Abstract

The economy has passed from a period of abundance, during which people had access to many goods and services to a situation where only through the act of “sharing” can they be enjoyed. This study sums up what this is and how the collaborative economy has evolved, promoting new lines of future research in a field that, as it is relatively new, still lacks consolidated scientific literature. To assess consumer perceptions, a quantitative population study was run on a sample of 370 consumers. The results obtained through a web questionnaire reveal generalised knowledge of what the collaborative economy is. However, they also reveal that although we consume collaboratively, in general, these same consumers are not promoters or “creators”, not embarking on collaborative initiatives. It was also found that traditional media are giving way to internet-based tools such as social networks, which are better adapted to the new collaborative business models.

Keywords: collaborative economy, collaborative consumption, business model, sharing, communication.

JEL codes: O35, P46.
1. Introduction

In recent decades, consumers’ use of new technologies and, in particular, Internet, has changed the way we consume (Varma et al., 2000), buying second-hand clothes or lending out our own holiday home. This is collaborative economy or collaborative consumption.

In this new economic model, property ownership takes a back seat: what matters is access to these goods and services and what they provide (Stokes et al., 2014). Now we no longer pay to buy products; we pay to use them (Owyang et al., 2013). Walsh (2011) predicted in Time magazine: “Collaborative economics is one of the ten ideas that will change the world,” and Geron (2014) in Forbes magazine estimated that global revenues from the economy between private individuals exceeded 2.5bn, thus increasing by 25% compared to the previous year. The importance of this phenomenon has increased (Fernandez, 2016), particularly from 2007 up to the present time. This growth has been due to various economic, socio-cultural, environmental and technological factors (Belk, 2014, Ozanne and Ballantine, 2010; Mikusova, 2010; Möhlmann, 2015). This new philosophy is also moving into business: new business models are being created through collaboration between professionals (Owyang et al., 2013).

This phenomenon implies a paradigm shift in the economic system and the interest it arouses in society is increasing (Hamari et al., 2015). The great impact it is having on our environment and its significant potential growth in the coming years is precisely what has motivated this study. The objective is to provide a summary through a theoretical-descriptive framework that offers an explanation of what is understood by the collaborative economy (definition, origin and context) and go further into its conceptualisation, as well as its development. The article describes its main driving forces and the areas that are currently being most affected. One single paper summarises a topic of maximum interest for today’s society and for which there is as yet no thorough scientific knowledge. This summary shows that the collaborative economy consists of different components, consequently opening the door to new lines of research. There are also three questions to be answered: 1. Does the population know what the collaborative economy is? 2. What is the degree of acceptance of the collaborative economy by the population? And 3. Can social media replace traditional media in collaborative business models? A quantitative population study run offers an initial approach to clarify consumer perceptions of the collaborative economy.

This work has been set out as follows: it starts off by setting a theoretical-descriptive framework. It then comments on the factors that have favoured a boost in –or have been barriers to– businesses based on the “Peer to Peer” system. After this first theoretical approach, followed the quantitative research.
2. Theoretical and descriptive framework

2.1. What is the collaborative economy?

The term “collaborative economy” was coined for the first time by Ray Algar in an article entitled Collaborative Consumption, published in 2007 in Leisure Report, however the current concept of collaborative consumption started to become popular in 2010 with the publication of the book “What’s mine is yours” (Botsman & Roo, 2010). “Collaborative consumption occurs when people participate in organised exchange, barter, trading, renting, exchange and groups to obtain the same pleasures of ownership with a reduction in costs and personal burden, and a lower environmental impact”. Figure 1 shows the differences between a collaborative and non-collaborative environment.

Figure 1. Producer and consumer – collaborative versus non-collaborative

This form of collaboration takes place through “Peer to Peer” platforms (henceforth P2P), which facilitate the exchange of goods and services between suppliers and customers. This term comes from the field of computer science and is used to define a network of computers connected to each other and which work as equals, exchanging all kinds of information with each other (Disanzo, 2006). Botsman and Roo (2010) distinguish three systems of collaborative consumption:

- **Product service systems.** These provide access to goods instead of buying them.
- **Redistribution markets.** Products that consumers no longer use but which have not exhausted their useful life: they do not store them but offer them to other consumers.
• **Collaborative businesses.** Devoted to the exchange of less tangible assets. Lifestyle is shared (i.e. sharing workspaces to pool ideas).

However, it is still difficult to distinguish whether the collaborative economy is about cooperation or market. This is a semantic problem and there are different stances taken, from the cooperative to the capitalist view (Cañigueral, 2016).

### 2.2. The step from hyper-consumerism to the collaborative economy

Lipovetsky (2006) helps us to understand the development of consumer society by distinguishing three different stages:

**First stage:** from about 1880 up to the Second World War. Trade was boosted by the development of machinery and transport, which enabled companies to increase their production volumes. Consumers restricted themselves to buying brands, preferably prestigious ones.

