

Reasons for growth and success in the new model of participatory economics using past research

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Abstract— *The increasing growth of technologies has led to the creation and development of a sharing economy. Extensive studies have been done in the area of communal economics in the last decade. Each of which has explored the common economy in individual cases, but the key to success and effectiveness in the sharing economy is that there is extensive research that needs to be done in order to pave the way for future research and to create a perspective. Extensive is required. This research provides a comprehensive and systematic review of past research and ways of working to understand past trends and future directions.*

This review article examines the academic literature and research in collaborative economics to find key concepts and their relevance and provides an integrated view of the definitions of collective economy effectiveness in four dimensions. These are key factors in the success of the sharing economy, which include economic aspects, social factors, emotional values, and the environment. A review of articles and research from 2015 to 2019 using content analysis will be presented in an overall well-understood framework of the sharing economy.

Keywords—*Key Factors, Motivation, Sharing Economy, Value.*

I. INTRODUCTION

In recent years, with the rapid growth of technology and online businesses, a new blend of online businesses and people's participation has generated revenue. Using valuable tools for reuse without cross-ownership is cross-sectional and participatory. In 2008, due to the economic downturn, a new form of business was created (Heinrichs, 2013). In 2010, the word "sharing economy" was written in the written book (Botsman & Rogers, 2010). The face of economies has shifted from the production and sale of products to the use of valuable and durable goods for repeated use and financial gain. Many sectors, including transportation, tourism, housing, have undergone major changes and experienced a major transformation. People are sharing their resources in new and innovative ways to generate interest (Botsman & Rogers, 2010). This approach will lead to sustainable consumption in the economy. This process has disrupted these industries with the least responsibility of the owners and with the least cost and greater comfort (Eckhardt & Bardhi, 2015).

Leading companies in this model, such as Uber in shipping, Airbnb in accommodation, Kiva Loan, Kickstarter in tool sharing, are all in the business of subscribing instead of traditional models and it is anticipated that this Development from 2014, which totaled \$ 14 billion, will reach \$ 335 billion in 2025 (PwC, 2015). In 2015, China's communal economy is considered a national priority (Li, 2016).

All of the above discussion ultimately concludes that the collaborative economy of various dimensions is not yet fully developed and warrants further research (Dillahunt, Lampinen, O'Neill, Terveen, & Kendrick, 2016). Due to the development and inclusion of the sharing economy in various sectors, many sectors, including transport, tourism, housing, have experienced significant changes. This process has disrupted these industries with the least responsibility of the owners and the least cost and comfort (Eckhardt & Bardhi, 2015). These sweeping changes have led experts in these fields to rethink their future, and extensive research has been conducted on the performance

and different dimensions of success in the collaborative economy. It has been studied about factors in different conditions and places and different ways. But this widespread and uncertain future in the communal economy requires the gathering of research in this area in an integrated and purposeful way for future goals and prospects.

The next section describes the research steps that will explain how to reach the articles and selection criteria and what keywords to access the research and from what database was accessed. In the third section, we will investigate the various aspects of the common economy and extract key points from each article and compare their performance. And in the final section, we will conclude with a discussion of the outputs, limitations, and issues of future research.

II. HOW TO DO IT

Due to the importance of the topic of communal economics in recent years and much research has been done, the article attempts to examine some of the most recent research conducted from 2015 to 2019 and collect reports on the performance of each in a specific part of the communal economy. To search for searches from the databases of Elsevier, Science Direct, ISI web of knowledge, google scholar Scopus, Springer, IEEE is used which uses the keyword common keyword subsidiary key factors, motivation and value. Searched. 43 articles were collected in this area and 17 were reviewed thoroughly and the rest were excluded for ineffectiveness. Out of these, 10 articles were selected for each of the articles referring to the key issues of the sharing economy and the most up-to-date dates for the ever-changing technology and approaches.

