan-to-use-sharing-economy-services-like-airbnb-uber-and-lyft-for-summer-travel-in-2017-300499023.html>

⁵⁸ Manieri, Pais, Sharitaly, 2016 <http://sharitaly.com/sharitaly2016/la-sharing-economy-in-italia-la-mappatura-delle-piattaforme-collaborative-e-di-crowdfunding/>

⁵⁹ Getaround: is a peer-to-peer car rental services which allows to rent private cars.

⁶⁰ Getaround, 2016 <http://blog.getaround.com/getaround-partners-with-ford-to-drive-future-of-carsharing/>



on average \$521 per month which become more than \$6.000 per year, having a great impact mainly on middle and lower income families and in this way improving also the social sphere. Also, it is shown that car sharing complements public transport, hence cooperation is being turned on in some cities, for instance this happened in the city of San Francisco.⁶¹ Finally, the most obvious and positive outcome is, of course, the substantial reduction of CO2 emissions and therefore the environmental positive impact. Ford has always looked forward to the next “best thing to do” and it has understood that sharing is the next best thing for the market. Ford has developed a new leasing program, called Ford Credit Link, which will allow self-organized groups to lease Ford vehicles creating in this way a kind of small sharing ecosystem.⁶² Hence, car sharing is a sustainable and innovative personal mobility solution.

Likewise sharing economy also car sharing may be divided in categories. For example, Zipcar⁶³ it is said to be the world’s leading car sharing network, being, actually, the most diffused one in terms of users, having reached in 2016 the million users milestone, with operations in 500 cities and in 8 different countries.⁶⁴ However, the Zipcar business model can be considered as a digitally organized short-term car rental and not everyone considers it as a pure sharing economy network.⁶⁵ Considering the classification made in chapter 1, we may state that this model is a *sharing on-demand* type. Zipcar revenue stream model has two different incomes: one based on its members, who pay a monthly or annual membership; and the other one is the hourly or by day fees set onto the single automobile reservations. Cars are picked up in a specific parking and must be delivered back to the same place in a circular model. In this so called rental economy, both cars and parking slots are owned by the company, which in this way continues to have high fixed costs. In Italy, this company is not yet present, although many other similar services have already spread out quickly, such as Share’ngo⁶⁶ or Car2go⁶⁷. The latter is a services owned by the Daimler AG group

⁶¹ <http://www.sfgate.com/bayarea/article/Car-sharing-firms-getting-900-S-F-street-parking-5387271.php>

⁶² **The Verge magazine**, 2016, <https://www.theverge.com/2016/1/11/10749378/ford-credit-link-lease-sharing-announced-detroit-auto-show-2016>

⁶³ **Zipcar**: www.zipcar.com, founded in 2000 by Antje Danielson and Robin Chase.

⁶⁴ **Nasdaq** Globe news wire, 2016, *Zipcar drives past a million member milestone*, <http://globenewswire.com/news-release/2016/09/08/870432/0/en/Zipcar-Drives-Past-Million-Member-Milestone.html?f=22&fvtc=7>

⁶⁵ **Sundararajan**, 2013 *From Zipcar to the Sharing Economy*, Harvard Business Review, <https://hbr.org/2013/01/from-zipcar-to-the-sharing-eco>

⁶⁶ <http://site.sharengo.it/>

⁶⁷ <https://www.car2go.com/IT/it/>



(the one which owns i.e. Mercedes-Benz) and this is another proof that shows how corporations are beginning to understand the potentialities of the sharing business.

Similar to this on-demand service is Uber, although its business embodies many different models. From their first launch in San Francisco in 2011, Uber is rapidly expanding its global presence bringing people and their cities closer in over 400 cities nowadays. UberBlack⁶⁸ is the company's initial service. Originally, the platform only allowed users to call for a black luxury car with a professional driver, which had a higher rate with respect to a taxi ride though making it possible to hire it with a text message.⁶⁹ In this first phase, the company was simply a highly digital taxi company. In 2012, the company launches UberX – called UberPop in some European cities such as Italy, where it has recently been declared illegal with many protests both pro and con – which still permits to anyone to drive for Uber using their own car in their spare time – only if some specific car requirements and other background checks are delivered. This, together with other Uber services - such as UberPool, which matches riders who travel in the same direction creating also a carpooling experience - embodies the sharing economy principles, making it possible to have a truthful peer-to-peer riding service. However, many are the protests and legal actions against it, that will be later analysed in the next paragraph, given the increased competition for other providers who must also comply specific regulations.

While Uber has to face many problems for the fact that the service is very similar to a taxi business model, as already said, on the other hand the French ridesharing platform BlaBlaCar⁷⁰ is gaining the consensus of the public. Blablacar is scaling quickly, increasing membership from six to more than 10 million users in only 1 year (2014-2015).⁷¹ Since its ideation in 2003 by its founder Frédéric Mazzella, the application *“has been awarded over 50 prizes and honours since its creation, including most recently a special prize from the Le Figaro for 'Best place to work: fun and performance”*⁷². This is a pure *sharing relationship* model (a *sharing-out* type) – that we defined in chapter 1 – since people share their rides that they would do in any case

⁶⁸ <https://www.uber.com/it/ride/uberblack/>

⁶⁹ **Business Insider**, 2016, <http://www.businessinsider.com/ubers-design-history-2010-2016-2016-2?IR=T#2013-uber-gets-a-major-artistic-upgrade-13>

⁷⁰ <https://www.blablacar.com/>

⁷¹ **Wired UK**, 2015 <http://www.wired.co.uk/article/blablacar>

⁷² **Anne-Marie Carrick**, INSEAD Business School, 2014, <https://centres.insead.edu/entrepreneurship/alumni-entrepreneurs/documents/frederic-mazzella-blablacar.pdf>



and reduce the cost of them, by sharing it with the other hosts, so no additional fee is given to the driver. Also, relationships with other new people are created during the trip considering that these are long distance trips and anyone of us at some point is likely to talk about something. It is interesting to note that each person has a profile with a picture and a brief description together with an explicit information of how much “chatty” they are.⁷³ BlaBlaCar has nowadays about 1 thousand employees and more than 35 million members across 22 countries.⁷⁴

2.1.2 Accommodation industry

In the accommodation service industry, the first company in the world is undoubtedly Airbnb (originally AirBedandBreakfast.com). Founded in 2008 in San Francisco, is a community marketplace where people can list, discover and book unique spaces around the world that can be easily rent through the mobile app or the internet. Airbnb offers the widest variety of unique travel experiences for everyone - an apartment for a night, a castle for a week, or a villa for a month - at any price point. Anyone can list – or in other words share at a fair price – their own property when not used by them. Nowadays, it counts more than 3 million listings – of which about a thousand castles - scattered in 65.000+ cities and nearly 2 hundred countries.⁷⁵ In March 2017 Airbnb closed another \$1 billion round of founding – reaching a total founding from its foundation of \$5.24 billion – and in this way it raised its valuation above \$30 billion⁷⁶, about equivalent to the giant hotel chain Marriot International⁷⁷ which, on the contrary of the app, owns each room in its offer having, from an economic point of view, much higher fixed costs and so a higher market risk.

The name of the brand has become for people around the world almost a new way of saying. Google's search tips, which are driven by search trends, prove this (See *exhibit 1*), since people look for similar business models but for other properties, such as boats.⁷⁸ The platform allows a growing community of users to rent out properties or parts of their properties (i.e. only a room may be rented) and creates an easy way for

⁷³ "Bla" for not very, "BlaBla" for someone who likes to talk, and "BlaBlaBla" for those who can't shut up.

⁷⁴ **VB Profiles**, <https://www.vbprofiles.com/companies/blablacar-52c5607b78e0026b9e0003f0>

⁷⁵ www.airbnb.com

⁷⁶ <https://www.crunchbase.com/organization/airbnb#/entity>

⁷⁷ **NASDAQ**, about 40 billion valuation at august 2017, <https://www.google.com/finance?q=NASDAQ:MAR>

⁷⁸ **Exhibit 1**, august 2017: trends show that people look up “airbnb for boats/business/cars/food”.



people to monetize their extra space.

There are other examples of this type of sharing business model, which is of the type *sharing on-demand* – such as HomeAway, HouseTrip, 9Flats – although Airbnb has created a strong communication and a broad install base of users which makes it difficult for new companies to enter the market. Leveraging on the “experience” marketing, the fact that users do not know what awaits them beyond the platform it’s intriguing and stimulates them to “dare”, although always being ensured to travel and discover in total security and serenity.

Moreover, it is important to investigate the impact that these new applications have on the economy. By reducing the direct and indirect costs of traveling increases tourism and all the businesses related to it. For example, a research made on Airbnb business in the city of New Orleans - still one of the top popular tourist destinations in the US in 2017 by TripAdvisor⁷⁹ - estimated that the total economic impact on the city was of \$134 million dollars in 2015 creating a significant number of jobs – about 4 thousand – and therefore income.⁸⁰ The success of Airbnb is proven by numbers and the drivers to it are multiple. Nevertheless, it has to be noted that the first strength of the platform is the community. Members share passions and ties and mostly look for a relationship with other users and this is fully promoted by the company which has created a Community centre⁸¹ where hosts may get in touch and share stories and relations. This is why some may think that Airbnb can be placed at the edge between the *sharing on-demand* and *sharing relationship*.

On the other hand, a true *sharing relationship* model (of the *sharing-in* type) in the lodging industry that must be noted is Couchsurfing. As the literal meaning “surf on a couch” can help assuming, Couchsurfing is a travel social platform where guests may find a place to stay. However, unlike many other hospitality service, there is no monetary exchange between hosts. Founded in 2004 as a non-profit organization, the development of the website was very difficult for its founders. During Couchsurfing Collectives – events which brought together members for two or three days – volunteers developed and improved the platform. In 2006 a major website database crack put at risk the existence of the website, which could be saved only thanks to

⁷⁹ TripAdvisor, <https://www.tripadvisor.com/TravelersChoice-Destinations-cTop-g191>

⁸⁰ Levendis & Dicle, 2016, *The Economic Impact of Airbnb on New Orleans*, Research by the Numbers, LLC.

⁸¹ Airbnb, <https://www.airbnb.com/help/article/1183/what-is-the-airbnb-community-center?locale=en>



many donations and technical help of the “couchsurfers” which made it possible to re-set up the website.⁸² Only in 2011 the organization switched to a for-profit model and since then it has raised \$22.6 million total funding.⁸³ Hence, this platform can be defined as a pure and real example of a *Gift Economy*, because both from the supply – at least in the first development of the website – and the demand point of view, nobody creates a monetary revenue.

A *Gift Economy* is seen as the purest classification of the sharing economy industry. As the name explains, a gift economy model is such when goods or services are “gifted”, or in other words given as a donation, hence for free. Many are the websites and application that serve this model other than Couchsurfing, in many industries and services, such as *Trashnothing.com*, where you can give away your stuff for free, or the application OLIO⁸⁴, where local shops and cafes may share surplus food with the neighbourhood without wasting it. Thus, despite the enormous changes associated to modern capitalism, gift transactions continue to have a vital importance in social life, and this is increasingly possible thanks to technology communication. However, some authors have agreed that the real pure donation is not in the nature of the Gift Economy or, the more radicals, say it doesn’t even exist.⁸⁵⁸⁶ Hence, the gift economy is, in a broader definition, as “*a system of redundant transactions within a moral economy, which makes possible the extended reproduction of social relations*”⁸⁷. This meaning that, thanks also to the concept of *reciprocity* seen in chapter 1⁸⁸, they enhance redundant relations and help to build up communities.

Also the Couchsurfing platform has a visible circular-type of gifting process. The vision of this platform provides that house-keeper hosts the user and in return he brings his knowledge of his own culture and his friendly presence. So the guest may cook or

⁸² Camillo, Angelo A., 2015, *Handbook of Research on Global Hospitality and Tourism Management*, IGI Global, Google books version: https://books.google.it/books?id=vQx4CgAAQBAJ&pg=PA295&lpg=PA295&redir_esc=y#v=onepage&q&f=false

⁸³ VB Profiles, <https://www.vbprofiles.com/companies/couchsurfing-51dff4aa843bac543a000039>

⁸⁴ <https://olioex.com/>

⁸⁵ Mauss, 1925, *The gift*, firstly published as *Essai sur le don*, 1950 by Presses Universitaires de France in *Sociologie et Anthropologie*

⁸⁶ Derrida Jacques, 1992, *Given Time I. Counterfeit Money*. Chicago&London: University of Chicago Press.

⁸⁷ Cheal David, 1982, *The Gift economy*, Routledge, <https://books.google.it/books?hl=it&id=4fgWCgAAQBAJ&dq=Cheal%2C+David+J.+%27The+Gift+Economy%27&q=defined#v=onepage&q=conclusion&f=false>

⁸⁸ See chapter 1, p. 11: “*Reciprocity is a concept based on performing an action in order to receive a return in the foreseeable future.*”



teach how to prepare new dishes, describe his country, or also teach his own language. On the other hand, the host may not only accommodate him/her, but also for example be a tourist guide of the place. Hosts are not allowed to charge travellers in monetary terms for their stay. Trust is fundamental in this model and the platform has enhanced security systems to make each profile more transparent. Most employees are volunteers, called Ambassadors, which are simple users with many references (all positive or neutral) who organize events so that users can meet and make friends – which is the aim of the experiences. The network and friendship relations on this platform counts nowadays more than 14 millions of people scattered in about 200 thousands of cities globally (see *Exhibit 2*).⁸⁹

2.2 Failures in sharing economy

In the past paragraph we have seen the latest developments in the sharing economy, specifically in the industries of travel and accommodation. However, the progress of these apps and new business models have faced, and is still facing, many challenges, and sometimes failures, given by different factors. Many criticism of the sharing economy derive from the fact that the informal nature of the contracts and arrangements, that are constructed between peers on the internet, bypass all the existing regulations, tailored to the old business models, which aim to assure regulatory obligations, safety, consumer rights, insurance, status of workers...etc.

There is still a high regulatory uncertainty. It is a fact that these new models have progressed much more quickly than regulations. Moreover, these applications and websites, thanks to the internet, operate globally with just a click. While, on the other hand, regulations are set and decided by single governments, hence the responses, if and where there are, are confusing and very different geographically speaking. For example, businesses offering rental services are generally regulated by the federal (in U.S.), state or local authorities. These regulations may comprehend security and safety checks, certified documentation related to both the owner and the renter, in some cases a license – and the relative fee for it - and of course taxes related to the business. Critics of sharing economies argue that on those applications unlicensed individuals operate without both following regulations and paying the costs

⁸⁹ Couchsurfing.com, August 2017, <http://www.couchsurfing.com/about/about-us/>



related to the business, resulting in a probably not safe service or product and an unfair cost competitive advantage which enables them to charge lower prices.

Certainly these new business models are in great contrast with the traditional industries, which are struggling to respond. Those industries are in fact deeply-rooted to a standard offer, now obsolete, and are also burdened by high fixed costs, which become difficult to cover given the drop of the demand which is shifting to the sharing market. However, it is not easy to find the correct regulations because these platforms by having the role of connecting people and to only process their transactions, develop some “grey areas” in the ruling system since most of the time there is not a specific distinction between the business and the customer.

2.2.1 Regulations Issues

For what concerns regulation issues many platforms have faced controversies. For instance, Airbnb has been put under the spotlight many times. The most frequent complaint is coming from the Hotel industry, regarding unfair competition. Many lawsuits have been settled, for example the one with the city of San Francisco which has forbidden renting if homes are not properly registered.⁹⁰ Also the city limits hosts to rent only one unit and only for a period of days a year. Airbnb has similar disputes also in Miami and Santa Monica, in California.

Other issues come from the fact that hosts do not declare the income they do - sometimes substantial if renting is done in more properties and all year long – hence they do not pay local taxes on it. For example, this problem has risen in Australia, where nearly 53% of consumers participate in collaborative consumption, for both Airbnb hosts and Uber drivers where the tax office is now asking for “its piece of the pie.”⁹¹ Same concerns from the Spanish Internal Revenue Agency which calculated about 120.000 Airbnb rent-houses which didn't declare any incomes in 2015.⁹² Moreover, not only taxes are not paid by users of the platform, but also the companies choose to establish headquarters in low corporate taxes countries (Dublin, Ireland, 12.5%), as many other internet companies did, such as Google or Facebook which

⁹⁰ <https://www.reuters.com/article/us-airbnb-sanfrancisco-settlement-idUSKBN17X254>

⁹¹ <http://www.news.com.au/finance/small-business/tax-office-cracks-down-on-sharing-economy/news-story/55bfade6f14168c42bc7f9f444e781f7>

⁹² <https://www.idealista.com/news/vacacional/mercado-vacacional/2016/06/22/742604-si-alquilas-tu-piso-en-airbnb-y-no-lo-declaras-esta-es-la-amistosa-carta-de>



have already been in public scandals.⁹³ Some say that “*the sharing economy doesn’t share wealth!*”⁹⁴

2.2.2 The Gig economy and employment issues

Still concerning regulations, employment issues have been a considerable part of the ongoing debate. The sharing economy as we have seen, has many definitions and names. One of those, which includes some types of sharing platforms, is the so called *gig economy*. In the *gig economy* it is said that companies hire self-employed workers – which is a kind of oxymoron – to undertake specific, short-term jobs in return for an agreed upon wage. It can be seen as a much more digital and flexible freelance employment.⁹⁵⁹⁶ It is acknowledged that the Internet and these new systems have created a new labour market place for different kinds of freelancers. In some cases, this has had a positive outcome and benefits are evident, with the creation of many employment and income opportunities.⁹⁷

For example, the platform we have already named *Taskrabbit.com*, connects people who need small domestic jobs to be done. But also *Fiverr* which is one of the main virtual markets that connect demand and offer for professional freelance services, such as graphic designers, translators, business consulting, developers, video makers...etc. Currently, *Fiverr* lists more than 3 million services on the site from a minimum of \$5 – from which the name of the platform – and about \$500.⁹⁸ However, some other platforms associated with the creation of gig workers haven’t had the same positive outcomes as these platforms.

This type of work is temporary, short-term and task-based. Yet, if freelancers are conscious of this and may charge the job/task for these three aspects, other types of workers are not conscious of the what may be the negative outcomes and also cannot decide their “price”. Those are, for instance, *Uber* drivers or *Deliveroo*⁹⁹ riders.

⁹³ <http://www.euractiv.com/section/innovation-industry/news/low-irish-taxes-boost-airbnb-profits/>

⁹⁴ **Bloomberg**, 2016, <https://www.bloomberg.com/news/articles/2016-04-06/the-sharing-economy-doesn-t-share-the-wealth>

⁹⁵ <http://www.investopedia.com/terms/f/freelance-economy.asp>

⁹⁶ <http://www.investopedia.com/terms/g/gig-economy.asp>

⁹⁷ <http://www.investopedia.com/articles/markets/060216/gig-economy-created-all-net-new-jobs-2005.asp>

⁹⁸ https://thenextweb.com/insider/2012/05/03/fiverr-helps-get-things-done-for-as-little-as-5-raises-15m-from-accel-and-bessemer/#.tnw_m8nbjBMa

⁹⁹ **Deliveroo**: is an online food delivery company which has people who sell their free time to deliver food being paid as independent contractors.



The debate over these new categories of workers, which platforms such as *Uber* and *Deliveroo* have created, is still ongoing.¹⁰⁰ Many are the issues which concern this category of self-employed Gig workers. Many regard the lack of employment protection on, for example, unfair dismissal and redundancy payments, or the right for the national minimum wage, paid holiday and sickness pay.¹⁰¹ Still, many of the national rules on taxation and social protection have not been drafted for such situations.

However, some of those providers claim that the flexibility that this type of self-employment jobs bring is exactly what they need – for example for single-moms who need very flexible times in order to take care of their kids – and that if others are using these hourly jobs as full time jobs they have not understood the aim of the platform.¹⁰² Much of these issues depend on the weekly commitment that those people - gig workers, providers, people who share their time – offer to the community, or, in other words, sell. Some have suggested to put a limit to the number of hours that people may work weekly on the app – for example a maximum of 15 hours per week which are about the hours of a part-time job – although, some of the providers work on different platform, hence this limit may be easily exceeded.

Gig economy and its workers are considered one of the top trends for the future¹⁰³. Nevertheless, for example in Italy the Uber service (the sharing system UberPop or UberX) has been dismissed after been declared outlaw, since firstly drivers did not comply with licenses and costs that taxi drivers had to meet, hence creating unfair competition¹⁰⁴ and secondly workers didn't comply with social protection rules. This is how many regulators are obstructing this new flexible labour market together with the sharing economy in general.

Freelancing in many ways is the future of work. Policy and regulators must ease the way, not block it just to guarantee the old job-centred model of the current labour market.¹⁰⁵

¹⁰⁰ **BBC**, 2016 <http://www.bbc.co.uk/newsbeat/article/37908263/deliveroo-and-uber-what-is-the-gig-economy>

¹⁰¹ **The Guardian magazine**, 2017 <https://www.theguardian.com/business/2017/jul/16/workers-rights-need-more-protection-in-the-gig-economy>

¹⁰² <https://www.bizjournals.com/bizjournals/washingtonbureau/2015/09/uber-driver-tells-congress-shes-glad-shes-not-an.html>

¹⁰³ **Forbes**, 2016 <https://www.forbes.com/sites/marymeehan/2016/12/15/the-top-trends-shaping-business-for-2017/#7d6967f66a8a>

¹⁰⁴ **Corriere della Sera**, May 2015, http://milano.corriere.it/notizie/cronaca/15_maggio_26/uber-pop-bloccati-app-servizio-tutta-italia-vittoria-tassisti-277dd376-038b-11e5-8669-0b66ef644b3b.shtml

¹⁰⁵ **The Economist**, <https://www.economist.com/blogs/democracyinamerica/2011/09/labour-markets>



2.2.3 Safety issues

One of the most important features and characteristics that peer-to-peer transactions have in common is trust, in the very pure meaning of the term. As we saw, many scholars have explained the importance of this feeling that people who enter in these communities have.¹⁰⁶ However, in many cases trust was challenged. As we will see in our research, sometimes it is the lack of trust that holds back potential consumers to join those platforms. Unfortunately, as we know, crime rates are still high in many countries¹⁰⁷ and sometimes these platforms make it easier for people with not good intentions to take advantage of the trust that their peers have in them. This, other than being very dangerous for who finds him or herself in those situations, brings also fear in other people and, consequently, bad reputation for the platform itself. Decreasing the rate of adoption of consumers of the new technology. Many are the cases where people, mainly women, suffered abuse from strangers who they had met with these applications. From the two Uber drivers who have been accused with sexual assault charges from two university female students¹⁰⁸, to the Couchsurfing Italian police man host who was arrested in 2015 for having drug and raped a series of women who were looking for a place to stay.¹⁰⁹ Also Airbnb had cases of sexual assault.¹¹⁰ Moreover, a Harvard Business School report have found wide-spread discrimination by Airbnb hosts.¹¹¹

Safety, as we know, is very important to all of us and obviously it is for all the platforms. These safety issues have been faced in different ways in a precautionary approach. First of all, all of the platforms are based on reputation. The TripAdvisor-like system of ranking with relative comments from past users help other people choose wisely if or not engage in a relation with that provider. Hence, it becomes important to have a good reputation and respect all rules of the platform. Secondly, ID identification

¹⁰⁶ See p.7 of chapter 1 where explaining the element of trust between strangers as a key feature of sharing economies.