**Second stage:** from the end of the Second World War up to 1970. This stage was characterised by mass consumption where some goods, such as cars or appliances, became accessible to everyone. This increased the quality of life of society, at large. This takes into account the number of products and the segmentation of the market, creating fashions and maximizing consumption without being concerned with quality.

**Third stage.** From 1980 to 1990. This is a phase of hyper-consumerism. This stage focusses on people’s emotional and bodily satisfaction. What you are selling is no longer the brand but the lifestyle that the consumption of that brand’s products can offer you.

From the 90s, the collaborative economy movement began to gain in importance with the development of the new technologies and Internet (Varma et al., 2000). This phenomenon has extremely powerful dynamics that has a huge commercial and cultural impact, and reinvents not only what we consume but also the way we consume it. Consumers stop being passive consumers to become creators (De Maeyer and Bonne, 2015).

We could sum up the economy of the twentieth century as an economy that was centred on hyper-consumerism based on credit, advertising and individual property. The economy of the twenty-first century is centred on collaborative consumption, using reputation, community and shared access as the main tools.

According to the study by HundredRooms (2015), collaborative consumption has become one of the main tendencies of the twenty-first century. It burst in at the beginning of the new millennium, with more force in the United States, however the recession of 2008 popularised it in Europe. Olson (2013) has pointed out that young people find collaborative consumption attractive, as well as consumers with higher
levels of income. In Spain, the term “collaborative economy” came into use between 2012 and 2013, especially in the tourism sector.

In Table 1 we can see what differentiates hyper consumption in the collaborative economy (on the left is what we left behind, and on the right, what we obtain in return).

Table 1. Basic differences between hyper-consumerism and the collaborative economy

<table>
<thead>
<tr>
<th>Hyperconsumption</th>
<th>Collaborative Economy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Me</td>
<td>Us</td>
</tr>
<tr>
<td>Ownership</td>
<td>Access</td>
</tr>
<tr>
<td>Global</td>
<td>Local</td>
</tr>
<tr>
<td>Centralisation</td>
<td>Distribution</td>
</tr>
<tr>
<td>Competition</td>
<td>Collaboration</td>
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<tr>
<td>Company</td>
<td>People</td>
</tr>
<tr>
<td>Consumer</td>
<td>Producer</td>
</tr>
<tr>
<td>Advertising</td>
<td>Community</td>
</tr>
<tr>
<td>Credit</td>
<td>Reputation</td>
</tr>
<tr>
<td>Credit</td>
<td>Value</td>
</tr>
<tr>
<td>B2B</td>
<td>P2P</td>
</tr>
</tbody>
</table>

In house, based on Cañigueral (2014).

The following sections list and describe the different key drivers of the collaborative economy and the different areas where it operates. Figure 2 illustrates how the drivers affect these different areas and how these areas in turn influence the key drivers.

Figure 2. Drivers and areas affected by collaborative economy
2.3. Key factors which drive the collaborative economy

Aspects such as economic profit (Botsman and Rogers, 2010, Lamberton and Rose, 2012, Sacks, 2011); those related to sustainability (Gansky, 2010); reputation and the recognition that this type of consumption can bring (Botsman and Rogers, 2010) have been studied in previous literature as possible driving forces of collaborative consumption.

Although the basis of these initiatives is not new, as it is based on barter, which is still common practice between companies and individuals, there are a number of factors that have favoured the development of the collaborative economy (see Figure 3):

Figure 3. Key factors driving the collaborative economy

- **Internet and digital culture.** Digital platforms enable users to find each other (in the digital environment), building up a certain degree of confidence, even if, as a rule, interactions take place in physical spaces. Thanks to Internet, the power of citizen’s communities has been rediscovered, set up rapidly, with a common goal (Belk, 2014). Today’s technology enables us to be connected 24 hours a day to other internet users. Mobile telephony has facilitated and streamlined the use of platforms and communication between users.

- **Society and culture.** In the course of individual ownership of shared access, there are changes in less tangible aspects, all related to a different lifestyle. Communities are created where people cooperate and collaborate together to obtain greater benefits, giving a different twist to values such as trust, security or privacy.

- **The economic crisis.** Due to the widespread economic situation of most of society, we need to reinvent ourselves. Changes occur that bring new opportunities (Botsman and Rogers, 2010, Lamberton and Rose, 2012, Sacks, 2011). There is a social tendency to believe that the capitalist system favours
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economic inequalities, as opposed to the collaborative economy that spurs society to unite. Furthermore, most of the companies that come into being as a result of this phenomenon operate through internet and mobile applications. This favours the creation of new business opportunities for entrepreneurs and investors (Belk, 2014).

Factors such as loss of employment provide impetus for the development of unconventional alternatives for obtaining funding, earning extra income or taking full advantage of assets that are underutilised.

- Environmental problems. Awareness of conserving the environment is one of the root causes of collaborative consumption (Gansky, 2010; Hamaski et al., 2013). Hyper-consumerism followed the line “buy, use and store” and programmed obsolescence were essentially adhered to: even if a product was used only once, the normal thing was to save it. Currently we try to use goods as much as possible during their useful life: if you do not use them as owner, they are used by someone else: “reuse, reduce and recycle”.