Table 1- Researches reviewed

Title	Author / authors	Release Year	Journal title or conference
Motivational Factors of Collaborative Consumption in The Era of Sharing Economy	Iin Mayasari and Handrix Chris Haryanto	2018	Gadjah Mada International Journal of Business
Consumers' value co-creation in sharing economy: The role of social support, consumers' ethical perceptions and relationship quality	Waqar Nadeema	2019	Technological Forecasting & Social Change
Assessing the impact of knowledge and perceived economic benefits on sustainable consumption through the sharing economy: A sociotechnical approach	Amal Dabbousa	2019	Technological Forecasting & Social Change
Shedding light on sharing ECONOMY and new materialist consumption: An empirical approach	María del Mar AlonsoAlmeida	2020	Journal of Retailing and Consumer Services
A strategic framework for a profitable business model in the sharing economy	V. Kumar	2017	Industrial Marketing Management
How do consumers in the sharing economy value sharing? Evidence from online reviews	Xun Xu	2020	Decision Support Systems
A qualitative investigation of micro entrepreneurship in the sharing economy	Tingting Zhanga	2019	International Journal of Hospitality Management
Redundancy in the sharing economy	Ke Rong	2019	Resources, Conservation & Recycling
Empirical analysis of customer motives in the sharing economy: a cross-sectoral comparison	Birte Balck	2015	factually of economics and management
What Makes the Sharing Economy Successful? An Empirical Examination of Competitive Customer Value Propositions	Tingting (Christina) Zhang	2018	Computers in Human Behavior

III. FINDINGS

2-1 Investigated Investigations

Consumer behavior must be examined to determine the factors that influence people's willingness to use a sharing economy. In general, the behavior of customers in purchasing goods from purchase to permanent ownership to temporary ownership has changed (Matzler, Veider, & Kathan, 2015). Because it is out of ownership it is very suitable for environmental protection (Rosenberg, 2013).

Reference One: Motivational Factors of Collaborative Consumption in The Era of Sharing Economy (Mayasari & Haryanto, 2018), it examines motivational factors and changes in consumer patterns Is With Users of Go-Jek (Shipping-East Asia), GRAP (Shipping-Singapore), Airbnb (Accommodation-America), OLX (Freight-Europe), Bukalapak (Freight-Europe Services) companies In-depth interviews were conducted with at least one interviewer using this service.

According to Schor research in 2015 (Schor & Fitzmaurice, 2015), the five most effective factors in motivation are 1. The economic aspect is the most important factor. 2- Motivating tools for greater profit 3- Increasing popular communication to share and point-to-point consumer interaction with service providers 4- Emotional factors for communicating with other new experiences 5- Environmental aspect one of the most effective Creating a shift from buying goods to sharing and the effects of climate change. Added to this article is the personal value aspect that results from these six aspects in the following three sections: Sharing Transportation, Accommodation and Goods and Services:

1. The economic aspect: The communal economy is divided into three sectors: the server, the client and the service provider, which is the biggest driver of sharing use in the three economic aspects. It is important for the client to reduce costs and for the client to use their existing capabilities for profit and efficiency. This is one of the effective factors in motivating the use of the sharing economy. In the transport sector, the reasonable price of receiving services in the accommodation sector, use of vacancies in order to find cheaper accommodation and cheaper travel, and in the commodities sector, reselling goods for profit or finding a more affordable price, financial incentive for the use of sharing economy has been proposed.

The tool aspect: One of the consumer behaviors is the sale of second-hand goods (Jacoby, Berning, & Dietvorst, 1977). That is the sharing economy of goods and services, people can supply the goods, rather than buy a new one at

a more reasonable price, or vice versa. Instead of renting a hotel, a house or a workplace, renting only one room in the accommodation sector is ultimately in the transport sector for easy transportation and to avoid traffic problems.

Social Aspects: Shared use has had a significant impact on people's social lives through friendship, social bonds, and empathy. Social connections are strengthened by sharing (Schiell, 2015). In the area of goods and services, it will bring more social prosperity. It promotes social relations in the housing sector and promotes social interaction in the shared use of transportation.

Emotional Aspects: Personal enjoyment and satisfaction and experience of excitement and acquaintance with various people are emotional aspects. Sharing can be guided by personal and emotional emotions (Binninger, Ourahmoune, & Robert, 2015). You can interact with other people by selling goods and services. Accommodation can make people familiar with different cultures and create a new and exciting experience in transportation.

Environmental aspect: One of the effective factors in motivating the environmental aspect is that people will use the environment when using transportation or accommodation and goods and services to protect the environment by reducing air pollution and reducing waste and greater productivity. The Internet has facilitated sharing and one of its main benefits is in improving the environment (Matzler et al., 2015).

6. Personal Value Aspects: In this article, the author named personal value as one of the effective factors in motivation. This implies that in the individual life of each individual, values are important to him or her, which can be benevolent human values. One of the reasons for selling second-hand goods is the desire to do good (Katz-Gerro, Greenspan, Handy, & Lee, 2017).