¹⁰⁷ UNODC, United Nations Office on Drugs and Crime, *Annual Report, 2015*
<https://www.unodc.org/unodc/en/about-unodc/annual-report.html?ref=menutop>

¹⁰⁸ <http://www.lansingstatejournal.com/story/news/local/community/east-lansing/2016/03/18/2-uber-drivers-face-sexual-assault-charges-east-lansing/81962064/>

¹⁰⁹ <http://www.telegraph.co.uk/news/worldnews/europe/italy/11478713/Italian-policeman-drugged-and-raped-couch-surfing-guests.html>

¹¹⁰ <https://www.nytimes.com/2015/08/15/your-money/airbnb-horror-story-points-to-need-for-precautions.html>

¹¹¹ **EDELMAN, LUCA, SVIRSKY**, *Racial Discrimination in the Sharing Economy: Evidence from a Field Experiment*, Harvard Business School, 2015.



is another important factor, meaning that people who access the platform must be real people providing true data about themselves. Users can see the information about the providers and the more they see the less they feel to be engaging a transaction with a stranger. This is achieved in many ways, such as for example by identifying one-self with the fiscal code or in some cases also Facebook. This is very important in crime cases and investigations, so that the platform may help the police tracking down the criminal. Finally, the platforms well inform their users on safety and what to do to be safe during the transaction. For example, Couchsurfing has a dedicated web page explaining how to be prepared to go in a near hotel or hostel if the place is “instinctively safe”.¹¹²

Still, the most important factor for being safe is trust. Arun Sundararajan, an expert in collaborative consumption, indicates the sources of trust in internet-based peer-to-peer settings: (1) by learning from past experiences, hence the review system, (2) through brand recognition and certifications, (3) relying on digitized social capital, the collective big data we have on the internet such as social networks, and (4) through validation from external institutions, i.e. government.¹¹³ These trust infrastructures are usually isolated to the single platform. However, this may change thanks to a Spanish start-up named *Traity* who aims to build a “portable” reputation which links to many different platforms reviews – i.e. Airbnb and Ebay –, to your digital social capital – i.e. on Facebook or LinkedIn – and also verifies your government ID.¹¹⁴ We saw what are platforms and people doing to solve those issues, but what are regulators doing?

2.3 So what are Regulators doing?

Until now we have seen the sharing economy as a revolutionary economic model which is changing the way to do business and to consume, although having still problems to settle. Hence, after the concurrency of some incidents relating the safety of users and the increasing debate on the non-compliance of these platforms with

¹¹² <http://www.couchsurfing.com/about/safety/>

¹¹³ Arun Sundararajan, 2016, *The sharing economy: the end of employment and the rise of crowd-based capitalism*, The MIT press, London.

¹¹⁴ <https://traity.com/>



current regulations and systems, it has become evident the urgency for regulators to find ways of solving these issues. The first reason is because as we saw in many cases companies care only about themselves, for examples by settling in low-tax countries or having no responsibility for the actions of their self-employees. Secondly, another reason is to not create consumer discontent which sometimes has ended up also in rebellions. For example, when it was individual cities' governments who had simply closed off the possibility to use those platforms, (such as New York City)¹¹⁵ sometimes rebellions came up in defence of them, demonstrating how important is the demand of these services and how the market is pushing for them to be accepted.¹¹⁶ In general, it can be said that blocking the expansion of these platforms and of the sharing movement, is just self-defeating for the economy itself. This because they are shifting the market to a more sustainable one, the so called *crowd-based capitalism* of the scholar Sundararajan.¹¹⁷ However, some cities and governments have actually developed laws suitable for the phenomenon or others some shortcuts to help providers of the platforms to operate more legally. For example, in 2014 Amsterdam became a "Airbnb friendly" permitting the renting accommodation, but asking the platform to collect the tourist taxes. A similar agreement was made later on in London, which although imposing some restrictions, such as the maximum of 90 rent days per year, which are checked by the platform.¹¹⁸

Recently the European Union has disclosed a research made over the increasing development of sharing economies, with some recommendations for the member states on how to operate and act.¹¹⁹ The research firstly outlined a mapping over different existing regulation in different European cities concerning accommodation/tourism, ride and car sharing and business services. The outcomes highlighted some main trends of action which are those that the EU recommend to follow. Those are:

1. *Distinction between peer and professional providers:*

This first distinction is very important in order to limit areas of law and some of the regulations, such as taxation and employment laws, may limit only the professional

¹¹⁵ <https://new-york-city.airbnb citizen.com/update-on-legislation-in-new-york/>

¹¹⁶ <http://www.aneews.com/p/59548244/>

¹¹⁷ Arun Sundararajan, 2016, *The sharing economy: the end of employment and the rise of crowd-based capitalism*, The MIT press, London.

¹¹⁸ <https://www.theguardian.com/technology/2016/dec/03/airbnb-regulation-london-amsterdam-housing>

¹¹⁹ **EU Commission, 2016**, Bruxelles, *European agenda for the collaborative economy*, COM(2016)356



services. Member states have approached this aspect differently: some set thresholds above which providers are professionals – i.e. number rental days for Airbnb or annual turnover for Uber drivers – while some others characterize the difference when laying down authorisation requirements.

2. Market access requirements

Market access requirements differ also in each industry, not only by country, and as we know also within the industry. In regard of the transport sector, firstly we must consider the difference between remunerative and non-remunerative services. In the latter case nearly all the member states do not apply any limitation to the service – i.e. BlaBlaCar. While in the former, national courts have usually applied existing transport legislation prohibiting non-licenced car drivers to offer car rides for remuneration and assessing the unfair competition against other operators – i.e. taxi drivers. This was the case of Italy, Spain, France, Belgium and Germany. Nevertheless, some countries such as the Netherlands, Sweden, Finland and Estonia are considering reforming their transport acts in order adjust existing rules to these new business models.

Regarding the accommodation sector, rules were somehow easier to find and apply considering the main remunerative platforms as a short-term rental service. Legislation usually regulates authorisations, registrations or prior declaration of obligations, such as the one of informing the home insurance. Authorisation requirements often include: compliance with sanitary, fire and minimum equipment conditions; requirements on the size of the rooms; disclosing the identity of the hosts; and having a civil liability insurance. Nevertheless, in some cities such as Berlin, these services have been banned for commercial services.

3. Protection of users - Consumer protection and information obligations

Member states have brought in their national systems the e-Commerce Directive, the Services Directive and the EU's consumer and marketing legislation which includes various directives. These legislations in general have been applied to collaborative platforms and their providers. These laws include information obligations about the provided services, the identity of the provider, the contract conclusion and execution.

4. Employment

The European Union states that its Members are responsible for defining their national concepts and definitions of employee and self-employed, and their respective



laws. So far, this distinction has been challenging in the transportation sector, and countries have faced it in different ways. In some cases, it is offered the possibility for drivers to choose if be either of the two depending for example on the hours they work and the type of relationship in place with the transport operator.

5. Taxation

The tax challenge is rather an enforcement issue together with an awareness one. It is important to make sure that tax payers know their obligations, such as declaring their income. and pay their share according to national rules. In many cases issues arise when professionals act as individuals, hence not complying with the specific professional taxation.

“The current tax rules apply to collaborative economy players, but there are issues in tax administration and policy that have been left unclear. These questions are relevant for all types of taxes: VAT, corporate income tax, personal income tax, some specific taxes like tourist tax, and social security contributions. The main challenges for Member States are to strike the right balance in the level of obligations and to maintain a level playing field for both traditional and new forms of business. [...] While tax legislation has its roots in the traditional business models, technological progress encourages more work to be performed by individuals, rather than by employees of enterprises.”¹²⁰

Awareness raising and direct collaboration between platforms, authorities and also official statistical bodies, are some of the tools that may help gather reliable information on sharing economy platforms and solve some of those regulatory issues.

2.4 Characteristics for the empirical analysis

We have seen in the past paragraphs many characteristics and elements of the sharing economy. For what regards the analysis that follows in the dissertation, some specific elements are going to be taken into consideration. This in order to understand how in the market different typologies of consumers react to different characteristics.

¹²⁰ EU Commission, 2016, Bruxelles, *European agenda for the collaborative economy*, COM(2016)356



The analysis will be made in a young sample (under 40 years old) in Italy and a first element to be taken into consideration is the difference between students and workers. Students are usually a young group with not much earning possibilities, probably without properties, such as a car or a house, that can be shared. However, for these same reasons they may be more inclined to use sharing economy platforms in order to have services at a lower and more affordable price. On the other hand, workers are a group which have possibility of spending and also could have properties to share (again a car or a house). However, this group may enter in sharing economy transactions for the same reason of students, hence to have services at a more affordable price. Although they could also enter to earn some additional income. Moreover, for what regards the awareness on sharing economy platforms it can be interesting to see if there is a difference in these two groups.

Another segmentation that will be made throughout the analysis is the one between the different urbanization areas of living of respondents. Respondents were segmented in three subjective urbanization areas: countryside/small town, medium/small city and big city. This will be better explained in the next chapter concerning the methodology of the research. Respondents were segmented in these three urban areas because it has been studied that, in general, big cities create networks which foster the development of new technologies and their consumption.¹²¹ This because in urban networks¹²² there is a diversified knowledge base, there are higher levels of knowledge creation and application, there is a higher attractiveness of talent, a presence of a diversified economy and higher educational levels.

Furthermore, a very important aspect that was taken into consideration in the analysis was trust. We have seen how trust enters in different touchpoints of the transaction in sharing economies. For instance, trust on the platform itself, which is the brand reputation. Trust on online payments. Trust on the peer with which I enjoy the transaction. Then, as we have already seen, trust is linked also to safety issues and to the fact that also external institutions, i.e. the government, must act as guarantor.¹²³

¹²¹ **Van Winden, Van Den Berg, Pol**, 2007, *European Cities in the Knowledge Economy: Towards a Typology*, *Urban Studies*, Vol. 44, No. 3, 525–549.

¹²² **Meijers, E.** (2005) *Polycentric urban regions and the quest for synergy: is a network of cities more than the sum of the parts?* *Urban Studies*, pp. 765–781.

¹²³ Arun Sundararajan, 2016, *The sharing economy: the end of employment and the rise of crowd-based capitalism*, The MIT press, London.



Market transactions, in general, require trust and they are more difficult when buyers and sellers meet online.

Finally, awareness will be analysed, to better understand if in general platforms are known and not used or simply not known because of a lack of communication.



Chapter 3: The analysis

In this third chapter the analysis of this dissertation will be presented with the hypothesis and the methodology of the empirical research.

First of all, an introduction will be provided including the reasons to engage in this particular consumer analysis in sharing economies. It will be described a research of the European Union which has discovered that a gap exists between the users and the non-user of the platforms and also, between used and offered services in sharing economy business platforms. Hence, concerning the former gap, findings of research show a low consumption rate. While, for what regard the latter gap, to better explain, for instance considering Blablacar, out of all the users of the platform they are more those who use the service of being brought around, rather than those who offer a lift. These findings are in general based on European data, but also specific for each country, hence also on the Italian ecosystem. However, there is a lack of information and data over the reasons for this general low consumption rates which is definitively slowing down the development of these new business models.

The boundaries of the empirical research are then settled and described together with the aim which is: *to explore consumer behaviours in sharing economies platforms, concerning accommodation and transportation services, in Italy*. Also, expectations of the outcomes of the analysis are presented.

Finally, the methodology used to gather data is presented with an explanation of the questionnaire that was submitted to the sample.

3.1 Introduction to the empirical research

In the last chapter we have investigated the modern development and the subsequent failures of some of the new and most diffused sharing economy platforms. In particular, we have described the issues in regulations, employment, and safety. However, it is acknowledged that in economics the concept of “*failure*” may have many different facets. The first to use this term was by the economist Bator who in 1958 stated: “*we mean the failure of a more or less idealized system of price-market institutions to sustain "desirable" activities or to stop "undesirable" activities. The desirability of an activity, in turn, is evaluated relative to the solution values of some*



*explicit or implied maximum-welfare problem. It is the central theorem of modern welfare economics[...]*¹²⁴ In this definition it is important to understand the link between the market failure and the public welfare. A market failure is also called an inefficiency of the market. In allocation theory the inefficiency happens when the socially optimal quantity is not reached, which is the *quantity of a good that results in the maximum possible economic surplus from producing and consuming the good*¹²⁵. When this is reached we have an economic efficiency, hence all goods and services are produced and consumed at their respective socially optimal levels. Elsewise, we have an inefficiency or in other words a market failure.

In general, it is a situation where resources are not efficiently allocated usually due to failure of the microeconomics price mechanism (demand-supply), for example for the establishment of monopolies. This is what has happened and is happening to sharing platforms, for example for what regards the lobby categories - such as the taxi or hotel category of workers or entrepreneurs. Actually, by regulating to obstruct, instead of fostering, the development of these new forms of business, regulators are protecting some individuals, but on the other hand limiting the positive outcomes that may come for the *group* as a whole. Also, the inefficient allocation of resources is in some part being solved by these platforms with the exploitation of the idling capacity. Those positive outcomes may arise by the use of the *idling capacity*, seen in the previous chapter, which would mean that resources in general would be allocated more efficiently. However, as we saw, those are only theories on what will be the impact in the long-run future of those new business models in the present economy. Nevertheless, we can address a more concrete and present situation: *"a situation in which a market does not operate as it should, for example where the supply of a product is not related to the level of demand for it."*¹²⁶

The most common market failure or inefficiency, which business students study the first day of their bachelor degree, is the one concerning supply and demand. In traditional microeconomics, this failure is a disequilibrium which is created when the quantity supplied does not equal the quantity demanded of the good. In modern sharing economy platforms, as we saw, we are not talking about goods, whereas

¹²⁴ Bator, 1958, "The Anatomy of Market Failure," Quarterly Journal of Economics, 72(3)

¹²⁵ Frank, Robert H. *Principles of microeconomics*, 2001 by The McGraw-Hill Companies,

¹²⁶ Market failure definition, Cambridge English Dictionary, August 2017, <http://dictionary.cambridge.org/it/dizionario/inglese/market-failure>



usually about services. A recent analysis drew out and published by the European Union in March 2016 showed that in the sharing economy market in Europe there is a gap between peers who offer services (supply) and peers who are in need of or want to use those services (demand).¹²⁷ This gap is definitively also sustained by the low consumptions rates. In a perfect peer-to-peer model this numbers should instead converge in order to have a linear development of the market. The analysis shows this gap in different countries in Europe. The specific data - which was open-source - of Italy was exported in order to show results on usability of these platforms.

As it can be seen from *exhibit 3*¹²⁸ – which is only a part of the full analysis that can be found on the websites of the European Union (see note 121) – the *gaps* are many. First of all, out of 500 interviewees more than a half of them, more precisely 260, hence the 52%, have never heard of these collaborative platforms. Those who heard of these types of platforms, although they had never visited one, were only the 31%, resulting on a total of 83% of the respondents who have never used once – hence also never offered (it was specified in the research) – these types of services. Consequentially, a total of only 85 interviewees – the 17% - had either paid for a service once, use these service occasionally or use them regularly, meaning at least once a month. This low percentage may be given both by the fact that in general in Italy those platforms have yet reach the public, but also by the age span of respondents which is 68% over 40 years old. Moreover, out of the 85 interviewees who had use the services at least once, only 20 had also offered them at least once, while the rest of them had never offered it, not once. This is a 23% of offered services with respect to the 100% of users and this is much under the European average of 32%.

Considering the overall EU analysis, some other data are worth to be noted. For example, the fact that 52% of the respondents are aware of the existence of collaborative platforms. In general, an average of 17% in Europe - as the Italian percentage – have used the services at least once. The highest percentages of usability were 36% and 35% respectively in France and Ireland. Then, as said before, a 32% has provided the services on the platforms at least once, but only the 18% have provided them occasionally (once every few months). Nevertheless, we saw that the phenomenon is increasing in many other countries, where these new business models

¹²⁷ **EU Commission**, Flash Eurobarometer 438, March 2016, *The use of collaborative platforms*, https://data.europa.eu/euodp/it/data/dataset/S2112_438_ENG

¹²⁸ See exhibit 3 at the end of this document.



are being embraced. As we saw¹²⁹, when UberPop is being banned in Italy, in other northern countries laws are being made in order to permit also to Uber to compete with other existing businesses. Also, we already described in chapter 2 of how, for instance in China, sharing has become nearly a real need, other than a simple alternative.¹³⁰

In general, this data and analysis over Europe and Italy made me want to investigate consumers' behaviours in the sharing economy discipline, specifically in the Italian business ecosystem.

3.2 The empirical research: objectives and expectations

In chapter 2 we have seen the development and growth of the sharing economy platforms in these years in different countries and industries. In the European Union the income from the sharing economy businesses has increased from around 1 billion euro in 2013 to 3.6 billion euro in 2015 and these numbers are only increasing.¹³¹ However, not everyone is *sharing*. Despite the growth, still it persists a gap between demand and supply, as we saw in Italy, but also in general in Europe.¹³²

The empirical research of this dissertation will focus on a specific target, of an overall analysis and a field that, as we saw, is wide and with many facets. The main objective will be to investigate the reasons of the different consumer's knowledge and behaviours in peer-to-peer exchanges, typical of sharing economy.

As far as what concerns the urban areas taken into consideration, the investigation will be brought out in Italy. However, it is acknowledged how much the Italian territory is divided into many diverse urban areas, from the most urbanized to those still very agricultural. Hence, in order to have an indicator over the demography of the respondents, it is asked them to self-determine the urban area description in which one lives. Those are: countryside or small town, small/medium city, or big city.

Also, the target of respondents of the analysis will be mainly young people. This because, in general, they can be more prepared and acknowledged on the subject than elder people. Moreover, there is the possibility to highlight differences with respect

¹²⁹ See Chapter 3 on regulaments.

¹³⁰ **World Economic Forum**, June 2017, <https://www.weforum.org/agenda/2017/06/china-sharing-economy-in-numbers/>

¹³¹ **Vaughan & Daverio, PwC UK**, April 2016, *Assessing the size and presence of the collaborative economy in Europe*, <http://ec.europa.eu/DocsRoom/documents/16952/attachments/1/translations/en/renditions/native>

¹³² **The World Bank Blog**, 2017 <http://blogs.worldbank.org/ic4d/who-shares-european-sharing-economy>



to what was presented in the EU data (which had an older sample). Then, they will be more reachable thanks to social networks.

For what regards the business models and industries, this research will focus on the accommodation and transportation industries. This is because in Italy, other than peer-to-peer second-hand exchange markets, (or exchange of consumer goods) such as eBay or Subito.it – a similar platform diffused only in Italy –, those industries are the two most accessible and diffused collaborative platforms, as we already mentioned. They are more accessible meaning that the need of traveling or finding where to stay are popular needs to everyone. Hence respondents in general are expected to be more prepared on the subject.

For what concerns business models, those are very diverse and very much related to the scholars' definitions on sharing economy as a whole. In this empirical study no difference is going to be made between the *on-demand sharing* and the *relationship sharing* as we separately defined in the first chapter of this report. Although it is a reliable and solid diversification, it is plausible to presume that Italy is still a young market which has not “grabbed” this difference yet. Consequently, during the research, examples of both representatives of the two definitions - *on-demand sharing* and *relationship sharing* - have been explicitly indicated for both the industries of accommodation and transportation. Regarding *on-demand sharing* examples have been respectively Airbnb and Couchsurfing. As regards *relationship sharing* examples include respectively Uber and BlaBlaCar. Uber has been mentioned regardless of the fact that its sharing platform UberPop has been banned in Italy. This because it is still the most widely acknowledged transportation platform globally, hence it is expected that Italians have used it during their travels in foreign countries and understood its system.

To summarize, *the aim of the research is to explore consumer's behaviours in sharing economies platforms concerning accommodation and transportation services, in Italy*. This in a specific target of young generations. The expectations on the results are many.

First of all, it is expected that the knowledge on these new platforms will be high. It is well acknowledged that millennials are much more informed and conscious about new technologies and systems. Also, they have higher incentives to initiate



participation in these type of services, principally the financial responsibilities since families were not able to sustain them 100% given the crisis.¹³³

Secondly, expectations are that the outcomes of the EU research are certainly confirmed. Meaning, firstly, that there is a low percentage of people who are aware of the platforms and that use them occasionally or regularly. And also, that it exists a gap between the used and offered service both in the accommodation and the transportations services.

Finally, in general that the reasons for these gaps are mainly the lack of a strong and full trust, that still has to be gained by those platforms as brands and lack of well-informed communication, which would foster the acceptance and awareness and use of those platforms. As regard the lack of trust, it is straight forward to understand that these type of online transactions in general have a higher risk of failure of the transaction for both parties involved in it. As we have already described in chapter 2, this means that with respect to other types of peer-to-peer transactions their loss-risk is higher. For instance, in eBay's transactions, the higher risk is (i.e.) to not received the object you have paid for. While for transportation and accommodation transactions, risks may be to be left without a lift (i.e. in Blablacar someone may not show up, creating a disservice, delays...etc.), or to be left without a house where to stay, or all the other more serious safety issues we have already seen. It could be that the perception of the real risk is higher for those who have never entered those platforms, because they didn't have positive experiences to increase their trust in the system.

However, expectations are hypothesis, which can be either confirmed or confute by the actual data, only if the method by which it is collected is known - also with all its faults, when present. In the next part the methodology will be presented together with the questionnaire that was submitted.

¹³³ Entrepreneur.com, 2017, *How Millennials Are Defining the Sharing Economy* <https://www.entrepreneur.com/article/275802>



3.3 Methodology of the empirical research

The methodology used to gather the data for this research is a detailed online questionnaire, which has been elaborated in order to make it possible for respondents to answer only based on their personal experience. The survey – which you may find at the end of the dissertation – was distributed via the internet and social networks to an Italian audience and was created with Google forms.

To be specific the survey was distributed primarily through social media sites mainly on Facebook, including private profiles and FB groups, including university groups, but also on LinkedIn and WhatsApp. The aim was that the sample would include mainly young people, students or workers with a high title of study being those that would better understand the topics of the research, hence the questions and statements that would be submitted. Also, they would be more reachable thanks to their higher use of social networks. An explanation of the reasons why to do the survey and a link to it was provided. Moreover, to different people it was asked to share the link to other groups of friends of their own, this in order to increase the number of respondents thanks to positive network externalities.

Answers were collected for a whole month between the 1st of August and the 1st of September – a total of 32 days – resulting in a total of 548 answers. This method was used to receive responses from a high number of participants, in order to make the study more representative. The language of the questionnaire was Italian, the mother tongue of the target audience, because a higher and better understanding of the questions would lead to a more reliable data collection.

Although the questionnaire answers were anonymous, the last section of the questionnaire had different questions in order to understand the socio-demographic background of respondents. The characteristics asked were: gender, age, level of education – based on both the possessed diploma or the one in reach to get -, current occupation and subjective urbanization. Subjective urbanization is a survey practice which allows each respondent to autonomously place him/herself in the urban area description that better define the city/town where he/she lives. In this way, answering to the question “*Would you say you lived either in a: countryside or small town / small or medium city / big city?*” it is avoided the issue of analysing subsequently the urban area of each city and town. Probably, for the object of the analysis – collaborative platforms in transportation and accommodation services – it would have been better



to have answers only from big cities, such as Rome and Milan, given the fact that in general innovations firstly land in high density population areas for both install based and network externalities sake. However, this analysis had the aim of collecting a broader data set to have a more true mirror of the Italian territory as a whole. Also, differences between the urban areas were interesting to investigate.

The layout of the submitted survey is structured into 5 sections:

1. The general knowledge of Sharing Economies
2. The personal thought and opinion over Sharing Economies
3. Consumption in sharing economy platforms of transportation services
4. Consumption in sharing economy platforms of accommodation services
5. The socio-demographic background

This layout includes 9 questions and sub-questions, excluding those of the fourth socio-demographic background section which was already discussed. In general, nearly all the questions were presented using a Likert scale of 1 to 5 in order to have a better understanding and more reliable answer of the thought and opinion of the interviewee – that would instead be not so reliable if the available answers were closed such as a *yes or no* answer or *agree or disagree*.

The very first section explored the confidence that respondent had with the concept of “*Sharing Economies*” and the Italian counterpart concept “*Economie Collaborative*”, without any type of introduction. After this, on the next page in order to not bias the first question, a general description on sharing economy was provided to respondents. Next, a set of questions was submitted on the awareness of four examples of platforms which provide the services that were explored in the research – BlaBlaCar, Uber, Airbnb, Couchsurfing. Then, a set of ten different statements, on sharing economy platforms in general, was submitted asking respondents how much they agreed over them (always with a 1 to 5 Likert scale) – this is identified in the second section “*The personal thought and opinion over Sharing Economies*”.

The third and fourth sections were conducted with same “agreeability” approach. In the introduction of these sections respondents were asked to answer on the experience they had on either transportation (third section) or accommodation services (fourth section). In order to make interviewees have clear in mind which platforms they had to take into consideration for those answers, the two main platforms of each service type already noted in the first section – BlaBlaCar, Uber, Airbnb, Couchsurfing – were written in the description of the questions as a guideline example

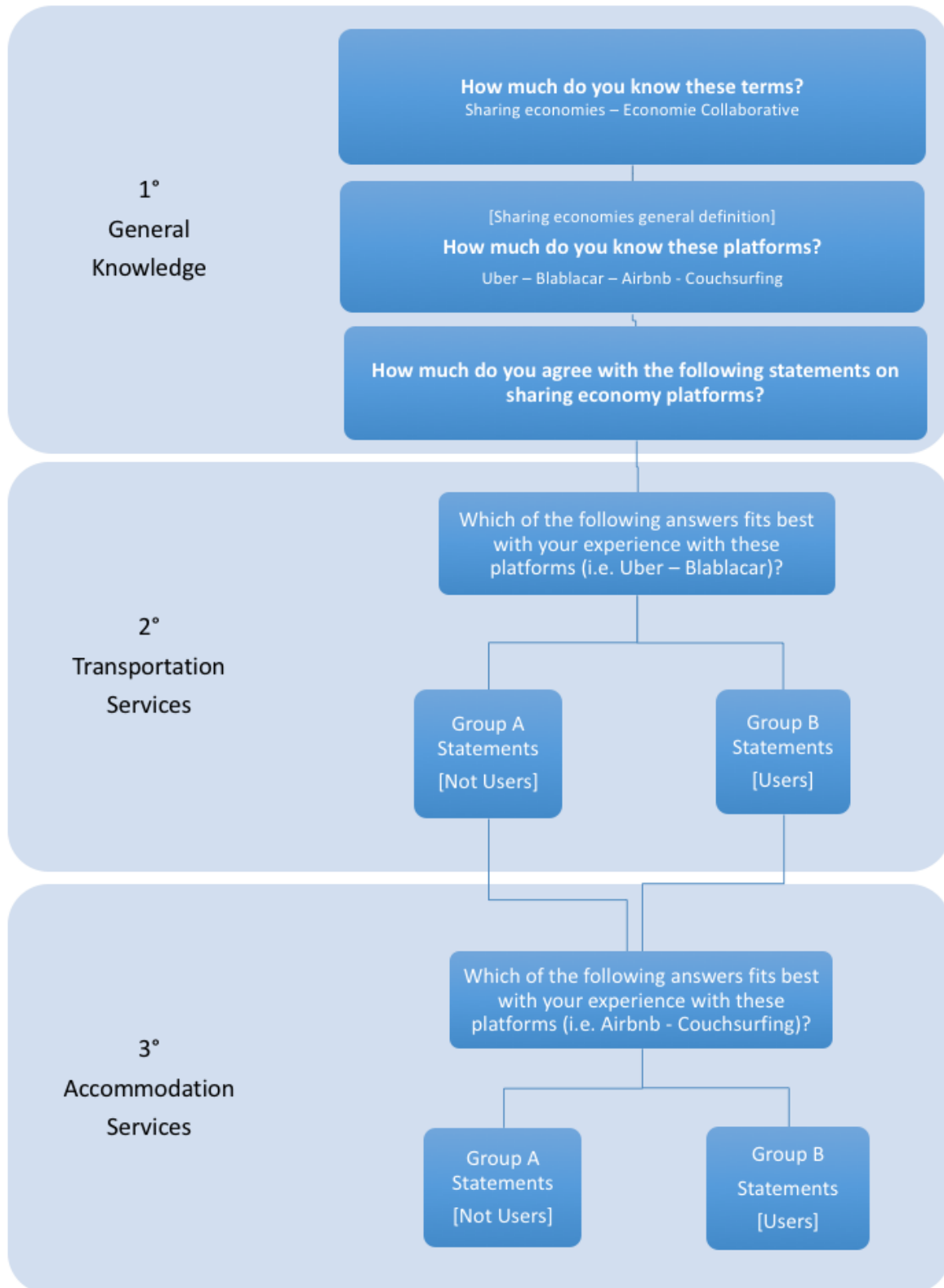


to keep in mind. After this first question respondents were segmented into two different groups – A and B. The first was of those who had never used these services and the second of those who had used them at least once. Those two set of respondents were then channelled toward two separate set of statements – identified as A and B groups – tailored on the knowledge of the group. The analysis was then conducted separately with respect to the two groups, to have an overall market analysis of the phenomenon.

Following here you may find a flow chart of the questionnaire to better understand how it was designed in order to separate the respondents in group A and B.



Questionnaire flow chart





Chapter 4 Analysis findings

In this chapter the empirical analysis will be presented with general results. It will begin with a general socio-demographic analysis overview of the respondents to the questionnaire. Then the analysis will be described on both the knowledge and sentiment that the sample has toward sharing economies in general. Moreover, a specification analysis over the two different industries, transportation and accommodation industries, will be presented. Respondents will be divided into two different groups – A (less aware on those platforms) and B (users of the platforms) – for each industry. Then specific statements that were separately submitted to the two will be analysed with findings.

4.1 The socio-demographic background

In this paragraph we are going to analyse the demography of the respondents in order to be aware in the future analysis of the bias based on the part of the population that was taken into consideration. The sample analysed was of 548 respondents, who randomly chose to answer the questionnaire. The sampling method was chosen conveniently in regard to resources constraints, hence it resulted in an unequal distribution of socio-demographics data of respondents. However, it was an acceptable method which resulted in a satisfying sample size. Although the sample cannot be generalized to the whole population of Italy, – which has a total population of about 60 million¹³⁴ – and also not to the young Italian population, the survey results may be useful to understand patterns and eventually serve to the development of future research which aim to understand collaborative consumption and sharing economies.

As said in the past chapter respondents have been identified with five different socio-demographics' characteristics which are: gender, age, level of education – based on both the possessed diploma or on the one they are obtaining -, current occupation and subjective urbanization. In general, the expectation was to have homogeneous groups with respect to age, gender and occupation. This because social networks – used to distribute the survey – tend to bring together clusters of people with these similar characteristics. Indeed, the age distribution of respondents is very much

¹³⁴ Istat, 2017, http://dati.istat.it/Index.aspx?DataSetCode=DCIS_POPRES1

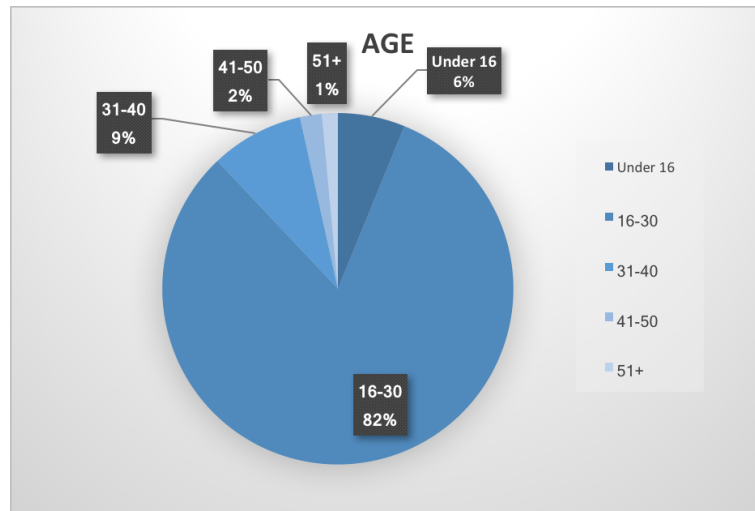


Figure 1: Age distribution graph, *personal elaboration on data collected by questionnaire.*

consistent with these expectations (*figure 1*). The sample includes a higher percentage of *youngsters* under the 30 years' old cap – a total of 88% of respondents. In general, as you can see from the figure 1, out of a total of 548 people the 6% were under 16 years old, 82% between the 16-30 span, 9% in the 31-40 span, and a total of only 3% in the over 41 span. This disparity is probably associated, as said, to the random choice of respondents based on networks – millennials are usually more present on social networks such as Facebook and LinkedIn. It could also be based on the fact that the 16-30 span is slightly bigger (of four years) than the others. However, the percentage difference is too wide to be correlated to that. As we saw, when analysing the research carried by the European Union on collaborative consumption¹³⁵, more than half of respondents – 52% - had never heard about sharing economy platforms. However, in that case the age span was mostly distributed in the oldest part of the population, with about a 70% of people over the 40 years old - as you can see from *exhibit 3*¹³⁶. A reverse situation with respect to this research age distribution, with a similar total sample number – 548 to 500. This age span may be a benefit to the analysis since it is acknowledged that young people in general are usually more confident with new technologies. Sometimes identified as digital natives¹³⁷, others millennials¹³⁸ in general it can be declared that knowledge and usability of these new sharing economy

¹³⁵ **EU Commission**, Flash Eurobarometer 438, March 2016, *The use of collaborative platforms*, https://data.europa.eu/euodp/it/data/dataset/S2112_438_ENG

¹³⁶ See exhibit 3 at the end of this document.

¹³⁷ Marc Prensky, 2001, *Digital Natives Digital Immigrants*, from *On the Horizon* (MCB University Press, Vol. 9 No 5).

¹³⁸ Entrepreneur.com, 2017, *How Millennials Are Defining the Sharing Economy* <https://www.entrepreneur.com/article/275802>

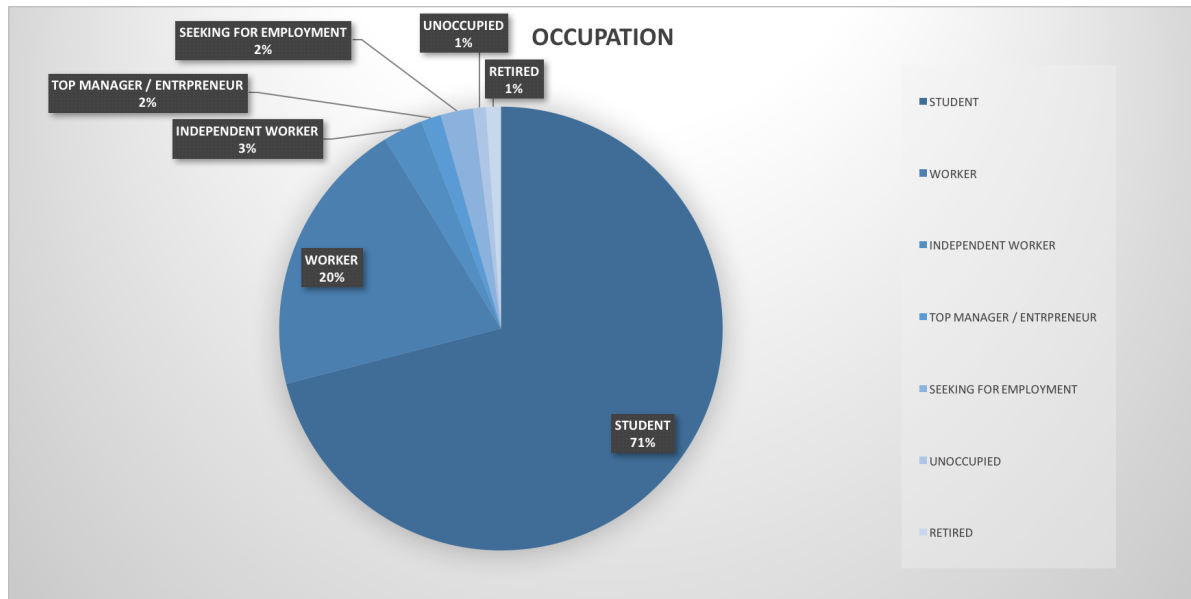


Figure 2 Occupation distribution graph, *personal elaboration on data collected by questionnaire.*

platforms is definitely higher in this group. Hence, in general, findings may be more accurate and reliable with respect to the actual usability of those platforms. In the further analysis (from paragraph 4.2), the outliers over 40 years old will be excluded in order to have a more homogeneous young sample, hence a more precise consumer group to analyse.

As you may then see from *figure 2*, the occupation rate stands around the 96% and it can be directly compared between students and workers in general. Students are represented with 389 and workers with 135 divided into employees (in the graph *workers*), independent workers (or self-employed) and top managers or entrepreneur. Hence, students are represented with 71% of the total sample which is consistent to the age span of *youngsters* under the 30 years old cap who are probably still studying at university. Seeking for employment stand for the 2%, unoccupied (or not working and not seeking for a job) are the 1%, together with retired, which is still 1%. Those last small percentages will probably not remain in the survey, since when removing the older age outliers those will be removed as well. In general, the main focus of the occupation differences will study students and workers, though it must be noted that ratios are not balanced 71% students and 25% workers, hence again the analysis will be more reliable and weighted group of people if the latter was wider.

Furthermore, the expectation after those first general socio-demographic data, was that the study title distribution would echo the first two data, resulting in a high educated sample of respondents. As expected, findings confirmed expectations. As

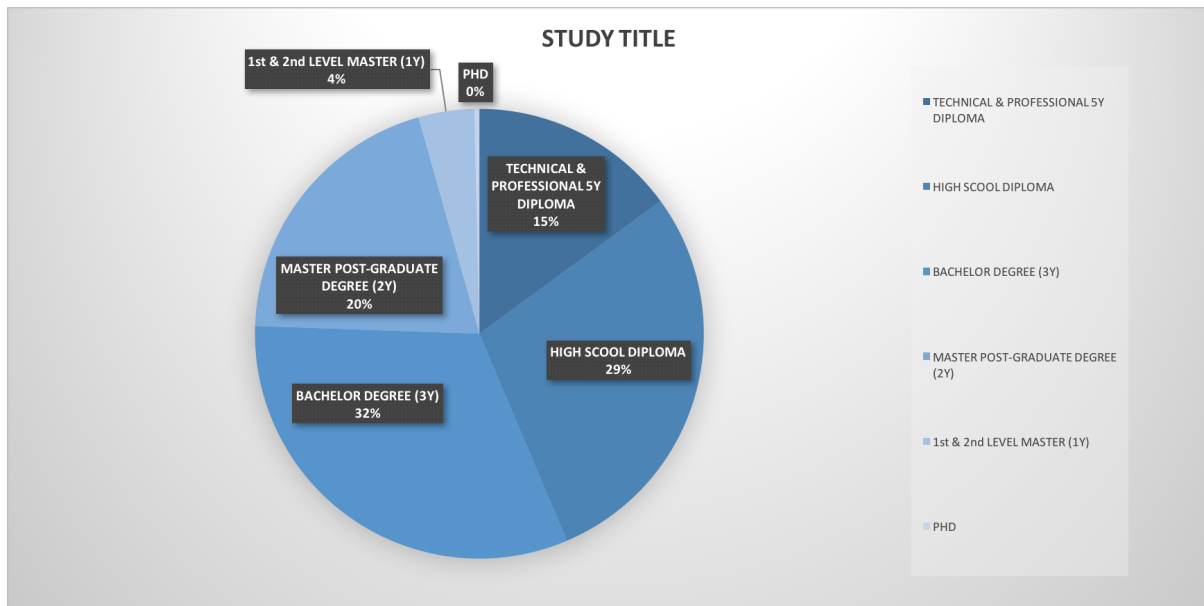


Figure 3 Study title distribution graph, *personal elaboration on data collected by questionnaire.*

you may see from the *figure 3*, percentages were distributed as following: technical or professional diploma (5 years' attendance) by a 15%, high school diploma by 29%, bachelor degree (3 years' attendance in Italy) 32%, Master post-graduate degree by 20% (including both the plus 2 years specialization of the bachelor degree and the overall 5 years attendance courses, such as courses in accordance to past regulations or special degrees such as Medicine or Architecture which in Italy have different attendance rules than the ordinary bachelor degrees), 1st and 2nd level Master's degree (usual 1 year attendance) 4%, and also a 0,4% of PhD respondents (2 out of 548 respondents). In general, a very high educational level sample resulting in a total of 57% of respondents with a study level that exceeds the compulsory by-law level. Moreover, a 29% of high school diploma connected to the age distribution shows a sample group of youngsters which in a great portion will continue their studies after high school – this because usually high school is in preparation to a following university carrier. Interviewees were asked to answer with the study title that they were reaching in order to have a better and more reliable image of the level of education. Only some respondents – to be precise 2 – were deleted from the sample having only the middle school licence degree and being in this way outside the current legislation, and being not representative of their group.

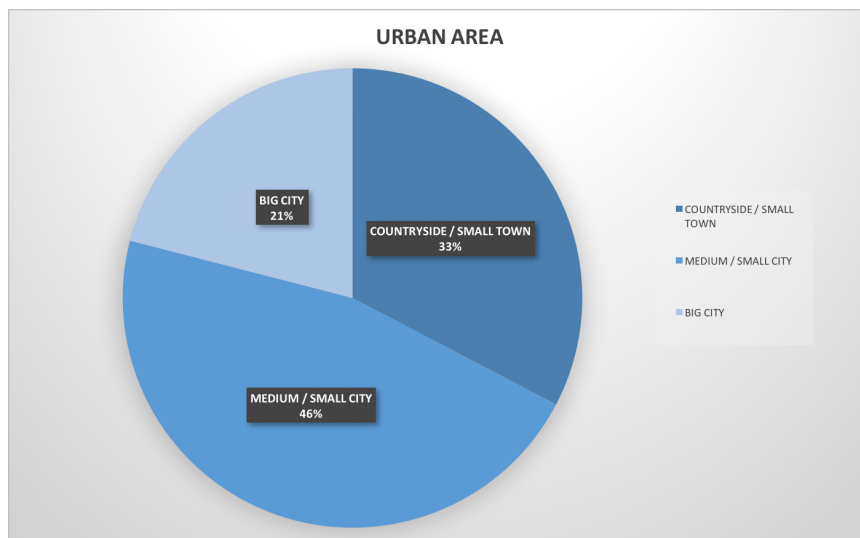


Figure 4 Subjective urbanization distribution graph, *personal elaboration on data collected by questionnaire.*

An interesting analysis may be done with respect to the subject urbanization. The European Union research¹³⁹ had these following percentages: rural village 24%, small/mid-size town 55% and large town 21% - see exhibit 3. While, as you can see from the graph, the percentages of this research were the following: countryside/small town 33%, medium/small city 46%, big city 21%. It was hoped that this last figure would have been higher, but expectations were not fulfilled. This because as lower age entails a higher knowledge of new technologies, this happens also by living in a big city, where high density, hence a higher demand market fosters the diffusion of new technologies. Moreover, the drawback of subject urbanization is that it is biased over the judgement of respondents which may have a different vision of their urban area than the real one. However, this method made it easier to cluster respondents, although we don't have a specific list of the cities and the urban zones involved in the research.

With what concern gender distribution results are somehow not ordinary. The gender distribution in the sample is only 18% male and 82% female (*figure 5*), obviously not an exemplification of the normal gender distribution of the population as a whole. Reasons of this disparity may be various. In general, the randomness of respondents. Also, it could be that channels fostered female connection and networks. Nevertheless, this difference is not going to influence the overall analysis, which is not gender-based.

¹³⁹ EU Commission, Flash Eurobarometer 438, March 2016, *The use of collaborative platforms*, https://data.europa.eu/euodp/it/data/dataset/S2112_438_ENG

For the subsequent analysis, some outliers have been removed from the analysis. Those removed were all the over 41+ years old because they were out of the target chosen (young people) and also because their numbers were too low to do allow to do a precise comparison. This, resulting in a total sample of 529 respondents.