2. Second Reference: Consumers' value co-creation in sharing economy: The role of social support, consumers' ethical perceptions and relationship quality (Nadeem, Juntunen, Shirazi, & Hajli, 2019), in providing a model of customer records for value creation purposes. It has been empirically done in the collaborative economy. Experimental data from Y-generation consumers are analyzed using structural equations. The results are as follows:

Suppliers or intermediaries of the sharing economy must gain emotionally and emotionally engaged clients to gain social support by engaging them in empirical mechanisms and creating a positive customer experience. That is, effective and deep relationships can be established by analyzing and identifying each category of customer. This

process will increase customer confidence and satisfaction and create value for the customer. Consumers should receive full assurance from the service provider in terms of security and privacy. In general, social support has an impact on value creation. Improving customer experience affects trust and satisfaction, but trust and commitment do not affect value creation.

3.Third Reference: Assessing the impact of knowledge and perceived economic benefits on sustainable consumption through the sharing economy: A sociotechnical approach (Dabbous & Tarhini, 2019),that examines the factors influencing the continued use of the sharing economy. Initially, we have reviewed 15 articles on factors affecting shared use in recent years from 2010 to 2019. Then, using a questionnaire, 214 users of data sharing economics were obtained and structural equations were obtained. Using a technical framework, it examines the impact of trust and a positive attitude on the components that influence sustainable use.

The results show that economic benefits have a direct role in sustainable consumption and have no effect on trust and a positive attitude. The impact of knowledge on positive trust is assessed and on factors affecting indirectly the use of sharing economy. Technology fit provides positive results in trust in the sharing economy and has an indirect impact on the intention to continue participating. The positive effects of information quality on trust in the sharing economy have an indirect effect on the continued use of shared use. Knowledge has a positive effect on attitude, and the use of continuous use has an indirect effect, and the results are positive on the social aspect, but the indirect effect It has common use in sustainable economics.

4.Reference Four: Shedding light on sharing economy and new materialist consumption: An empirical approach (del Mar Alonso-Almeida, Perramon, & Bagur-Femenías, 2020), divided into 5 sections, using a survey of 384 individuals, to determine the impact of the new materialism. Assess the communal economy Part I drivers of the communal transport sector measure the second part by the amount of participation, the third part the individuals' awareness, the fourth part the social awareness and the last distribute the variables of the social characteristics of the individuals.

The results show that traditional materialism has become obsolete, and the possessions and enjoyment of having too many goods become obsolete, and the new materialism in which to enjoy and use others' experiences in a sensual and empirical way. Is growing. And shoppers are more likely to think about their purchases and are obsessed with

purchasing goods because of their high awareness. Increasing personal and social awareness is one of the factors contributing to the large volume of information and comparing and using the experiences of others. The results show that women are more susceptible than men to the use of a sharing economy and more sensitive to social factors. And the providers should take this into consideration. One of the main drivers of the social economy of social media sharing is to contribute to the awareness of society about the equality of justice. One of the main drivers of the collaborative economy is social media, which can provide community service providers with the opportunity to promote and engage with consumers. People under the age of 28 are also a large group of users of the sharing economy.

5.Fifth Reference: A strategic framework for a profitable business model in the sharing economy (Kumar, Lahiri, & Dogan, 2018)This article addresses three generations of sharing economy consumers and factors affecting sustainable consumption for each group.

For this purpose, 90 people used communal economics and 43 unstructured interviews. In which people are divided into four groups of Baby boomers, X, Y, Z. There is the highest rate of the collaborative economy in the Y group, born between 1980 and 2000, who can work both as a consumer and a service provider at the same time and are more interested in working as a freelance individual. We can encourage their strategy to share their views and try to use their sense of independence and motivate them to use digital marketing. That baby boomers were born in 1964-1946 and were born after World War II. They have had a difficult life and they value their products and services. These customers are profitable for the sharing economy. They can focus on value-added housing based on their age. The X group are people born in 1965-1965 wanting to get the most useful services and products at the least cost. Their loyalty is very low. To get the attention of this group, we need to use applied technology and persuade them through training to use sharing economics and be more effective in communicating with this email group. Group Z, born in 2000 and resembling Group Y. And they are generally compatible with technologies. For this group, user focus and content production should be focused on. They are digital natives and accept their peers, and they should be provided by these collaborative groups. New economic models have emerged that have shifted both sides of this framework from their previous practice of B2C to C2C or peer 2peer. Consumer and service provider behavior has changed so much that the consumer does not need to purchase the ownership of the service and can cross-sectionally utilize it and the provider does not need a