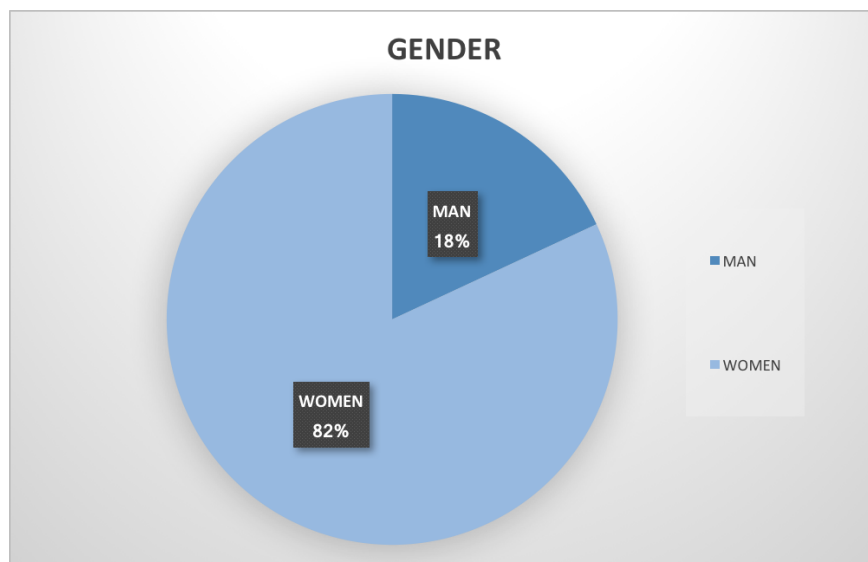


Figure 5 Gender distribution graph, *personal elaboration on data collected by questionnaire.*



4.2 General knowledge and awareness on sharing economies

4.2.1 Knowledge of the sample on sharing economies

The first part of the questionnaire seeks to investigate the confidence and knowledge that respondents have on sharing economies in general. The first important aspect to note is that a high number of respondents did not have the general knowledge over the concept itself of sharing economies. However, they are well aware of the sharing economy platforms as we will see. Respondents don't know both the Italian and English terminology: sharing economy and, the Italian counterpart (the usually most used in Italy to identify the phenomena) *economie collaborative*. Indeed, as you may see from the graph in *figure 6*, both the histograms, which identify the knowledge of the sample of the two terms, show a lack of knowledge of both the terms. In other words, the majority of respondents agree that they do not know or understand the two terms. Moreover, it is important to note that out of those who do understand the terms, is higher the number of respondents who understand the English term than the Italian one. It is interesting given the fact that the sample is made of Italians.

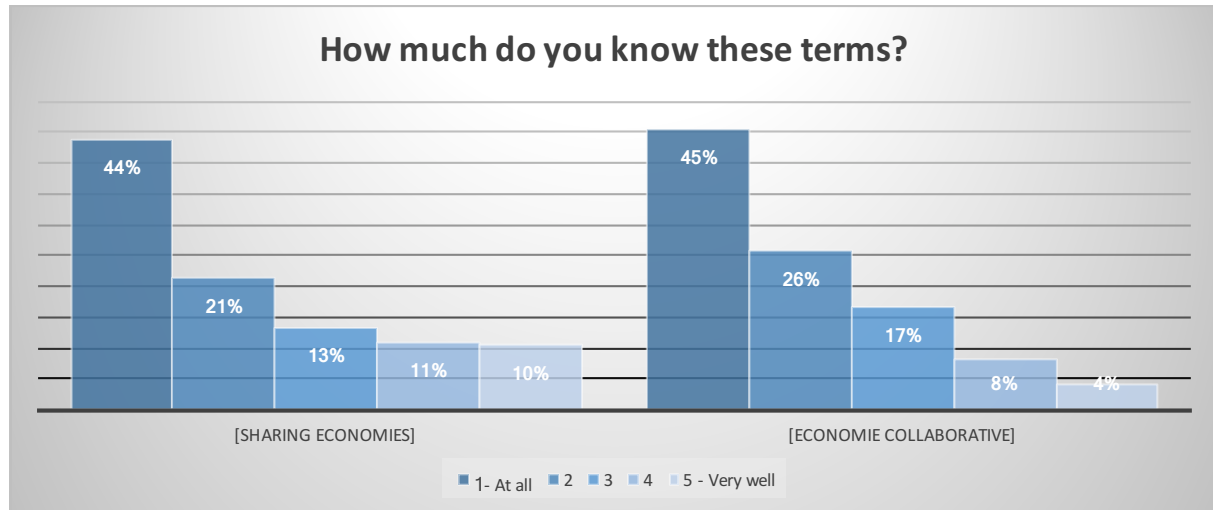


Figure 6 Graph on the answers over the knowledge on the concept of sharing economy, personal elaboration on data collected by questionnaire

Regarding the occupation, the 65% of those who answered 4 and 5 (*figure 7*), hence a strong knowledge of the sharing economies concept, were students. While the remaining 30% were workers. Then, for what regards the subjective urbanization of this first answer, as you may see from the table (*figure 7*), about the 33% of the positive respondents – those who answered 4 or 5 (113) – were of the countryside or



Socio-demographic table on the following question:	1- At all	2	3	4	5 - Very well	
How much do you know the term [Sharing economies]?	232	113	71	58	55	529
	44%	21%	13%	11%	10%	100%
Subjective urbanization						
Countryside or small town	81	33	23	20	18	175
	35%	29%	32%	34%	33%	33%
Small medium city	111	49	33	30	22	245
	48%	43%	46%	52%	40%	46%
Big city	40	31	15	8	15	109
	17%	27%	21%	14%	27%	21%
AGE						
Under 16	26	4	4	0	0	34
	11%	4%	6%	0%	0%	6%
16-30	193	96	57	54	48	448
	83%	85%	80%	93%	87%	85%
31-40	13	13	10	4	7	47
	6%	12%	14%	7%	13%	9%
Occupation						
Students	189	81	45	41	33	389
	81%	72%	63%	71%	60%	74%
Workers	37	30	23	13	21	124
	16%	27%	32%	22%	38%	23%

Figure 7 Socio-demographic table on the answers over the knowledge on the concept of sharing economy. *Personal elaboration on data collected by questionnaire.*

small town. While about 46% for those of the small and medium city set and 20% for the big city one. These three data are very much similar also considering the weight that the sample has on each group. A possible explanation of these information could be that when considering the general knowledge of the concept, geography and size of the town in which one lives are not relevant. Also because the information may be found online and is reachable by anyone, regardless of the city.

After answering this first *blinded* question, respondents were provided with a general explanation on what are sharing economies: *A sharing economy is a business model where individuals can use, rent, or lend assets owned by another individual. In order to make you better understand, examples in the transport sector are Blablacar and Uber, while in accommodation industry they can be Airbnb and Couchsurfing. With these new platforms people can share their car, a car ride, or their home, with other people on remuneration.* Then, respondents were asked to answer a similar question (“How much do you know these sharing economies platforms?”) always in a Likert scale – which will be the method for nearly the whole questionnaire. This question, after the general explanation of the sharing economy concept, asked respondents to

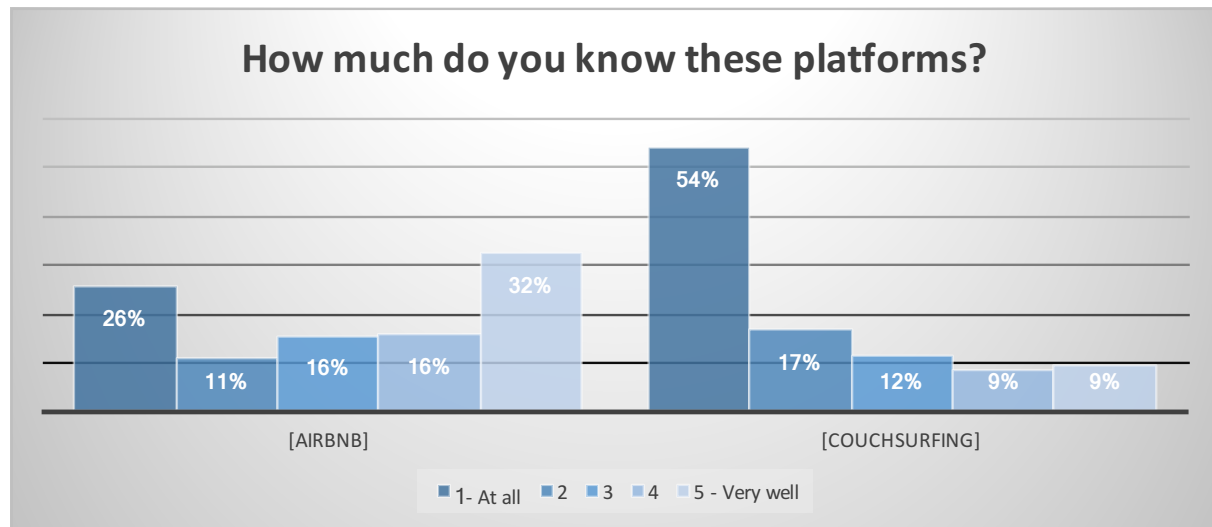


Figure 8 Accommodation Industry - Graph on the answers over the knowledge on sharing economy platforms Airbnb and Couchsurfing. Personal elaboration on data collected by questionnaire

evaluate their knowledge over four specific sharing economy platforms. Those were Uber, Blablacar, Airbnb and Couchsurfing. Not surprisingly, these histograms have different slopes from the previous.

As you may see these graphs (*figure 8 and 11*) have items – the concept analysed by the Likert – which reflect in general a much more positive value/answer (only Couchsurfing was excluded) than those of the first question. This meaning that, on one hand, respondents state that they do not know the meaning of the concept of sharing economies. However, on the other side, they do know the platforms which practice this new business model. The only exception to this was Couchsurfing on which people of the sample were not too much aware of. Probably, this is because, as we saw, it is a very *pure* and radical sharing economy (you may sleep on a couch of a stranger giving back only for example a dinner or language lessons). Only 18% of respondents answered positively (4 and 5 answers) on Couchsurfing. Of those 60% were students (29+28), and 34% (13+19) were workers (the 6% is not part of those two categories) (*figure 9*).

Also, the Airbnb graph is interesting (*figure 8*). In this kind of analysis, it is a conflictual item, since the sample is divided by those who don't know the platform at

Figure 9 Table on the occupation distribution in the answer on the knowledge of Couchsurfing. Personal elaboration on data collected by questionnaire

Couchsurfing	1- At all	2	3	4	5 - Very well
Student	224	62	46	29	28
	42%	12%	9%	5%	5%
Worker	52	26	14	13	19
	10%	5%	3%	2%	4%



Airbnb	1- At all	2	3	4	5 - Very well
Student	119	47	55	59	109
	22%	9%	10%	11%	21%
Worker	12	11	25	23	53
	2%	2%	5%	4%	10%

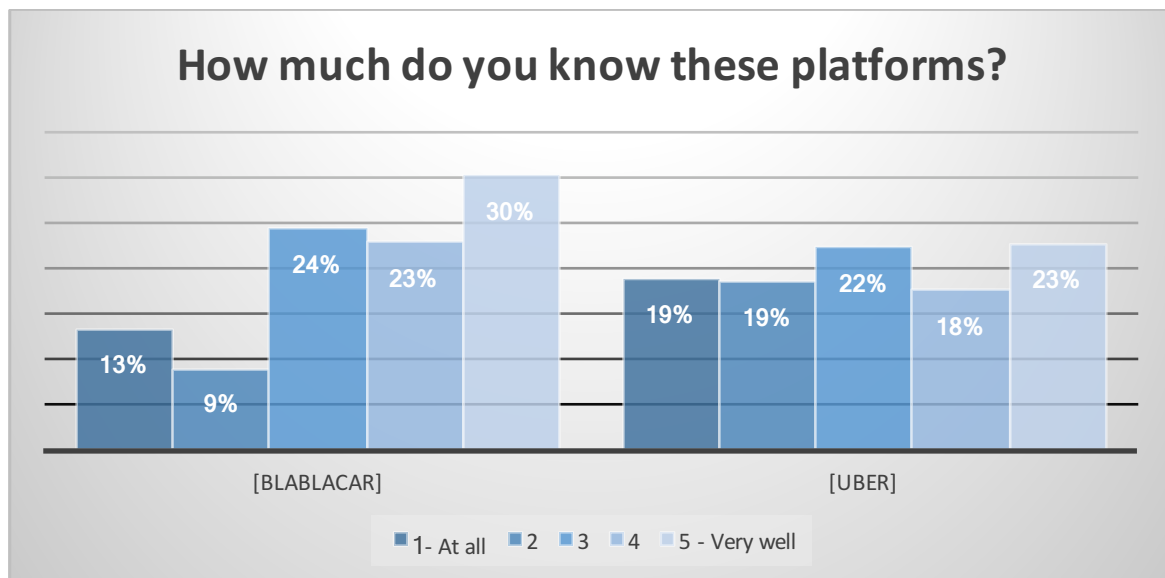
Figure 10 Table on the occupation distribution in the answer on the knowledge of Airbnb.

Personal elaboration on data collected by questionnaire

all (who answered 1 and 2) and those who instead are very aware of it (4 and 5). The analysis on subjective urbanization didn't have any interesting outcomes. Whereas, by investigating in the occupation findings show that (figure 10) out of all workers, the majority is more acknowledged on the platform of Airbnb (4% in answer 1 and 2 and 14% in answers 4 and 5). While students remain with a similar percentage in both answers (22% for 1 – at all, and 21% for very well).

Further, also for what regards the Uber and Blablacar graphs, results were interesting. First of all, it is important to note that Blablacar is the most known platform of this sample, as you may see from the positive slope of the graph, with a total of 53% who are confident about the platform. In Italy in 2017 the platform has reached the 2.5 millions of subscribers in Italy¹⁴⁰. On the other hand, the Uber graph was very non-significant. Respondents self-divided themselves in all the categories of the Likert, with

Figure 11 Transportation Industry - Graph on the answers over the knowledge on sharing economy platforms Uber and Blablacar. Personal elaboration on data collected by questionnaire



¹⁴⁰ Blablacar, 2017, <https://www.blablacar.it/stampa/comunicati-stampa/2-5-milioni-utenti-1-5-miliardi-chilometri-offerti-blablacar-festeggia-primi-5-anni-del-carpooling-italia>



Socio-demographic table on the following question:	1- At all	2	3	4	5 - Very well	
How much do you know Uber?	100	98	118	93	120	529
	19%	19%	22%	18%	23%	100%
Subjective urbanization						
Countryside or small town	42	29	37	34	33	175
	42%	30%	31%	37%	28%	33%
Small medium city	44	54	54	37	56	245
	44%	55%	46%	40%	47%	46%
Big city	14	15	27	22	31	109
	14%	15%	23%	24%	26%	21%
Occupation						
Students	80	74	86	70	79	389
	80%	76%	73%	75%	66%	74%
Workers	15	22	29	23	35	124
	15%	22%	25%	25%	29%	23%

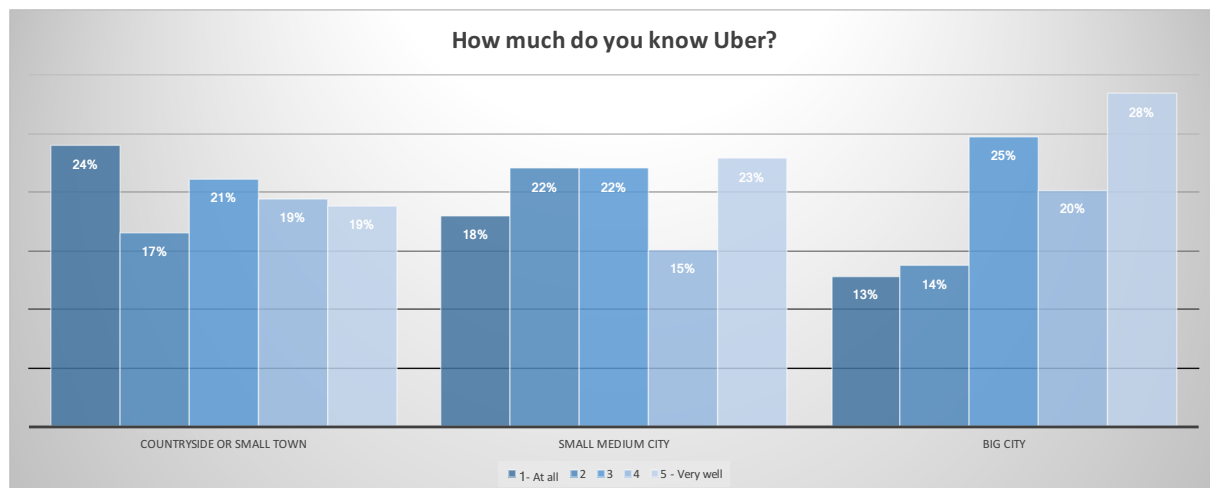
Figure 12 Table on both the subjective urbanization and occupation distribution in the answer on the knowledge of Uber. Personal elaboration on data collected by questionnaire

about a 20% in each answer. Hence, we have tried to filter the answers in order to better understand the awareness of this platform inside the sample. One of the difference we analysed, is the difference in the occupation of the sample and also in the self-urbanization characteristic. Students only had a slight difference in the responses over the platforms (80% “1” and 76% “2”, with respect to an average of 70% of respondents who knew Uber). Whereas, it is interesting to see that workers have a higher percentage stating they do know the platform (a average of 27% in answers “4” and “5”, with respect to an average of 11% in answers 1 and 2) (figure 12). Hence, again workers do have a better knowledge of students, also in this case.

Uber has been, as we saw, banned in Italy in its peer-to-peer taxi-like operations. However, it still operates with the higher end services – such as Uber black – but mostly in big cities such as Milan and Rome. Hence, by analysing the subjective

Figure 13 Graph on the subjective urbanization distribution on the knowledge of Uber.

Personal elaboration on data collected by questionnaire





urbanization of respondents separately (*figure 13*) the prediction that those who live in big cities were more aware of this platform was confirmed. You may see from *figure 13* that the big city shows a majority of respondents who know the platform (they have a positive value of 28% of answer “5”, and a 13% of “1” answer). The first small town graph (*figure 13*) shows a slightly negative slope. Whereas, the central graph (small medium city) still shows an indifferent graph and this may have two reasons. The first one is the biased error of subjective urbanization. For instance, one person may be living in a big city or in a small one, but he/she has chosen the medium city not being sure about the size of where he/she is living. Moreover, another aspect to take into consideration is the fact that respondents may know the platform because they have used it in foreign countries, for instance on vacation.

Finally, as you may see from *figure 14*, an analysis over the averages of the answers on the knowledge of sharing economies was made. In specific, the averages between items (such as *sharing economy* together with the *economie collaborative*, or the general average) were made firstly between each respondent and then in general. General findings are that this sample does not have a strong knowledge on sharing economies, since each average is lower than 4. The most known platform was Blablacar, as already said, and the least known was Couchsurfing. Between the two industries, is again the transportation one who is the most known with a 3,27 average with respect to a 2,60 of the accommodation industry.

Figure 14 Table on the averages of responses on the knowledge of sharing economies

Personal elaboration on data collected by questionnaire

Table of the averages of responses on the knowledge of sharing economies		
General average of terms knowledge (Sharing economy, Economie collaborative)	General average of platform knowledge (all 4 the platforms)	General average
2,11	2,94	2,53
Accommodation -Average on Couchsurfing knowledge	Accommodation -Average on Airbnb knowledge	Accommodation -General average
2,02	3,18	2,60
Transportation -Average on Uber knowledge	Transportation -Average on Blablacar knowledge	Transportation -General average
3,07	3,47	3,27



4.2.2 General opinion of the sample on sharing economies

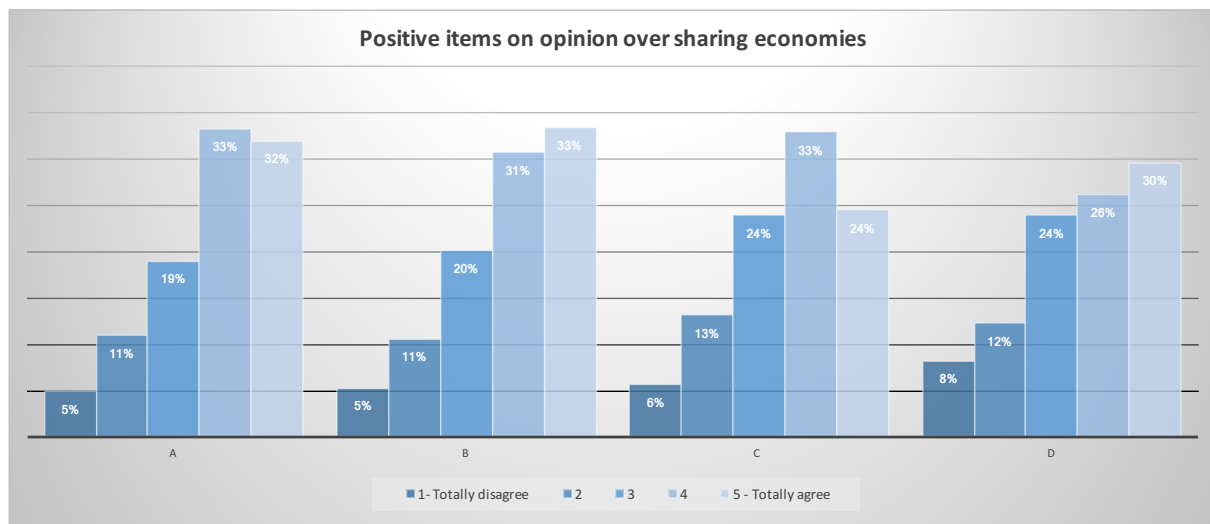
After this general analysis on the awareness that the sample had over these platforms, 10 statements were submitted in the same analysis methodology format – Likert - taking into account the general characteristics, opinions and also criticisms which are usually alongside the concept of sharing economies (see the questionnaire at the end of the dissertation, question 3). I will analyse them by considering the positive, negative and neutral attitude that respondents had toward these statements.

In general, the answers reflected the expectations, given the fact that the sample is young, hence more positively opened to those new business models as we saw. The statements which showed a positive value were the following (translated in English for presentation purposes; the number reflects the position in the questionnaire):

- A. *An economic model in which individuals are able to exchange / rent / lend goods to their peers. - 1*
- B. *A new opportunity for people to use goods and activities without owning them and/or make money with their own properties. -2*
- C. *A system for having goods/services at a lower price or free. -7*
- D. *They need new laws that can regulate them to the best. -10*

As you can see (figure 15) all of those phrases had a positive reaction on respondents. The first was a very straight forward general definition on the platforms. This was a control item, to check that respondents understood the concept that was following to

Figure 15 Graph on the opinion on sharing economies Items A, B, C, D, (see description in the text) Personal elaboration on data collected by questionnaire.



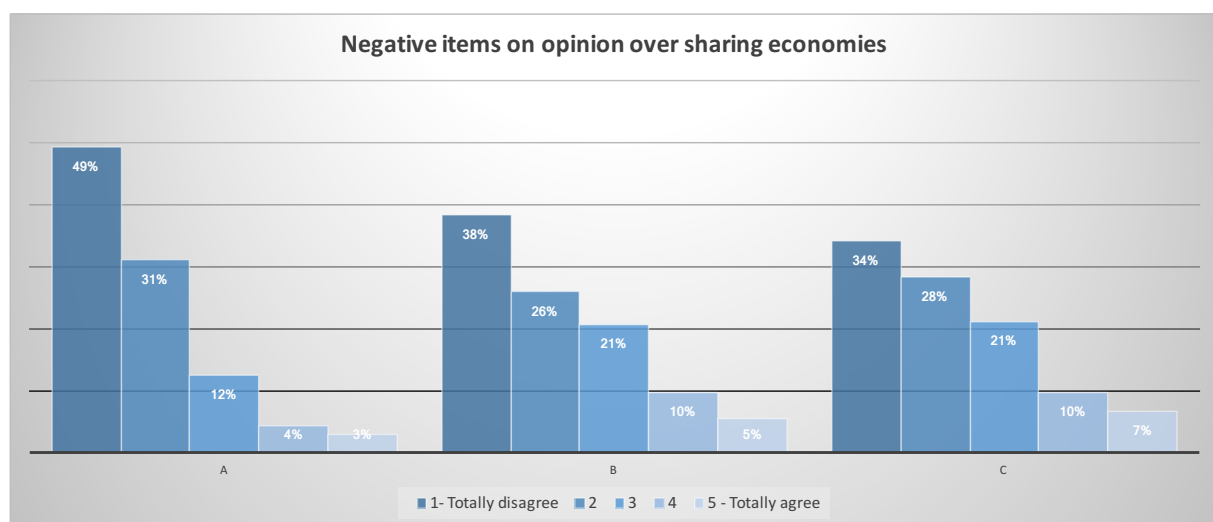
be analysed. Similar to this was the second statement, which had a stronger connotation have the words “new opportunity” in it. It is interesting to note that it had a higher positive answer rate than the first. The third item also showed a strong agreeability, although not total, since the higher count of answers is in answer “4” of the Likert. This means that people agree but not entirely. A possible explanation of this is that respondents do not identify this new business platform as a way to get around the “*price problem*” – even though it is a strong reason to subscribe those platforms -, but else a real opportunity for a new way to exchange goods and services. In the final fourth item the sample strongly agrees with the statement that those new business models need specific new laws to regulate them in a better way. As we saw in the past chapters, regulations are one of the greatest concerns to all stakeholders in this business ecosystem: companies, competitors, governments and also, as the sample confirms, consumers.

For what regard those items, instead, that resulted in a general disagreement, as you may see from the graph (*figure 16*) were the following:

- A. *They create the exploitation of subordinate workers.* -3
- B. *They steal customers from traditional channels.* -4
- C. *They are a way to make money without paying taxes.* -6

The expectations were that the sample would agree with those statements, being typically what the media and the news is generally expressing, given also to the events associated to the platforms, as we saw. However, in general the young respondents of the sample disagreed with those types of statements. They do not think that they

Figure 16 Graph on the opinion on sharing economies Items A, B, C, (see description in the text)
Personal elaboration on data collected by questionnaire.



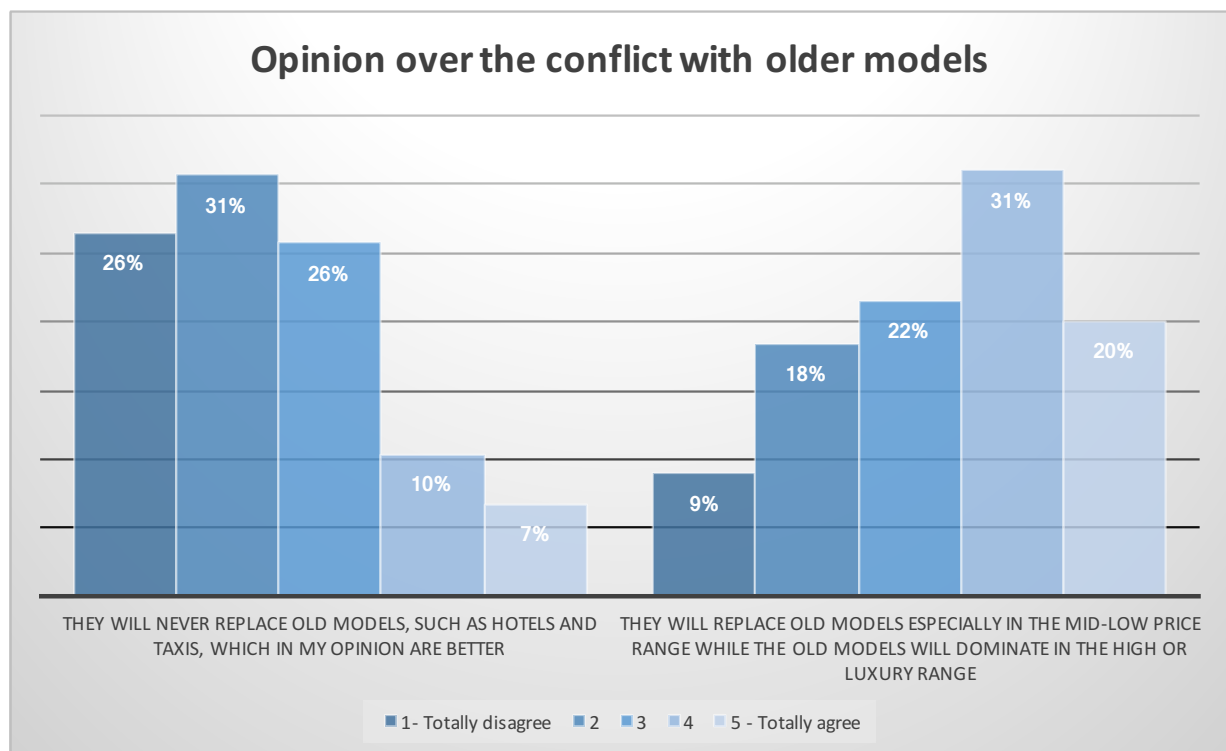


will foster exploitation of workers, they do not think that they will steal costumers from other traditional channels and they do not think that it is a way to not pay taxes. These statements were intentionally written with a negative caption, and as expected the majority of the sample do not identify those negative aspects to these new platforms and business models. Usually, those negative aspects are actually and unfortunately part of the phenomena, and are constantly remembered in the news and media. For instance, the fact that some people do not pay taxes on the high income they receive. However, it is interesting that the sample did not see those aspects as identifying of the use of those platforms.

Regarding the second item (*They steal customers from traditional channels*), two more precise statements were asked and also in opposed ways in order to have a control over the answers. This worked well, since people answered in an opposite, hence consistent way. Those were the following statements on the older business models:

- *They will never replace old models, such as hotels and taxis, which in my opinion are better*
- *They will replace old models especially in the mid-low price range while the old models will dominate in the high or luxury range.*

Figure 17 Graph on the opinion on sharing economies on the items concerning the conflict with older models, Personal elaboration on data collected by questionnaire



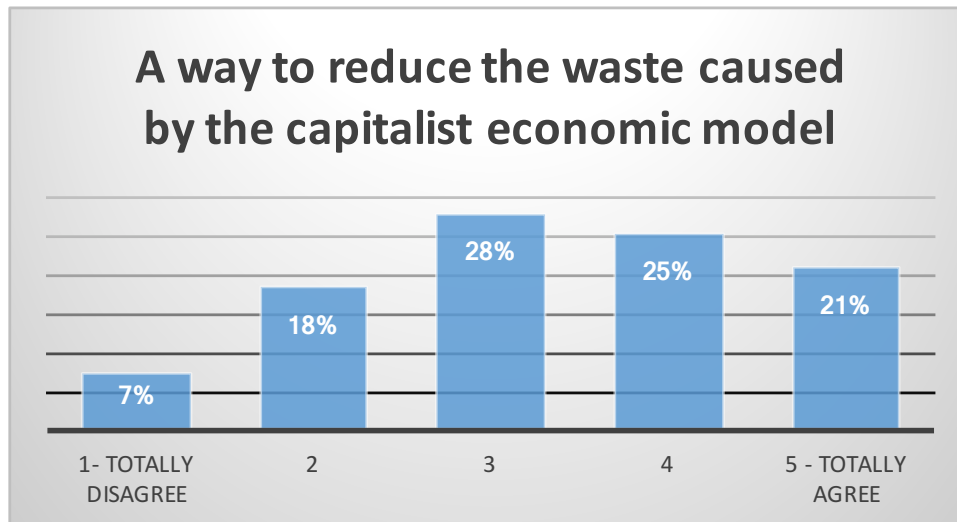


Figure 18 Graph on the opinion on sharing economies on the item stating: A way to reduce the waste caused by the capitalistic economic model.

Personal elaboration on data collected by questionnaire

In general, with these two statements and the respective answers we can assume that the sample do think that those platforms are better than the old ones and also they do think that in the future it is very likely that these new business models will substitute the old ones (mainly in the medium-low price range). Although these two statements are in conflict with the previous answer – which was that in general those platforms do not steal consumers to older models – it can be said that to the respondents this shift is considered as legitimated and subsequent.

The only neutral or indifferent item that appeared in this analysis was the statement which asked if respondents could agree with the fact that these new platforms are “*A way to reduce the waste caused by the capitalist economic model*”. The indifference, hence the higher number of respondents as answer 3, remained also after applying different filters on age, occupation, and study title. Hence, probably the statement was too broad over a very complicated and controversial concept, of which many people are not fully acknowledged about, hence they wouldn’t want to give an opinionated answer and turned to a more neutral one.



4.3 Specifics on transportation and accommodation platforms

After investigating on the general awareness and opinion over sharing economies, the next part of the questionnaire asked respondents to answer about their own use habits. Firstly, with what concerns the sharing transportation platforms, such as Uber and Blablacar, and then the accommodation platforms, such as Airbnb, Couchsurfing. Respondents were asked to consider any platform that had the sharing economy business model in the specific industries, those quoted had only to be a guideline. However, it is reasonable to think that the majority of answers were based on those platforms. It would have been interesting to have those specific questions asked on a specific platform, although by asking to answer on an industry concept of platforms we can infer differences between the industries and the drivers that move or do not move them.

In the following pages you may find the detailed answer pattern for both the industries divided by age, occupation and subjective urbanization. As already explained, the first five answers on both tables, are those we will consider of group A, while the second five are considered in group B. Group A includes all the respondents which do not have any or low knowledge on those platforms. While group B puts together all those interviewees who do use or offer those service occasionally or regularly. Those groups (A, B) may be different in the two industries. For instance, a respondent may be very keen on transportation platforms, while very uninformed on accommodation platforms. This first question in the investigation of both industries segments the sample into those subcategories, to which are submitted two different set of statements tailored on the knowledge rate of respondents.

First of all, it is important to analyse how, in general, the sample has spread over the usability span, in both industries. For what regards transportation, in general 78% of the sample is positioned in group A, hence it has a low knowledge on the use of those platforms. Therefore, the 22%, a total of 119 of respondents are in group B (*table 1*). Regarding accommodation services and similarly, 71% are in group A, hence 29% are in group B (*table 2*). These data reflect the fact that Italy is still a young market on sharing economies, hence it has a great margin to increase. Regarding transportation, group A is made of the following statements with their respective percentages: *never heard of them* - 5%, *heard of them but never got interested* - 24%, *heard of them and looked them up, but never used them* - 38%, *used and paid for one once only in a foreign country* - 6%, *used and paid for one once in Italy* - 6%.



Table 1 - Transportation sharing platform usage – Uber, Blablacar

Personal elaboration on data collected by questionnaire.

UBER, BLABLACAR	GROUP A						GROUP B						Tot B
	Total	Never heard of them	Heard of them but never got interested	Heard of them and looked them up, but never used them	Used and paid for one once only in a foreign country	Used and paid for one once in Italy	Tot A	I use these services occasionally	I use these services regularly (at least once a month)	I offer these services regularly (at least once a month)	I use and offer these services occasionally	I use and offer these services regularly (at least once a month)	
Total	529	24	126	199	30	31	410	73	22	3	15	6	119
	100%	6%	31%	49%	7%	8%	100%	61%	18%	3%	13%	5%	100%
AGE													
Under 16	34	7	15	6	2	1	31	2	--	--	--	1	3
	6%	29%	12%	3%	7%	3%	8%	3%	--	--	--	17%	3%
16-30	448	17	98	179	27	28	349	64	15	3	13	4	99
	85%	71%	78%	90%	90%	90%	85%	88%	68%	100%	87%	67%	83%
31-40	47	--	13	14	1	2	30	7	7	--	2	1	17
	9%	--	10%	7%	3%	6%	7%	10%	32%	--	13%	17%	14%
OCCUPATION													
Student	389	22	103	150	21	23	319	49	9	1	7	4	70
	74%	92%	82%	75%	70%	74%	78%	67%	41%	33%	47%	67%	59%
Worker	125	1	20	45	7	6	79	21	13	2	7	2	45
	24%	4%	16%	23%	23%	19%	19%	29%	59%	67%	47%	33%	38%
Other	16	1	3	4	2	2	12	3	--	--	1	--	4
Subjective Urbanization													
Countryside or small town	175	6	49	68	6	9	138	28	1	--	6	2	37
	33%	25%	39%	34%	20%	29%	34%	38%	5%	--	40%	33%	31%
city	245	15	57	95	18	14	199	28	6	2	7	3	46
	46%	63%	45%	48%	60%	45%	49%	38%	27%	67%	47%	50%	39%
Big city	109	3	20	36	6	8	73	17	15	1	2	1	36
	21%	13%	16%	18%	20%	26%	18%	23%	68%	33%	13%	17%	30%
Total	529	24	126	199	30	31	410	73	22	3	15	6	119
	97%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



Table 2 - Accommodation sharing platform usage – Airbnb, Couchsurfing

Personal elaboration on data collected by questionnaire.

AIRBNB, COUCHSURFING	GROUP A						GROUP B						
	Total	Never heard of them	Heard of them but never got interested	Heard of them and looked them up, but never used them	Used and paid for one once only in a foreign country	Used and paid for one once in Italy	Tot A	I use these services occasionally	I use these services regularly (at least once a month)	I offer these services regularly (at least once a month)	I use and offer these services occasionally	I use and offer these services regularly (at least once a month)	Tot B
Total	529	115	97	106	26	31	375	120	16	2	6	10	154
	100%	31%	26%	28%	7%	8%	71%	78%	10%	1%	4%	6%	29%
AGE													
Under 16	34	20	8	--	1	--	29	3	--	--	--	2	5
	6%	17%	8%	--	4%	--	8%	3%	--	--	--	20%	3%
16-30	448	93	79	98	24	30	324	102	10	2	4	6	124
	85%	81%	81%	92%	92%	97%	86%	85%	63%	100%	67%	60%	81%
31-40	47	2	10	8	1	1	22	15	6	--	2	2	25
	9%	2%	10%	8%	4%	3%	6%	13%	38%	--	33%	20%	16%
OCCUPATION													
Student	389	102	74	81	16	22	295	74	7	2	4	7	94
	74%	89%	76%	76%	62%	71%	79%	62%	44%	100%	67%	70%	61%
Worker	119	9	21	24	9	7	70	41	12	--	1	5	59
	22%	8%	22%	23%	35%	23%	19%	34%	75%	--	17%	50%	38%
Other	16	4	2	1	1	2	10	3	1	--	1	1	16
Urbanization													
Countryside or small town	175	36	38	36	7	10	127	38	3	--	3	4	48
	33%	31%	39%	34%	27%	32%	34%	32%	19%	--	50%	40%	31%
city	245	54	47	55	14	16	186	48	5	1	3	2	59
	46%	47%	48%	52%	54%	52%	50%	40%	31%	50%	50%	20%	38%
Big city	109	25	12	15	5	5	62	34	8	1	--	4	47
	21%	22%	12%	14%	19%	16%	17%	28%	50%	50%	--	40%	31%
Total	529	115	97	106	26	31	375	120	16	2	6	10	154
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



Whereas, regarding accommodation, group A is made of the following statements with their respective percentages: *never heard of them* - 22%, *heard of them but never got interested* - 18%, *heard of them and looked them up, but never used them* - 20%, *used and paid for one once only in a foreign country* - 5%, *used and paid for one once in Italy* - 6%. The percentage concerning the use of the platform once in a foreign country or in Italy are similar. The percentage of those who looked it up, but never used it is higher in the transportation table. However, it is higher the percentage related to “never heard of” item, which balances the percentages.

Moreover, it is interesting to understand what are the socio-demographic characteristics of the usability span in both A and B groups. For what regards the subjective urbanization characteristic, as you may see from *table 1*, the majority of the respondents of group A in both industries are part of the sets countryside/small town and small/medium cities. In the transportation industry about 83% (34%+49%), while in the accommodation one about 84% (34%+50%). A very interesting data, then, is the difference of the percentages of the big city category in the two groups. For what regards transportation industry, 18% of group A and 30% of group B live in a big city (*table 1*). Also, for what regards accommodation 17% of group A and 31% of group B live in a big city (*table 2*). This suggests that respondents living in big cities use more sharing economies platforms in both industries. This is very much in line with expectations: that people living in big cities have a greater awareness having more chances to hear about those new platforms and technologies. For what regards group B, respondents spread throughout the three categories fairly equally in both industries, about 30% each.

In general, between the two industries the number of users is higher in the accommodation services, rather than in the transportation. This although the industry with the higher awareness in the sample is the transportation one, as we saw in previous findings. In *table 1*, transportation services, the percentage of group B with respect to the total sample is 22% - 119. Whereas, in the accommodation's group B it is slightly higher with a 29% - 154 users. In both cases, the majority of respondents - 73 in *table 1* (61% of group B) and 119 in *table 2* (78% of group B) – answered that they use those platforms “occasionally”. These percentages may seem “poor” in an analysis which wants to better understand the consumer behaviour in this specific market. However, in general, may be considered sufficient to have an overview on the subject. With respect to the European Union analysis we have taken into consideration



as a starting point and, partially, as a benchmark, these numbers exceed of some points those of the EU analysis. The EU report had a total of 85 respondents over 500 – hence a 17% - who had used sharing economy platforms at least once. This may be because our sample was chosen to be more young in age than the EU one which was older, as we have already seen.

4.3.1 Group A findings for both industries (non-users)

After answering to one of the items in group A, respondents were drove to give an agreeability ranking to a specific set of statements which were the same for both industries and which will be now analysed. In the following graphs the statements were divided in the following order, for both industries:

1) Awareness

- a) *I think in the future I will better inform myself about these platforms because I could need them*
- b) *I have barely heard about these platforms in my network*
- c) *I have barely heard about these platforms in communication channels*

2) Opinion

- a) *Don't need those platforms, because I use the traditional systems (Taxis - Hotels)*
- b) *I think I don't need those platforms and never will need*
- c) *Friends or family members have advised me to not use them*
- d)

3) Trust

- a) *I do not trust these platforms because I do not know who is responsible for them*
- b) *I don't trust these platforms because I have to pay online*
- c) *I do not trust these processes because I do not know who I might have to deal with*
- d) *I do not feel protected in using these kinds of platforms*

Concerning these group A's statements, we are going to compare the answers of the groups of items (1-2-3) between the two industries. Group B set of statements will be analysed in the following chapter for both industries.

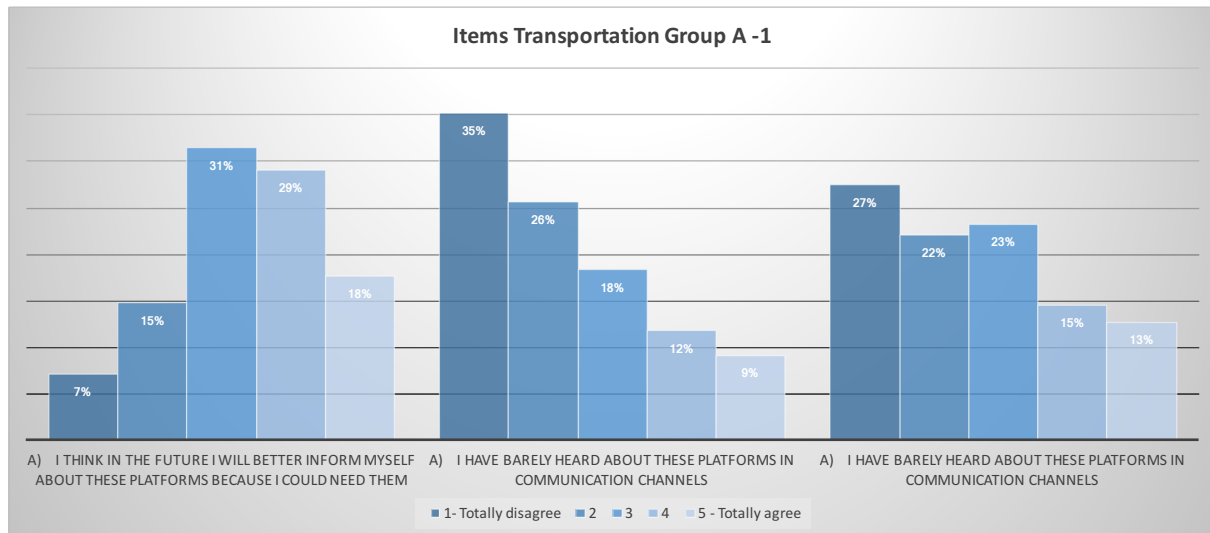
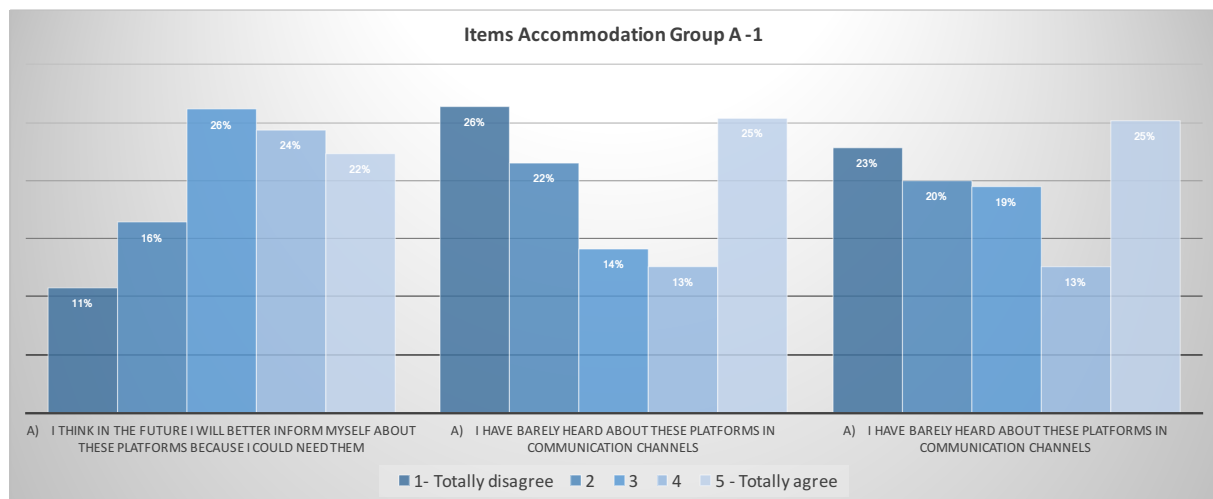


Figure 20 Graph on the opinion on sharing transportation platforms of group A, over the items concerning awareness. Personal elaboration on data collected by questionnaire

Those graphs (figure 19, 20) show the agreeability of respondents over awareness items. In general, both the graphs show that the sample group does not agree with the last two statements, while they agree with the first. Hence, they agree on the fact that, in order to use them in the future, they will get better informed. Then, they disagree in general in the second two items. Hence, they state to have heard of those new platforms both in their friendship network and also in communication channel. Although, in the accommodation items there is a group which disagrees with the majority: there is a portion who agrees that those accommodation platforms are not communicated in different channels and neither within their network. A possible explanation of this could either be a different perceiving of the phenomena, or a misinterpretation of the question which was stated in the negative meaning. Nevertheless,

Figure 19 Graph on the opinion on sharing accommodation platforms of group A, over the items concerning awareness. Personal elaboration on data collected by questionnaire





in general it is true that in Italy transportation sharing economy platforms are more advertised than the accommodation ones, because the first are more diffused.