complex and extensive process to deliver the service. Provide cross-functional and timely service conditions, but provider companies are the intermediary between the two to match the conditions and obtain the most ideal conditions for both parties and a sharing economy where consumers can connect point to point. (Mayasari, Haryanto, & Wiadi, 2017). And day by day, the number of consumers who have previously tended to own property but are now switching to shared use is increasing and they are obtaining their products and goods on a temporary basis (Matzler et al., 2015). The use of services and goods is made possible by sharing (Bardhi & Eckhardt, 2012).

6.Sixth Reference: How do consumers in the sharing economy value sharing? Evidence from online reviews (Xu, 2020) that examines the behavior of online community economy users in housing and its impact on satisfaction and ongoing consumption. Data from two companies in Airbnb and Expedia Shared Accommodation is used for traditional hotel accommodation. The data were from the City of Los Angeles and were surveyed from October 17 to October 18, 2019. This is done by reviewing the ratings and ratings of users of text mining.

Residential service features are divided into three categories: enhanced sharing, reduced sharing, and shared use of flat-rate agents. And the characteristics of customer satisfaction were also divided into three parts: Factors affecting satisfaction, high sharing, and low sharing. Users of subscription services who have a wide range of consumption compared to consumers with low subscriptions economically and More social attention. At RESO Hotel, consumers tend to see more photos or videos of the room, but in sharing economy accommodation, the convenience and emotional side of it are more pronounced. And the unconventional aspects of the hotel industry, such as the style of the rooms and the security, neighborhood and host interaction with other guests, are important, but focus more on hotel proximity to recreational centers and attractions and quality of service. In both cases, the economic aspect and the cost of housing are very important.

7.Reference Seven: A qualitative investigation of micro entrepreneurship in the sharing economy(T. Zhang, Bufquin, & Lu, 2019) at Airbnb Accommodation Company. Sixty service providers were interviewed on this platform. Information collected from August to November 2017.

- Financial incentives are one of the factors contributing to a person becoming a service provider in the sharing economy.

- Cultural incentives are one of the factors contributing to entrepreneurship in the sharing economy.
- The social factor is the next motivation that influences the interviewees to start a business.
- The freedom and transparency of the job are one of the factors contributing to entrepreneurship in the sharing economy.
- Flexibility incentives are positively associated with turning a person into a service provider in a sharing economy.

The negative factors mentioned in this article are the lack of privacy stress caused by a lack of recognition of guests or damage and theft from the accommodation.

8.Reference eighth: Redundancy in the sharing economy (Rong, Xiao, & Wang, 2019), which deals with redundancy in the collaborative economy, which depends on market dimensions of competitive strategies and costs. It focuses on data from two Chinese companies in the field of shared bike Mobike and OfO. Interview and quantitative analysis were used.

The results suggest that market structure and the number of competitors have influenced redundancy. Due to increased efficiency, competition should be avoided, and consumer confidence should be reduced to reduce revenue. When there is uncertainty for the consumer, there are three ways to leave or change the platform. The platform changes because of its ease of use in the consumer economy and switches to another provider. Improve service and provide appropriate services and monitor the government for example fines for faulty bicycles. Due to the financial attractiveness of payment in the sharing economy, many companies are looking to provide online services, which creates this redundancy.

9.9th Reference: Empirical analysis of customer motives in the sharing economy: a cross-sectoral comparison (Balck & Cracau, 2015) that examines the motivation of German consumers in the communal economy in the four domains of housing, transport, goods, and clothing.

The results show that the four main motivations are financial, access, environment and non-ownership. That the transportation sector is a concern because of lower costs and less environmental pollution. In the area of housing, financial interest is still a top priority. In the commodity sector, access to goods without ownership is an important factor. In the clothing sector, access to special clothing and the prevention of environmental pollution are important factors.

Open Access

10. Reference Tenth: What Makes the Sharing Economy Successful? An Empirical Examination of Competitive Customer Value Propositions (T. C. Zhang, Gu, & Jahromi, 2019) is aimed at creating value for the customers of the sharing economy.

This was done in 1285 samples using qualitative and quantitative analysis. The four main factors are socio-economic and technical issues in creating effective value.