Figures 21 and 22 show different slopes from those seen. In general, respondents disagree on all three statements, more “firmly” in the last two and this in both industries. Firstly, they do think that they could need those platforms at the expenses of traditional systems. Then, they do not agree that they will never need those platforms and also they didn’t have friends or family members who have advised to not use the platforms. These findings suggest that, in general group A’s

Figure 22 Graph on the opinion on sharing transportation platforms of group A, over the items concerning opinion. Personal elaboration on data collected by questionnaire

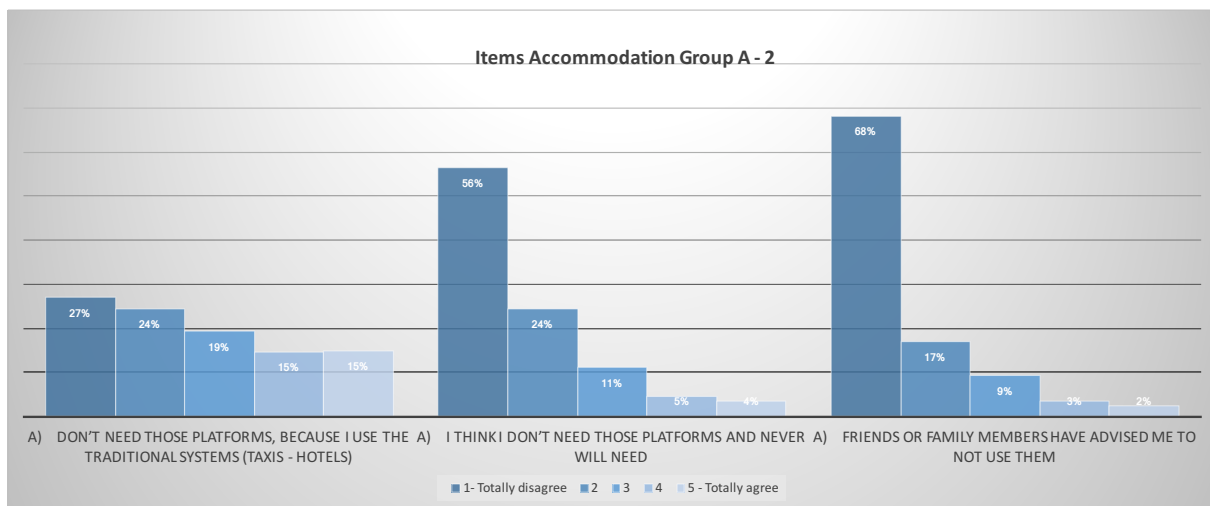
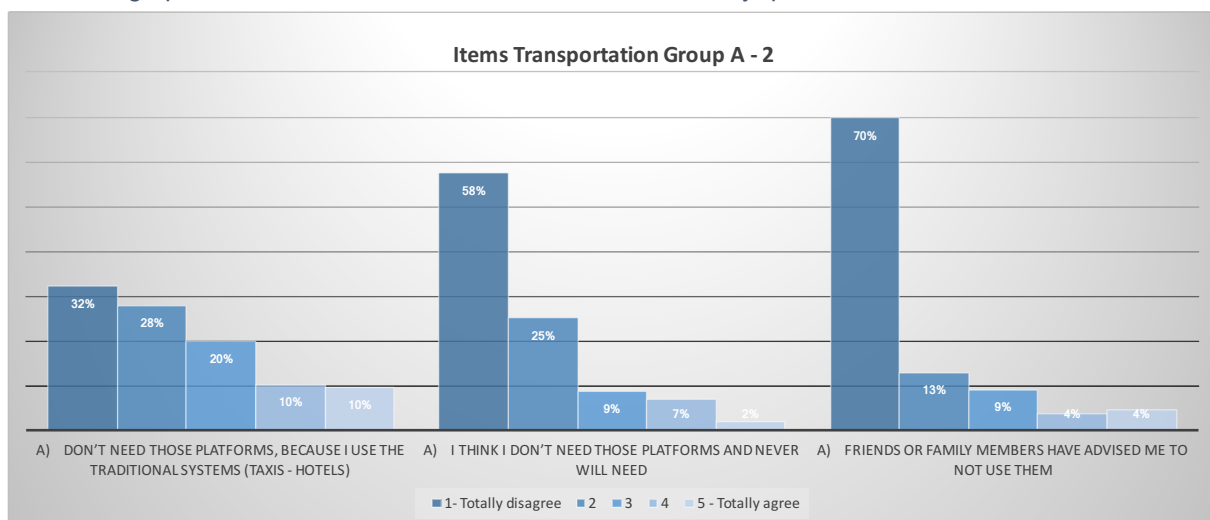


Figure 22 Graph on the opinion on sharing accommodation platforms of group A, over the items concerning opinion. Personal elaboration on data collected by questionnaire





respondents, even though they are not using sharing economy platforms, they are open to use them in the future.

Those final graphs (*figures 23 and 24*) show all the items asked to respondents concerning trust. In the first item the consensus is not so strong probably because, in general, respondents wouldn't say that they do not trust totally the platforms, because they do not know who is in charge. However, they could both not know actually who is in charge, and don't care, or they don't link the trust toward the platform to the fact of knowing who is in charge. Both the statement was tricky and also, it was difficult to state a precise agreement or dis-agreement to it.

Of the other items we can say that, firstly the sample does not have a problem of trust in paying online. Then, the sample disagrees on not feeling protected in using the sample. While, for what regards "*I do not know who I might have to deal with*" the

Figure 24 Graph on the opinion on sharing transportation platforms of group A, over the items concerning trust. Personal elaboration on data collected by questionnaire

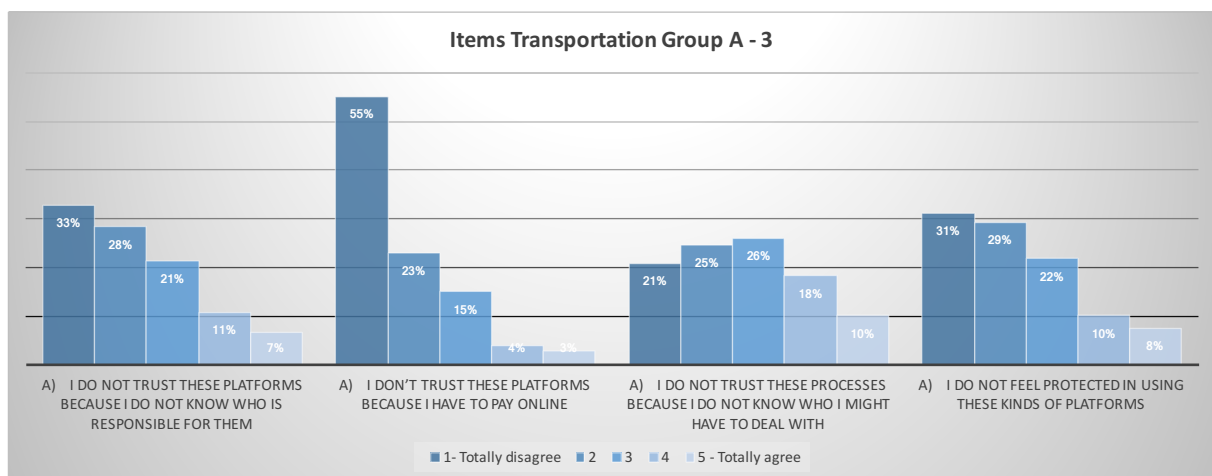
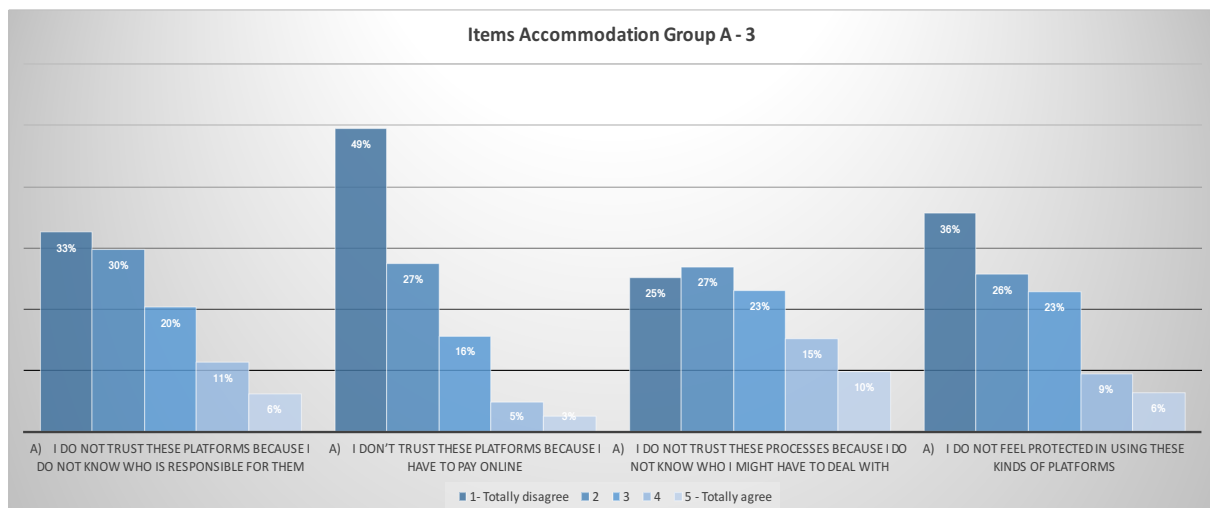


Figure 24 Graph on the opinion on sharing accommodation platforms of group A, over the items concerning trust. Personal elaboration on data collected by questionnaire





sentiment is partially negative (an average of 2,3 of the answers regarding transportation, and of 2,6 regarding accommodation). A disagreement over the lack of trust toward who is the other “peer” of the P2P transaction, is stronger in transportation services. A possible explanation of this is that in transportation services, safety concerns are higher – such as getting in a car with a stranger. The general average of the answers on these trust items is 2,2¹⁴¹. This suggests that in general group A doesn't have a lack of trust on sharing economy platforms, although not using the services.

We can say that these are positive findings. A possible interpretation of them is that those people do not use those platforms, because of a general lack of trust or of bad reputation, but simply because they haven't had the chance to use them. This is confirmed by the first graphs we have seen (*figure 19 and 20*) where respondents agreed on the fact that they will get more information over sharing economy platforms because they will probably use them in the future. This for both the industries.

We have now seen the data on group A of respondents, those less-users of the platforms. In the next paragraph we are going to analyse those of group B.

¹⁴¹ Personal elaboration on data collected by questionnaire



4.3.2 Group B findings for both industries (users)

As we saw numbers of both group B's of respondents are much lower than those of group A's. However, still some consideration may be done over the answers that people in the sample gave. In general, similar to the EU findings people who use the platforms use more those services offered by their peers, rather than offering themselves services to others. For instance, it is more probable to find a person who has used the Blablacar platform as a passenger, rather than finding one who regularly offer the service as a driver. Following here an extract of the tables we already seen, specific over group B in both industries.

As in the EU report, the percentages of those who offer, other than only use these typologies of platforms is much lower. Also it is lower the percentage of those who use regularly, rather than occasionally, those platforms. This shows once more

Figure 25 Table on subjective urbanization of group B of the sample for both industries. Personal elaboration on data collected by questionnaire

	GROUP B					
	I use these services occasionally	I use these services regularly (at least once a month)	I offer these services regularly (at least once a month)	I use and offer these services occasionally	I use and offer these services regularly (at least once a month)	Tot B
UBER, BLABLACAR	73	22	3	15	6	119
	61%	18%	3%	13%	5%	98%
Countryside or small town	28	1	--	6	2	37
	38%	5%	--	40%	33%	31%
Small medium city	28	6	2	7	3	46
	38%	27%	67%	47%	50%	39%
Big city	17	15	1	2	1	36
	23%	68%	33%	13%	17%	30%
AIRBNB, COUCHSURFING	120	16	2	6	10	154
	78%	10%	1%	4%	6%	29%
Countryside or small town	38	3	--	3	4	48
	32%	19%	--	50%	40%	31%
Small medium city	48	5	1	3	2	59
	40%	31%	50%	50%	20%	38%
Big city	34	8	1		4	47
	28%	50%	50%	0%	40%	31%



how much sharing economies have a margin to improve and increase in the Italian ecosystem. For what regards transportation the 61% of group B respondents – from now on we will refer only to the respondents of this specific group – uses these services occasionally. While 18% uses them regularly. The remaining 21% uses and offers these platforms occasionally (13%) or regularly (8%). For what concerns the accommodation services the 78% only uses these platforms occasionally, 10% uses them regularly, while only the 11% also offers these services on the platforms. We will now try to understand what are the reasons that bring those people to use or offer these services, with the same methodology we used to analyse group A statements.

The statements that were submitted to group B – in the order we will see them in the graphs are the following for both industries:

1) .

- a) *I like to use these services because in this way I meet new people*
- b) *I like to offer these services because in this way I meet new people*
- c) *I like to use these services but in group because I don't feel safe by myself*

2) .

- a) *I will use their services more and more because they make me save money*
- b) *I will offer these services more and more because they make me earn money*

3) .

- a) *I have never thought I could offer the service; I think it would be complicated*
- b) *I do not offer the service because I do not have properties to share*
- c) *I do not offer the service because I do not have enough security on who uses it*
- d) *I'm afraid of what might happen to my properties if I offered the service*

4) .

- a) *These platforms should be advertised more in Italy because few are known or being used*

As we did in group A's statements we are going to compare the answers of the groups of items (1-2-3-4) between the two industries.

The first group of items (*figures 26/27*) asked statements on the likability of using or offering services to meet new people. Surprisingly, and against expectations, both these items were not strongly positive. Regarding the first graph, in both industries, answers were around 20% each. This means that the sample does have a common answer. For what regards the second graph (on offered services), the majority of

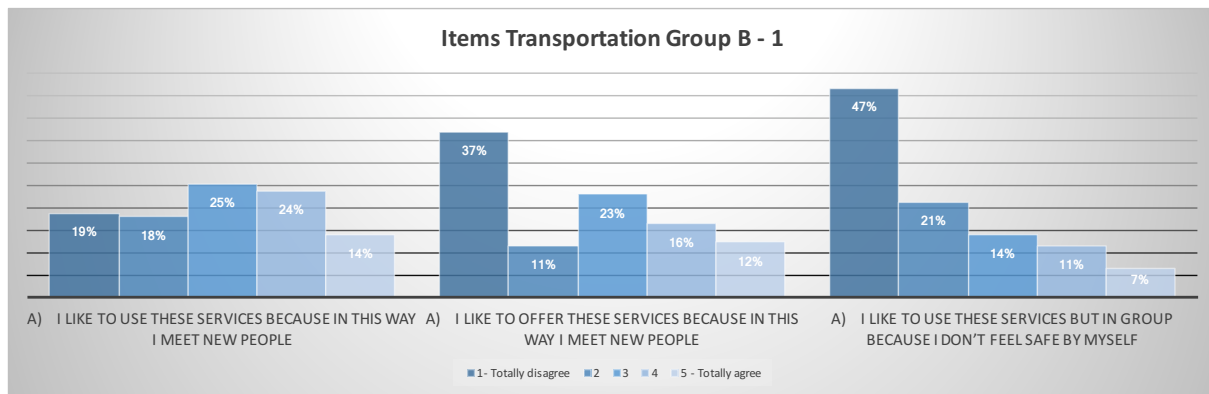


Figure 27 Graph on the opinion on sharing transportation platforms of group B – Item group 1. Personal elaboration on data collected by questionnaire

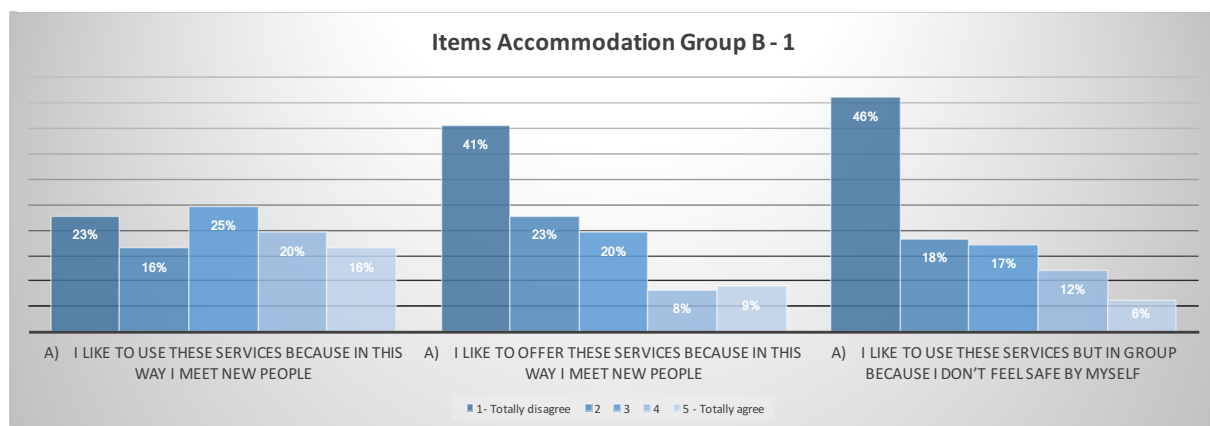


Figure 27 Graph on the opinion on sharing accommodation platforms of group B – Item group 1. Personal elaboration on data collected by questionnaire

respondents in both industries do not agree on the item stating that offering services is good to meet new people. We must consider that this item comprehends also those who do not offer the service. Hence the negative answers could be also for that reason. This sentiment is stronger in the accommodation sector. This is probably also because in the Airbnb transactions – which was the platform with the higher awareness in the sample – the relationship between peers is not enhanced. Whereas, another item which surprised with respect to expectations, is the one which considers the use of these platforms alone. Considering all of the analysis on security and on the fact of not trusting a stranger, the expectation was that this item would have a high agreeability. Nevertheless, findings show that respondents do not have a problem in using these platforms, in both industries, also alone. Again trust is not a concern for the sample.

The second groups of items are shown in *figures 28 and 29*. Without doubt – considering the sample group – it is negative in both industries the slope of the statement concerning the earning of money thanks to offering services on the

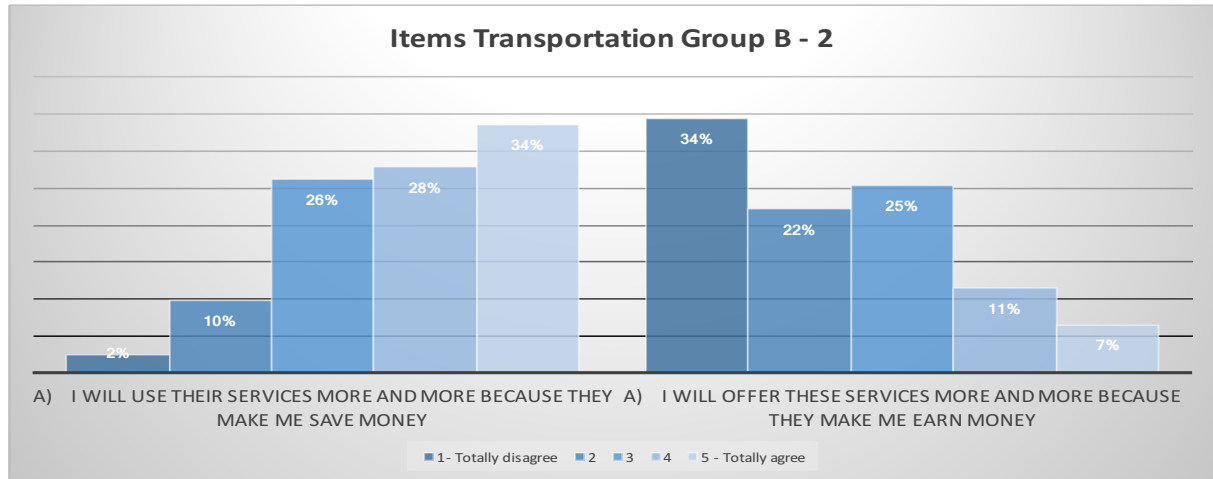


Figure 29 Graph on the opinion on sharing transportation platforms of group B – Item group 2. Personal elaboration on data collected by questionnaire

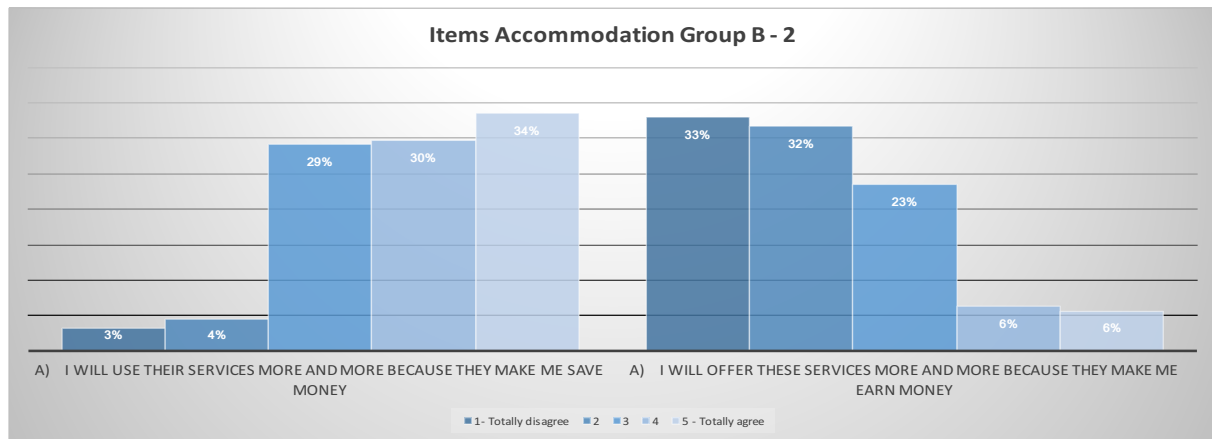


Figure 29 Graph on the opinion on sharing accommodation platforms of group B – Item group 2. Personal elaboration on data collected by questionnaire

platforms. We must consider, in fact, that these answers take into consideration all respondents of group B. Hence, both those that offer and those that do not offer services answered those questions. On the other hand, in both industries, respondents agreed that “I will use their services more and more because they make me save money”.

Figures 30 and 31 show items considering reasons for not offering the service: lack of property, lack of trust, lack of knowledge on “how to” and fear of damage. In general, respondents disagreed all of the statements. People in the sample disagreed on the fact that they don’t offer the services because it could be complicated. Then, it would have been expected that people would not offer the service, because they do not trust who is going to use their properties, hence they are afraid of what could happen to their properties – third and fourth graphs. However, the answers didn’t reflect the expectations. This can be seen as a sentiment of the majority of respondents

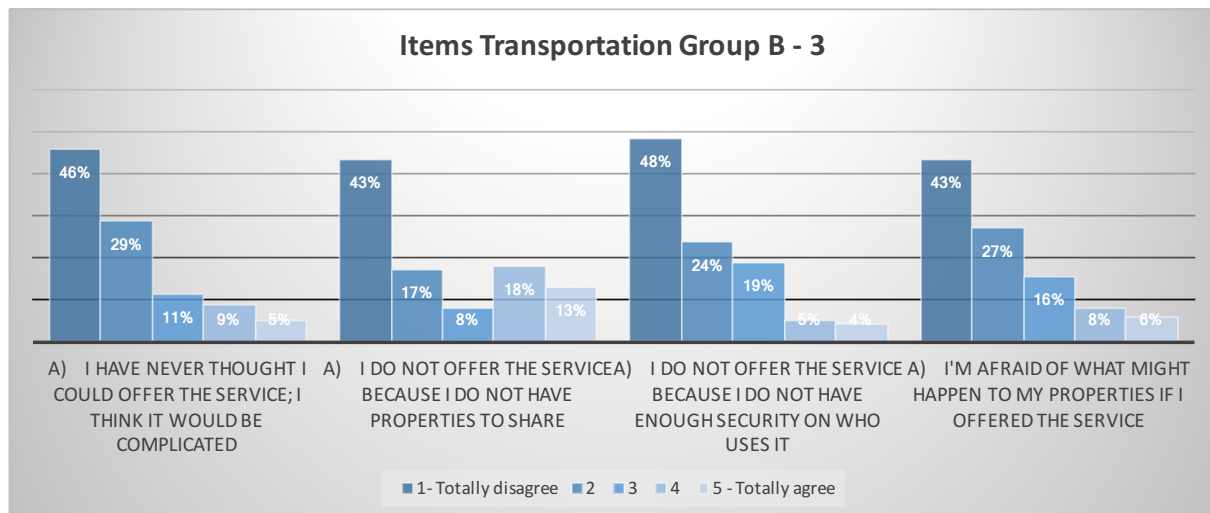


Figure 30 Graph on the opinion on sharing transportation platforms of group B – Item group 3. Personal elaboration on data collected by questionnaire

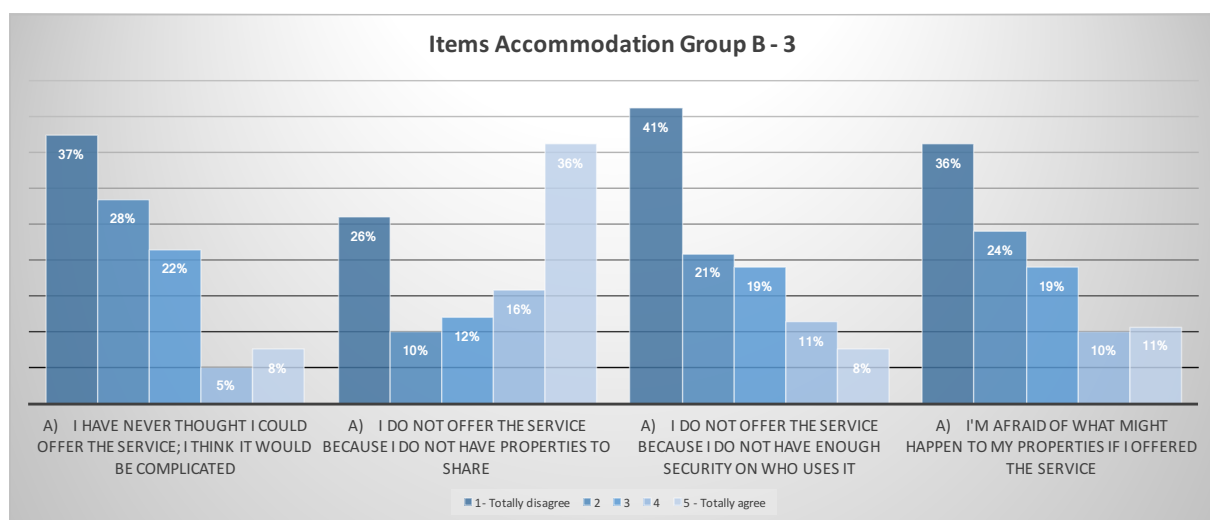


Figure 31 Graph on the opinion on sharing accommodation platforms of group B – Item group 3. Personal elaboration on data collected by questionnaire

of the group sample who do not have a problem over guarantees of usage of their properties, or in general over the trust toward the people.

Also, another expectation which was not reflected by the answers, was that of the reason for not offering the service because of the lack of properties to share. This was only partially reflected by the answers in the accommodation items which had half respondents who agreed and half who didn't. This can be understood because nearly every household in Italy has a car that can be shared in specific time-slots or routes (i.e. everyday job route). Whereas, owning a second house that could have the possibility of being rent out is not something diffused especially in the younger population. In general, from these items we can infer that the group sample do not



have an incentive to offer the services both in order to earn money or to meet new people.

Finally, in general the last item is positive in both industries, meaning that respondents agree on the fact that sharing economies should be more advertised in Italy. This has some middle/neutral answers for what regards the transportation industry – answer 3, meaning neutral on the statement – probably because respondents do not agree on the fact that not many people use those services in Italy, which for some platforms, for instance Blablacar, it may be true.

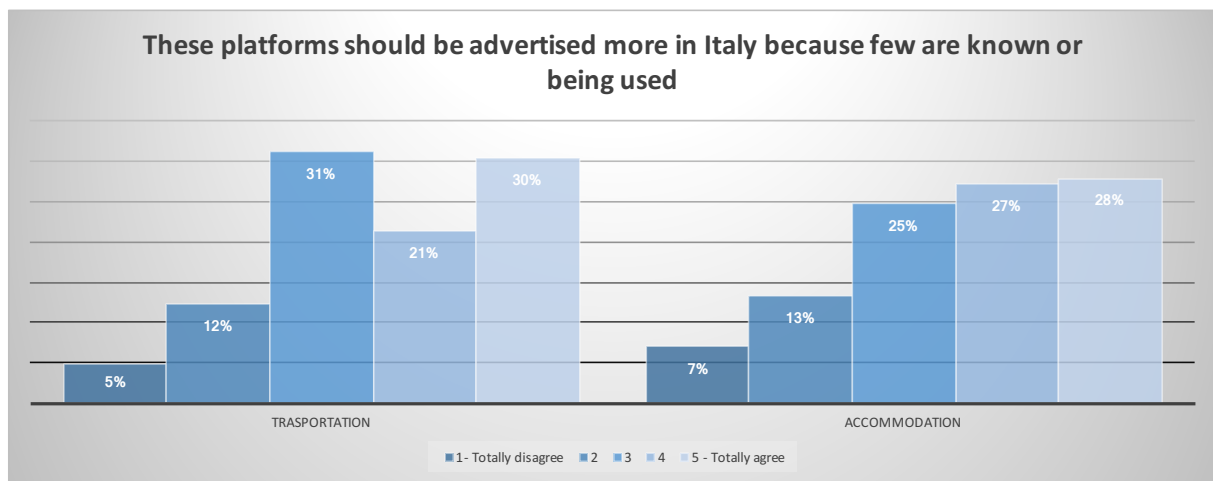


Figure 32 Graph on the opinion on sharing platforms of group B – Item group 4. Personal elaboration on data collected by questionnaire



4.3.3 Findings on a subsample of group B (users who offer the service)

For what regards some of the items it was interesting also to investigate the answers over the statements which concern only respondents who offer the service. The two figures 33 and 34 show some of the answers we have just seen, only based on those of the sample of group B who also offer the service. In the first item - *I will offer these services more and more because they make me earn money* - for what regards transportation the answer is fairly positive, whereas for what regards accommodation services answers are conflictual. In general, this difference can be seen for all the items. Probably, because in the accommodation industry there is still a difference between those who use the platform only with the aim of earn money from a spare house/room and those keeping in mind the general values of sharing economies – community, sharing...etc. Considering the second and third statements

Figure 34 Graph on the opinion on sharing transportation platforms of group B – Offered services. Personal elaboration on data collected by questionnaire

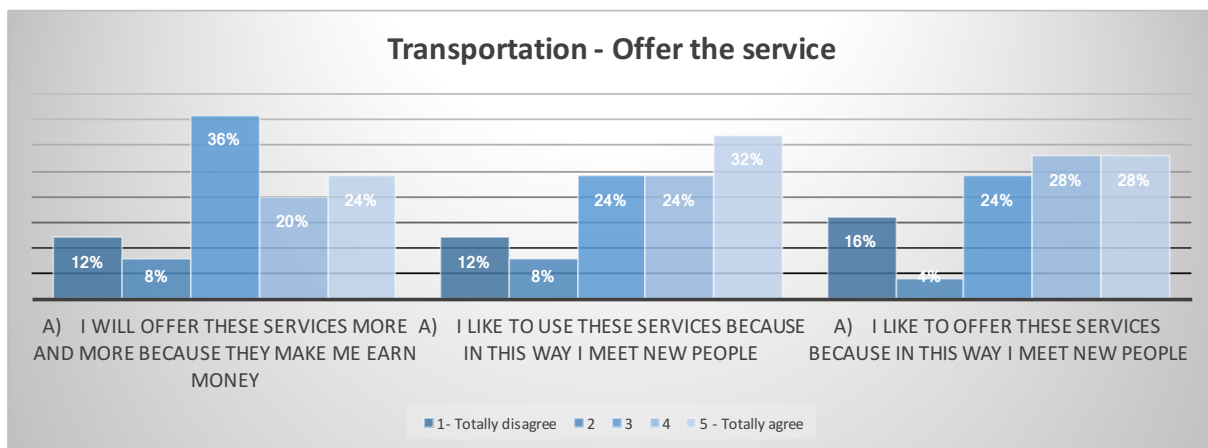


Figure 34 Graph on the opinion on sharing accommodation platforms of group B – offered services. Personal elaboration on data collected by questionnaire

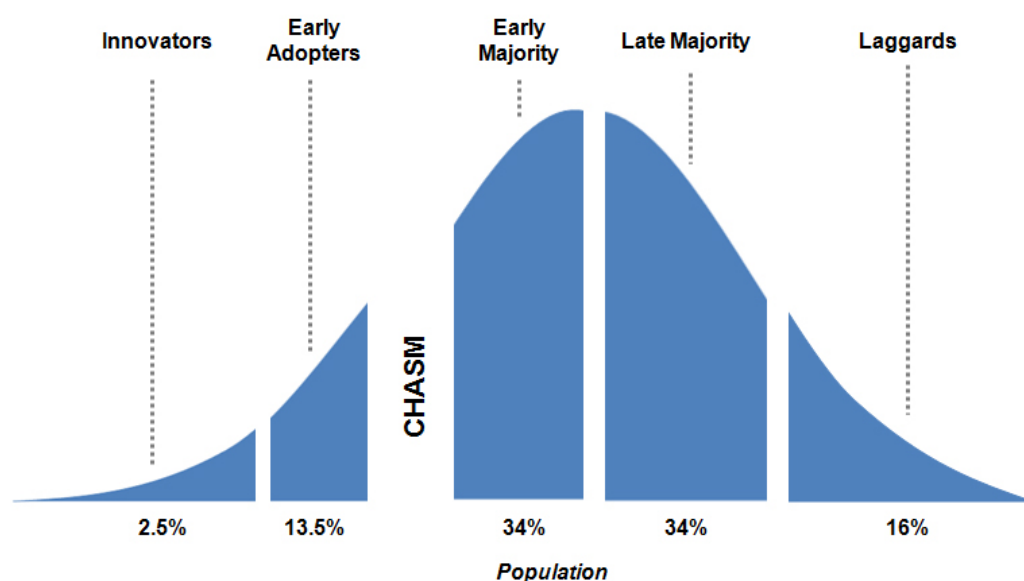


for transportation – *I like to use/offer these services because in this way I meet new people* – answers were positive, going in contrast with what we have seen in the respective statements but with all the answers of group B.

This is very interesting for the research. We may combine the fact that in general people of group B who only use the service are not interested in using those platforms more to meet new people. However, those who offer it do like this aspect, both in the using and offering action. Hence, the negative answers of group A may be linked to the fact that those respondents are still at the beginning of their “offering process” – hence they occasionally offer it - and are still very linked to the fact of earning money.

A possible explanation of those differences is that these aspects are linked to the consumer technology adoption life cycle.¹⁴² Considering the respondents of our sample as a whole, the segmentation we have made can be tailored on the innovation adoption curve graph (*figure 35*). Respondents in group B who offer the service can be seen as the innovators. The rest of group B are the early adopters – they are entering late in the market and they do it by only using (and not offering) the service. Finally, those in group A are spread throughout the early and late majority and the laggards, who again are entering slowly in the sharing economy platforms dynamics, but are willing to use them more. Users in the sharing economy platforms are in fact adopting the new technology innovation of sharing economies. Also the two industries, for the different characteristics they have, can be seen as “consumers” of the new

Figure 35 Consumer technology adoption life cycle curve. **Rogers, Everett** (1962). *Diffusion of Innovations*, Simon and Schuster



¹⁴² **Rogers, Everett** (1962). *Diffusion of Innovations*, Simon and Schuster.



innovation. In general, the transportation industry is the most mature with respect to the accommodation one, mainly in terms of awareness. This is suggested also by the fact that in *figure 33* there are still very conflictual answers. Probably this depends on the sentiment that people have toward the aims of using these platforms. Those more negative on the fact of using/offering the service to meet new people, could be that they are still in the early stages of the adoption of the technology. Where the main aim is still only to earn or save money, and the community aspect of the transactions/exchanges is still not seen.

In the next chapter all the conclusions of the analysis will be summarized.



Chapter 5 Conclusions

This dissertation presented a general analysis on sharing economies in the Italian business ecosystem. In the first two chapters a theoretical analysis was presented including different definitions on the concept of sharing economies and other terms related to them, such as *collaborative consumption* and *peer-to-peer consumption*. Then, an overview of the causes that brought to the diffusion of those new business models was explained. Those causes which fostered the rise of the sharing economy were: the financial economic crisis of 2008, the increasing environmental crisis, the emerging of new technologies, such as digital technologies, virtual networks and new open collaboration systems, then the resurgence of the concept of community and a higher price consciousness of people. All these factors have created the opportunity for the rise of many sharing platforms, where the supply chain is reduced by creating a direct contact between who offers a service or property and who needs it – hence a *peer-to-peer* model.

Then, the different typologies of those business models were listed, together with different classifications based on different criteria. Of those criteria the most important to note is the one of the *on-demand sharing* and the *relationship sharing* classifications. We will see that in the empirical study no difference was made of this classification, which was instead specified and explained in the theory. However, during the research examples of both representatives of the two definitions - *on-demand sharing* and *relationship sharing* - have been explicitly indicated for both the industries of accommodation and transportation. For the *on-demand sharing*, examples have been respectively Airbnb and Couchsurfing. While as regards *relationship sharing* examples chosen were Uber and BlaBlaCar. Uber was mentioned regardless of the fact that its sharing platform UberPop has been banned in Italy. This because it is still the most widely acknowledged transportation platform globally, hence it is expected that Italians have used it during their travels in foreign countries and understood its system. After analysing the data, findings were that in general people have a very different approach to those different business models (also with respect to the industry). Hence, maybe a further analysis could investigate the differences between the perception of the *on-demand sharing* and the more pure *relationship sharing* concepts in order to have a better understanding of consumer needs.



Then, a general presentation was provided of the industries that have been taken into consideration for the analysis, which were transportation and accommodation industries and the respective developments. Moreover, being acknowledged of how many of those businesses have experienced regulation and governmental blocks, a general overview was provided over the several issues concerning these economies and the respective regulations that are coping with them. In specific, the issues described were mainly those on self-employment and safety.

Furthermore, in the third chapter the empirical analysis was presented. From a report of the European Union commission it was seen that in Europe, and also Italy, very different consumers' behaviours patterns exist. This analysis tried to investigate the reasons of these differences. To summarize, *the aim of the research was to explore consumers' behaviours in sharing economies platforms concerning accommodation and transportation services, in Italy*. The questionnaire was submitted to people principally through social networks. This, in order to reach the younger generations.

The empirical analysis began with a general socio-demographic overview of the respondents to the questionnaire. To have a better understanding of the responses probably the groups of age could have been smaller, in order to also have an idea of the different perceptions in the age groups, as well. However, we were able to see the differences among answers based on occupation and subjective urbanization. From a total sample of 548, after removing the age outliers – all the over 41 years old – the analysed sample was conducted on 529 respondents.

First of all, a general analysis on both knowledge and sentiment that the sample had toward the sharing economies was presented. Here, the expectations were in general to find a sample not so keen on those concepts, but aware of the platforms. Findings here were the following:

- The sample in general does not have enough knowledge on the terms of *sharing economy* and the Italian counterpart (*economie collaborative*).
- However, the sample in general is aware of the example platforms that were submitted to them.
- The two most known platforms were Blablacar and Airbnb,
- While the two least were Uber and Couchsurfing – in particular the latter had a very low knowledge rate.



- Airbnb and Uber platforms were better known by the workers' occupation group, rather than the student one.
- Also, Uber was mostly known in the "big city" subjective urbanization group.

For what regards the statements asked over sharing economies platforms in general (after submitting a definition to respondents), respondents were requested to give an agreeability answer. Findings were the following:

- The sample understood the aim and meaning of the new concept of business model and in general agreed it is a new opportunity.
- Also, it agreed on the fact that it is a way to have goods or services at a lower price. However, the sample agreed only partially (there was a majority of "4" answers) and this was interpreted as a non-identification of sharing economies only with a price competitive advantage. This suggests that they are considered positive also for other aspects, rather than only the lower price.
- Then, the sample do not think that they will foster exploitation of workers, or that they will steal costumers from other traditional channels or that this is just a way to not pay taxes. Findings were opposite with respect to expectations, which were that these aspects are determinant for not using these platforms.
- Also, respondents in general think that sharing economies platforms are better than the older models (such as taxis and hotels) and they state that it is likely that they will substitute them mainly in the medium-low price range.

Furthermore, the analysis over the two different industries, the transportation services and the accommodation services platforms, was described. Firstly, in the usability questions respondents were segmented in two groups A and B. Group A included all the respondents which do not have a high usability knowledge on those specific platforms, since they have used them once or less. While group B included together all those interviewees who do use or offer those service occasionally or regularly. Findings here were that:

- group A's are bigger in numbers in both industries, hence there is a gap between those who do not use or know those platforms.
- The bigger group B between the industries, hence the one of the users, was the accommodation one.



- In general, in group B of both industries the sample mainly answered that the use of the platform occurs occasionally.

Interesting was the fact that in both industries, with respect only to the group sample of the subjective urbanization “big city”, group B’s percentages were always bigger than group A’s one. This suggests that respondents living in big cities use more sharing economies platforms in both industries. This is very much in line with expectations: people living in big cities have a greater awareness by having more chances to hear about those new platforms and technologies.

After this segmentation in group A and B, respondents were then asked to give an agreeability ranking to a specific set of statements which were the same for both industries, but different between the two groups. For what regards statements in group A, findings are the following:

- the sample do think that they could need those platforms at the expenses of traditional systems.
- In general, respondents wouldn’t say that they do not trust the platforms because they don’t know who is in charge. Interpretation was that or they do not know who is in charge and don’t have interest on it, or they don’t link the trust toward the platform to the fact of knowing who is in charge.
- The sample was not advised to not-use the platforms from friends or family members and do not think that they will never need those platforms.
- Also, respondents do not have a “trust-problem” in paying online – which was one expectation – and also doesn’t have a lack of trust toward who is the other peer of the P2P transaction.
- The sample, then, agrees on the fact that they will get more information over them because they will probably use them in the future.
- Hence, in general, the conclusion was that probably those people do not use these platforms, not because of a general lack of trust or of bad reputation of them, but simply because they haven’t had the chance to use them.
- Finally, the average made on all the four items which considered “trust” was 2,2, suggesting that in general group A does not have a lack of trust on sharing economies.