The results show that the economic aspect has been the first effective factor in creating value for consumers and has a positive effect on value creation in terms of new experience and emotional value sharing. To re-purchase or use social services creates social value and economic

incentives. it is affected. Emotional values also have a positive impact on attitudes toward the sharing economy.

2-2 Comparison of research done

In this section, the advantages and disadvantages of each article are discussed in Table 2.

Table 2. Comparison of the research work reviewed

Title	Advantages	Disadvantages
Motivational Factors of Collaborative Consumption in The Era of Sharing Economy	Investigating Factors Affecting Motivation in Three Major Sections of Sharing Economy Adding New Motivation in the Name of Personal Value	The approach is qualitative and no hypotheses have been tested.
Consumers' value co-creation in sharing economy: The role of social support, consumers' ethical perceptions and relationship quality	Using customer records to motivate and persist in the sharing economy	From a customer standpoint, it has not been examined from both the service provider and service provider divisions.
Assessing the impact of knowledge and perceived economic benefits on sustainable consumption through the sharing economy: A sociotechnical approach	It was a technical article, and it explores all the issues with the two trust mediators and the attitude that the two have on the factors.	The study is general and has been conducted in the mena area.
Shedding light on sharing ECONOMY and new materialist consumption: An empirical approach	Investigating the effective factors with the new materialist approach for customers is a quantified and tested approach	Samples were specific for one area and may not be comprehensive in another.
A strategic framework for a profitable business model in the sharing economy	Divides customers into a sharing economy into four categories and offers suggestions for the sustainability of each group	The research is not quantitative and has only been examined on the client side
How do consumers in the sharing economy value sharing? Evidence from online reviews	A Comparison of the Participatory Economy Approach to Online Hotel Accommodation	It has only been studied in the housing sector and has been in the City of Los Angeles
A qualitative investigation of micro entrepreneurship in the sharing economy	Investigating the Effective Factors in Motivating Airbnb Service Providers	It has only been examined in the Housing Services section
Redundancy in the sharing economy	Investigating redundancy in the sharing economy is a quantitative and qualitative approach	Failure to provide a model for redundancy in the sharing economy

Empirical analysis of customer motives in the sharing economy: a cross-sectoral comparison	Investigating the Effective Factors in the Four Sections of the Common Economy of Transport, Housing, Goods and Clothing in Germany	In a specific area and may not be comprehensive
What Makes the Sharing Economy Successful? An Empirical Examination of Competitive Customer Value Propositions	A quantitative and qualitative approach was to examine the factors that contribute to the success of the sharing economy	The paper has developed a qualitative approach

In all of the articles reviewed, the financial aspect is considered to be the priority for creating value creation. The social, emotional and environmental aspects are important to both parties in the sharing economy, for example to the service provider and the emotional dimension after the financial aspect. It is important to include the personal satisfaction of maintaining personal independence, a new experience of helping others differentiate the sharing economy with other online businesses. In the social aspect, the interaction of most people is one of the important points in that aspect, and in the environmental aspect, due to the use of sharing economy in different sectors, it preserves the environment of the reuse of goods and no need to buy some goods. But in all of these studies, one side of the three dimensions of communal economics has been examined. As we know the sharing economy is from the client to the service provider but in the research, it is usually only evaluated on the client-side which does not cover the entire sharing economy. To create value creation in sharing, it must be quantitatively and qualitatively examined in all aspects to cover the effective factors that affect all aspects of the sharing economy.

IV. CONCLUSION

The content analysis of the articles has been studied and the key concepts and methods and structures of previous research and achievements of each article have been analyzed using qualitative analysis. In examining the four dimensions of the success of a sharing economy, financial incentives, social aspects, emotional aspects, and the environment have been various incentives among all previous researches that motivate summarizing and qualitatively analyzing index incentives including economic benefits, aspects Social and emotional, environmental issues are among the results that have a direct and positive impact on motivation for the use of the sharing economy. These characteristics are considered the most important economic aspect of the relationship between the client and the client. Provides a shared service

without affecting any intermediary Has a direct impact on value creation on the sharing economy. Emotional aspects in both the client and the client segments are of great importance in social aspects to enhance the social interactions of the person-to-person relationship in service delivery, both of which are independent and not dependent on the service provider. In the environmental aspect, the three sectors of the communal economy have been of great interest and are a good way to protect the environment due to shared use and no need to purchase goods or use freight.

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