For what regards, group B, first of all, it is important to note that the expectations, based on the benchmark of the EU report, were fulfilled:

- Firstly, as seen, there is a gap between those who do not know and use the platforms (group A) and those who do (group B).
- Secondly, there is a gap in used and offered service, both in the accommodation and the transportations services.
- Also, in general those who use the service, use it mainly “occasionally” in both industries.

The findings over the statements asked to group B respondents are the following:

- the sample agrees that the platforms should be more advertised in Italy,
- and they agree that they are going to use them increasingly.
- Then, respondents did not have problems with regards to trust of entering a transaction with a stranger and also of renting/lending/offering their properties for fear of damage. Also, this finding was against expectations.
- However, they didn’t agree on the fact that they use and offer the service in order also to meet new people.
- Moreover, they do not think it would be complicated to offer the service or on the fact that they do not offer the service because they have no properties to share (this was partially reflected in some respondents in the accommodation industry).

Finally, a specific analysis on those respondents who offer the services was made and finding were:

- Contrarily from the answers of group B as a whole, in general respondents agreed that in transportation they “*will offer these services more and more because they make me earn money*”. However, this is not strongly true for accommodation.
- Then, in disagreement with the previous results, they agree that they like to “*use/offer these services because in this way I meet new people*”, this strongly in the transportation industry than the accommodation one.



The research aim was *to explore the consumers' behaviours in sharing economies platforms in accommodation and transportation services, in Italy*. Many were the findings in this consumers' analysis.

So considering only some findings, we can see those following similarities:

- Trust toward the peer is not a deterrent to both use and offer the services in both industries, and also for potential consumers (group A).
- Meeting new people is not an important element for those who use the service, but it is for those who offer it, suggesting a different perception on the reasons to use/offer the service.
- Earning money by offering the service is important to those who offer the service but not to those who doesn't. Again two different perceptions in the two groups.
- Also deterrents to offer the service were not confirmed by respondents. It is not true for them: that it would be complicated to offer it, that properties would be damaged (trust), and that they do not have properties to share (less strong in the accommodation industry).

In conclusion, the analysis showed that lack of trust, lack of communication or awareness and lack of properties, are not reasons for the difference in consumers' behaviours patterns in sharing economies. By seeing the overall answers of the sample, the interpretation was to link the consumer technology innovation adoption curve¹⁴³ to the different groups that were taken into consideration for the analysis. The segmentation of the adoption graph we have seen (*figure 35*) can be tailored on the groups:

- Innovators: those who offer the service in group B. Brave people, pulling the change.
- Early adopters: those who use the service in group B. respectable people, opinion leaders, who try new ideas but in a respectful way.
- Early majority (thoughtful people), late majority (skeptical people) and laggards (traditional people): who comprehend the rest of the respondents, hence group A's for the different industries.

¹⁴³ Rogers, Everett (1962). *Diffusion of Innovations*, Simon and Schuster.



A similar parallelism could be made also considering urban areas and industries as “consumers” which are adopting in different time stages this new technological innovation (sharing economies). For instance, big urban areas (big cities, megalopolises) can be seen as innovators or early adopters with respect to other smaller urban areas. Also industries, due to the different characteristics that they have, could be classified in a similar way. For example, we have seen how the ancestors of modern sharing economies were all the peer-to-peer second-hand exchange platforms, such as EBay. Those may be seen in the innovators class. While other more recent industries, such as the transportation and accommodation ones which we have analysed, may be seen as early adopters. However, a different and more precise analyse would be needed in order to confirm these theories.

In conclusion, although the sample cannot be generalized to the overall young Italian population, given the numbers of the respondents, the survey results and the exploratory study can be used for the development of future research on sharing economy platforms.

Exhibits

Exhibit 1: august 2017, www.google.com



Exhibit 2: august 2017

Couchsurfing is a global community of **14 million people** in more than **200,000 cities** who share their life, their world, their journey. Couchsurfing connects travelers with a global network of people willing to share in profound and meaningful ways, making travel a truly social experience.

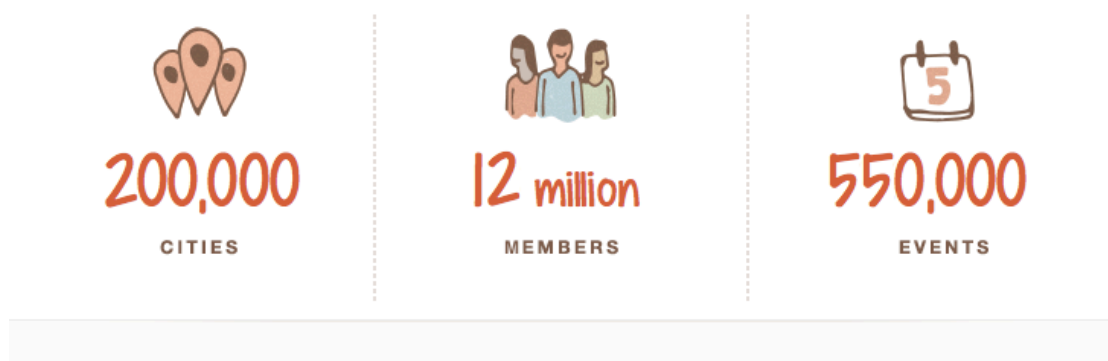




Exhibit 3, A: March 2017, *Flash Eurobarometer 438*, March 2016, The use of collaborative platforms, Italy dataset.

Flash Eurobarometer 438 - ITALIA
 VOLUME C Pondéré/Weighted Terrain/Fieldwork : 15 - 16/03/2016

Q1 Parmi les propositions suivantes, laquelle correspond à l'expérience que vous avez de ce type de plateformes ?

Q1 Which of the following matches your experience regarding this type of platform?

	Sexe		Age				Age de fin d'études				Urbanisation subjective			Composition du ménage				Echelle d'occupation du rép			
	Sex						Education (End of)				Subjective urbanisation			Household composition				Respondent occupation			
	Homme	Femme	15-24	25-39	40-54	55+	15-	16-19	20+	Tjs étudiant	Village rural	Petite moyenne ville	Grande ville	1	2	3	4+	Indépendants	Employés	Ouvriers	
IT	Male	Female							Still studying	Rural village	Small/ mid size town	Large town					Self-employed	Employee	Manual workers		
TOTAL	500	239	261	54	104	130	211	119	177	163	25	120	273	103	72	216	87	112	47	113	55
Vous n'avez jamais entendu parler de ces plateformes You have never heard of these platforms	260	106	154	27	44	61	128	84	93	56	12	63	145	48	45	116	35	53	21	39	34
Vous avez entendu parler de ces plateformes mais vous n'en avez jamais visité You have heard of these platforms but you have never visited them	152	78	74	19	26	47	61	27	54	57	13	36	76	40	22	63	32	33	14	45	11
Vous avez visité une ou plusieurs plateforme(s) de ce type et payé une fois pour un service You have been on one or more of these platforms and paid for a service once	16	10	7	1	8	3	4	1	4	11	0	2	8	6	1	7	4	5	2	4	3
Vous utilisez les services de ces plateformes occasionnellement (plusieurs fois par an) You use the services of these platforms occasionally (once every few months)	45	28	17	2	21	8	14	1	18	25	0	10	28	6	0	21	9	15	5	16	3
Vous utilisez les services de ces plateformes régulièrement (au moins une fois par mois) You use the services of these platforms regularly (at least every month)	24	15	10	3	5	12	4	5	6	13	0	8	15	2	5	9	7	4	3	9	5
Autre (NE PAS LIRE) Other (DO NOT READ OUT)	-	2	2	0	2	0	0	0	2	0	0	2	0	0	0	0	0	2	0	0	0
Aucune (NE PAS LIRE) None (DO NOT READ OUT)	-	1	1	0	0	0	1	1	0	0	0	0	1	0	0	1	0	0	0	0	0
NSP/SR/(NE PAS LIRE) DK/NA (DO NOT READ OUT)	-	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total 'Utilisé les services'	85	52	33	6	34	23	22	7	28	50	0	19	51	15	37	20	23	11	29	10	
Total 'Used the services'	17%	22%	13%	12%	33%	17%	11%	6%	16%	31%	##	15%	19%	14%	17%	23%	20%	23%	25%	18%	
Total 'Jamais utilisé les services'	412	184	228	46	70	108	189	110	146	113	25	99	221	88	67	179	66	86	36	84	45
Total 'Never used the services'	83%	77%	87%	84%	67%	83%	89%	93%	83%	69%	##	83%	81%	86%	93%	83%	76%	78%	77%	75%	82%



Exhibit 3, B: March 2017, *Flash Eurobarometer 438*, March 2016, The use of collaborative platforms, Italy dataset.

VOLUM

Q1 Parmi les propositions su l'expérience que vous avez de ce

Question	Echantillon		Type de téléphone				Utilisation des services				Régions - Region				
	IT	Non-IT	Portable uniquement	Fixe uniquement	Fixe & portable	Au moins une fois	Jamais	Au moins une fois	Jamais	Nord-Ouest	Nord-Est	Centro	Sud	Isole	
TOTAL	500	284	96	42	361	85	412	20	64	133	96	100	116	56	
Vous n'avez jamais entendu parler de ces plateformes You have never heard of these platforms	260 52%	164 58%	45 46%	36 84%	179 50%	0	260 63%	0	0	61 46%	48 50%	60 60%	59 51%	32 58%	
Vous avez entendu parler de ces plateformes mais vous n'en avez jamais visité You have heard of these platforms but you have never visited them	152 31%	81 28%	27 29%	6 14%	119 33%	0	152 37%	0	0	48 36%	29 30%	24 24%	39 34%	12 22%	
Vous avez visité une ou plusieurs plateforme(s) de ce type et payé une fois pour un service You have been on one or more of these platforms and paid for a service once	16 3%	7 3%	6 6%	0	10 3%	16 19%	0	5 23%	12 18%	5 3%	0	6 6%	2 2%	3 6%	
Vous utilisez les services de ces plateformes occasionnellement (plusieurs fois par an) You use the services of these platforms occasionally (once every few months)	45 9%	21 7%	13 14%	1 2%	31 8%	45 52%	0	10 48%	34 53%	13 10%	12 12%	4 4%	9 8%	6 11%	
Vous utilisez les services de ces plateformes régulièrement (au moins une fois par mois) You use the services of these platforms regularly (at least every month)	24 5%	8 3%	5 5%	0	19 5%	24 29%	0	6 29%	18 29%	5 4%	8 8%	6 6%	4 3%	1 3%	
Autre (NE PAS LIRE) Other (DO NOT READ OUT)	2 -	2 1%	0	0	2 1%	0	0	0	0	0	0	0	2 2%	0	
Aucune (NE PAS LIRE) None (DO NOT READ OUT)	1 -	1 -	0	0	1 -	0	0	0	0	1 1%	0	0	0	0	
NSP/SR (NE PAS LIRE) DK/NA (DO NOT READ OUT)	0 -	0 -	0	0	0	0	0	0	0	0	0	0	0	0	
Total 'Utilisé les services'	85 17%	36 13%	24 25%	1 2%	60 16%	85 ##	0 100%	20 100%	64 100%	23 17%	19 20%	17 16%	15 13%	11 20%	
Total 'Jamais utilisé les services'	412 83%	245 86%	72 75%	42 98%	298 83%	0 ##	412 ##	0	0	109 82%	77 80%	83 84%	98 85%	44 80%	

Exhibit 4:



Questionnaire:

1.

Quanto conosciamo la sharing economy in Italia?

Agosto 2017

Quanto conosciamo la Sharing Economy in Italia?

... vi chiediamo qualche minuto (promesso, non più di 6!) per rispondere ad alcune semplici domande sulle Sharing Economy in Italia.

PER CHI LO STO FACENDO? Mi chiamo Chiara, sono una studentessa dell'Università Ca' Foscari di Venezia e per la mia tesi di laurea magistrale sto analizzando il mercato delle Sharing Economy in Italia. Ti ringrazio infinitamente per questo tempo che mi concedi!

I dati raccolti saranno trattati per fini statistici, in forma aggregata ed anonima, nel pieno del rispetto alla Legge italiana sulla privacy (DL 196/03). GRAZIE!!

*Campo obbligatorio

1. Quanto conosci questi termini? *

1 sta per "per niente!" - 5 sta per: "molto bene!"

Contrassegna solo un ovale per riga.

	1	2	3	4	5
Sharing economies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economie collaborative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Una sharing economy è...

Una "Sharing Economy" è un modello di business dove i singoli individui possono usare, affittare, o farsi prestare beni di proprietà di un altro individuo. Per farvi capire meglio, degli esempi nel settore del trasporto sono Blablacar e Uber, mentre in quello degli alloggi o residenze possono essere Airbnb e Couchsurfing.

Con queste nuove piattaforme le persone possono condividere la propria auto, il proprio tragitto in macchina, o la propria casa con altre persone dietro compenso.

2. Ora che sai... Quanto conosci le seguenti sharing economy? *

1 sta per "per niente! Mai sentite!" - 5 sta per: "molto bene!"

Contrassegna solo un ovale per riga.

	1	2	3	4	5
Blablacar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Airbnb	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Couchsurfing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



2.

Quanto conosciamo la sharing economy in Italia?

Agosto 2017

3. Quanto sei d'accordo con le seguenti affermazioni e definizioni sulle Sharing Economy? * 1

Contrassegna solo un ovale per riga. 1 per niente! – 5 Molto

	1	2	3	4	5
Un modello economico in cui gli individui sono in grado di scambiare/affittare/prestare beni da un loro pari	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Una nuova opportunità per le persone di utilizzare beni e attività senza possederle e/o di fare soldi con le proprie proprietà.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creano lo sfruttamento di lavoratori subordinati	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rubano clienti ai canali tradizionali	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Un modo per ridurre gli sprechi causati dal modello economico capitalistico	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Un modo per guadagnare senza pagare le tasse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Un sistema per avere beni/servizi a minor prezzo o gratis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non sostituiranno mai i vecchi modelli, come alberghi e taxi, che a mio parere sono migliori	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sostituiranno i vecchi modelli soprattutto nella fascia medio-bassa di prezzo, mentre rimarranno dominanti i vecchi modelli nelle fasce alte o di lusso.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Necessitano di nuove leggi che li possano regolare al meglio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



3.

Quanto conosciamo la sharing economy in Italia?

Agosto 2017

Ora, alcune domande un po' più specifiche sulle sharing economy nei trasporti...

Rispondete alle seguenti domande tenendo presente la vostra esperienza nelle sharing economy in ITALIA per quanto riguarda la tipologia dei trasporti come: **Blablacar**, **Uber**

4. Quali delle seguenti corrisponde alla tua esperienza riguardo questi tipi di piattaforme (es. Uber, Blablacar)? *

Contrassegna solo un ovale.

- Mai sentita neanche una *Passa alla domanda 5.*
- Ne ho sentito parlare ma non mi sono mai interessato *Passa alla domanda 5.*
- Ne ho sentito parlare, sono andato a vedere ma non le ho mai utilizzate *Passa alla domanda 5.*
- Ne conosco una o più d'una, e ho pagato per un servizio una volta in Italia *Passa alla domanda 5.*
- Ne conosco una o più d'una, e ho pagato per un servizio una volta all'estero *Passa alla domanda 5.*
- Uso questi servizi occasionalmente *Passa alla domanda 6.*
- Uso questi servizi regolarmente (almeno una volta al mese) *Passa alla domanda 6.*
- Offro questi servizi regolarmente (almeno una volta al mese) *Passa alla domanda 6.*
- Uso e offro questi servizi occasionalmente *Passa alla domanda 6.*
- Uso e offro questi servizi regolarmente (almeno una volta al mese) *Passa alla domanda 6.*

5. A) Quanto sei d'accordo con le seguenti affermazioni su questo tipo di piattaforme (Uber, Blablacar)? *

1 sta per "per niente d'accordo!" - 5 sta per:"molto d'accordo!"

Contrassegna solo un ovale per riga.

	1	2	3	4	5
Non mi servono queste piattaforme perché uso i sistemi tradizionali (ex. taxi)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ho sentito parlare poco o niente di queste piattaforme tra le mie conoscenze	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ho sentito parlare poco o niente di queste piattaforme nei canali di comunicazione (Tv, radio, social network)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Penso che in futuro andrò ad informarmi su queste piattaforme perché potrebbero servirmi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Credo che queste piattaforme non mi servano e non mi serviranno mai	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non mi fido di queste piattaforme perché non so chi è il responsabile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non mi fido di queste piattaforme perché devo pagare online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non mi fido di questa modalità perché non conosco con chi potrei avere a che fare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non mi sento tutelato nell'usare questo genere di piattaforme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amici o familiari mi hanno sconsigliato di usarle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Passa alla domanda 7.



4.

Quanto conosciamo la sharing economy in Italia?

Agosto 2017

6. B) Quali delle seguenti corrisponde alla tua esperienza riguardo questi tipi di piattaforme (es. Uber, Blablacar)? *

1 sta per "per niente d'accordo!" - 5 sta per:"molto d'accordo!"

Contrassegna solo un ovale per riga.

	1	2	3	4	5
Userò i loro servizi sempre di più perché mi fanno risparmiare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offrirò questi servizi sempre più perché mi fanno guadagnare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mi piace usare questi servizi perché in questo modo conosco nuove persone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mi piace offrire questi servizi perché in questo modo conosco nuove persone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non ho mai pensato di poter offrire anche io il servizio, credo sia complicato	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non offro il servizio perché non ho proprietà da poter condividere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non offro il servizio perché non ho abbastanza garanzie su chi lo usa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ho paura di cosa potrebbe succedere alle mie proprietà se offrissi il servizio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mi piace usare questi servizi, ma in gruppo perché da solo/a non mi sento al sicuro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Queste piattaforme andrebbero pubblicizzate di più in Italia, perché in pochi le conoscono e le usano	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Passa alla domanda 7.



5.

Quanto conosciamo la sharing economy in Italia?

Agosto 2017

Ora, alcune domande un po' più specifiche sulle sharing economy degli alloggi...

Rispondete alle seguenti domande tenendo presente la vostra esperienza nelle sharing economies in Italia per quanto riguarda la tipologia degli alloggi o abitazioni come: Airbnb, Couchsurfing,

7. Quali delle seguenti corrisponde alla tua esperienza riguardo questi tipi di piattaforme (es. Airbnb, Couchsurfing)? *

Contrassegna solo un ovale.

- Mai sentita neanche una *Passa alla domanda 8.*
- Ne ho sentito parlare ma non mi sono mai interessato *Passa alla domanda 8.*
- Ne ho sentito parlare, sono andato a vedere ma non le ho mai utilizzate *Passa alla domanda 8.*
- Ne conosco una o più d'una, e ho pagato per un servizio una volta in Italia *Passa alla domanda 8.*
- Ne conosco una o più d'una, e ho pagato per un servizio una volta all'estero *Passa alla domanda 8.*
- Uso questi servizi occasionalmente *Passa alla domanda 9.*
- Uso questi servizi regolarmente (almeno una volta al mese) *Passa alla domanda 9.*
- Offro questi servizi regolarmente (almeno una volta al mese) *Passa alla domanda 9.*
- Uso e offro questi servizi occasionalmente *Passa alla domanda 9.*
- Uso e offro questi servizi regolarmente (almeno una volta al mese) *Passa alla domanda 9.*

8. A) Quanto sei d'accordo con le seguenti affermazioni su questo tipo di piattaforme (es. Airbnb, Couchsurfing)? *

1 sta per "per niente d'accordo!" - 5 sta per: "molto d'accordo!"

Contrassegna solo un ovale per riga.

	1	2	3	4	5
Non mi servono queste piattaforme perché uso i sistemi tradizionali (ex. taxi)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ho sentito parlare poco o niente di queste piattaforme tra le mie conoscenze	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ho sentito parlare poco o niente di queste piattaforme nei canali di comunicazione (Tv, radio, social network)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Penso che in futuro andrò ad informarmi su queste piattaforme perché potrebbero servirmi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Credo che queste piattaforme non mi servano e non mi serviranno mai	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non mi fido di queste piattaforme perché non so chi è il responsabile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non mi fido di queste piattaforme perché devo pagare online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non mi fido di questa modalità perché non conosco con chi potrei avere a che fare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non mi sento tutelato nell'usare questo genere di piattaforme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amici o familiari mi hanno sconsigliato di usarle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Passa alla domanda 10.



6.

Quanto conosciamo la sharing economy in Italia?

Agosto 2017

9. B) Quali delle seguenti corrisponde alla tua esperienza riguardo questi tipi di piattaforme (es. Airbnb, Couchsurfing)? *

1 sta per "per niente d'accordo!" - 5 sta per:"molto d'accordo!"

Contrassegna solo un ovale per riga.

	1	2	3	4	5
Userò i loro servizi sempre di più perché mi fanno risparmiare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offrirò questi servizi sempre più perché mi fanno guadagnare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mi piace usare questi servizi perché in questo modo conosco nuove persone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mi piace offrire questi servizi perché in questo modo conosco nuove persone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non ho mai pensato di poter offrire anche io il servizio, credo sia complicato	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non offro il servizio perché non ho proprietà da poter condividere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non offro il servizio perché non ho abbastanza garanzie su chi lo usa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ho paura di cosa potrebbe succedere alle mie proprietà se offrissi il servizio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mi piace usare questi servizi, ma in gruppo perché da solo/a non mi sento al sicuro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Queste piattaforme andrebbero pubblicizzate di più in Italia, perché in pochi le conoscono e le usano	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Passa alla domanda 10.



7.

Quanto conosciamo la sharing economy in Italia?

Agosto 2017

HAI QUASI FINITO!

GRAZIE INFINITE PER IL TEMPO SPESO!! - Qualche ultima domanda su di te ... -
(Ti ricordiamo che i dati raccolti saranno trattati solo per fini statistici ed in forma anonima, secondo la legge italiana sulla privacy.)

10. Età: **Contrassegna solo un ovale.*

- Under 16
 16-30
 31-40
 41-50
 51+

11. Sesso **Contrassegna solo un ovale.*

- Uomo
 Donna

12. Occupazione: **Contrassegna solo un ovale.*

- Studente
 Lavoratore
 Libero Professionista
 Top manager / Imprenditore
 In cerca di occupazione
 In-occupato
 Pensionato
 Altro: _____

13. Titolo di studio (Se ancora in carriera, scegliere quello che si sta conseguendo) * Contrassegna solo un ovale.

- Diploma di scuola superiore (tecnico)
 Diploma di maturità (liceo)
 Laurea triennale
 Laurea magistrale specialistica
 Master (primo o secondo livello)
 Dottorato di ricerca
 Altro

14. Area urbana di residenza: come descriverebbe l'area urbana dove risiede? * Contrassegna solo un ovale.

- Campagna o piccolo Paese
 Città medio / piccola
 Grande città

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