2.4. Areas affected by the collaborative economy

The dimensions of this model extend to both production (i.e., coworking, crowdsourcing, etc.), funding (crowdfunding), and consumption (accommodation, transportation, etc.). The most important areas where the collaborative economy is growing are described below (see Figure 4).

Figure 4. Peer-to-peer (P2P) collaborative consumption platforms

![Figure 4. Peer-to-peer (P2P) collaborative consumption platforms](image)

2.4.1. Production

a) Coworking

Although the concept of “coworking” emerged in 1628, in reference to the collaborative work between God and his helpers, it was not until 2005, in San Francisco, that
the first coworking cooperative was opened (Pérez, 2014). This offered initiatives such as free wifi and shared lunches, etc. Coworking centres proliferate. There are more and more entrepreneurs willing to use them; and it is changing the way of understanding jobs and large corporations, as is the case of Google: they are creating their coworking campuses in major cities such as London or Madrid. Currently in Spain we have coworking spaces such as: Workin Space, Crec or utopic_US (Europa Press, 2016).

This phenomenon enables the same space (physical or virtual) to be shared by professionals from different sectors, the self-employed, teleworkers, entrepreneurs and people working on their own projects. Most of these professionals need nothing more than a laptop, a phone and a good internet connection.

Various advantages can be obtained, such as sharing expenses, establishing professional relationships and increasing networking, sharing ideas or projects, although there are also some drawbacks, such as loss of privacy or too much noise at times.

b) Crowdsourcing

Crowdsourcing came into being thanks to the journalist, Jeff Howe (2006). It describes the process by which the power of mass communities (professional or otherwise) is harnessed to undertake projects or jobs through collaboration. This involves outsourcing a company’s tasks to a large group of people through internet, to infuse them with new ideas and solutions to problems or challenges (Howe, 2008).

In Spain this model is not as developed as in the States, although the most innovative platforms stand out as being Quirky, Choosa, Ideas4All or FreeLancer (Parada, 2013).

They offer the possibility of obtaining better and fresher solutions thanks to feedback, and in a shorter period of time, with different points of view, thus requiring less effort on the part of the customer and the suppliers. A disadvantage is the opportunity cost in terms of time, if a clear objective is not set.

c) Open software

The knowledge of free availability ranges from tools for creating programmes (Open Source software) to scientific information in all type of disciplines (Alegre, 2014). According to the Free Software Supporter Foundation (2014), free software is software that respects the freedom of users and the community. In broad terms, it means that users have the freedom to run, copy, distribute, study, modify and improve the software.

As an example of one of the most commonly used platforms, we have Wikipedia, a collaborative and free encyclopaedia in terms of publication, use and consulting.
2.4.2. Financing

a) Crowdfunding

These platforms enable anyone with an idea or project of any type to obtain financing by offering shares to small investors: in return they receive previously agreed non-monetary rewards (Lambert and Schwienbacher, 2010).

Crowdfunding is divided into four types:

  – Equity Crowdfunding
    A person offers stakes to small investors to obtain financing for a project: these small investors will receive part of the profits obtained with that project.

  – Crowdlending
    A person with an economic need sends the information to a portal specialised in financed loans – people to people loans (P2P). That approved application is put on the Crowdlending portal and anyone can lend money in exchange for a previously established interest rate.

  – Crowdfunding for Rewards
    A promoter of a project puts their request on a specialised portal that offers rewards as remuneration for financial contributions from other people.

  – Crowdfunding for Donations
    In this case the donation is made through Internet, mainly circulated by the social networks. The donor does not receive anything material in the form of pre-sales; simply the satisfaction of having supported a project that was of interest. Sometimes small gifts such as T-shirts, badges or similar items that will never be for profit, are given in return.

The main crowdfunding platforms in Spain are: Partizipa, Comproyecto, Inverem, Emprendelandia, Arboribus, Nestarter, Ynversion or Seedquick.

b) Time Banks

They are tools with which a group of people can exchange their skills (of different types) with each other, without using money: only hours of services rendered or received are counted i.e. there is no traditional payment currency. What you exchange does not matter; what matters is the time you spend on it (Cañigueral, 2014, 112). As examples of time banks are: Comunitats, Viceroy Time Bank or Octupate.

This type of bank reinforces the integration of people, since it shows that every human being can have something valuable to contribute to others, as can be seen in Figure 5. Currently Spain has more than 300 Time Banks distributed throughout the country.
c) Social currency

This is a tool that has the ability to connect resources and needs, creating an alternative monetary system to favour the exchange of goods and services between people in a specific geographical area. It is a local currency which does not produce interest and does not make sense to accumulate. This eliminates the possibility of speculating with it and facilitates high turnover - an aspect that favours internal exchanges. In this sense, there is never a shortage of currency but there is as much currency being used as there is wealth or real work in the area of influence.

In Spain there are up to seventy currencies circulating, other than the euro. These are called Eco, Turutas, Boniatos, Zoquitos, Pumas, Osel (La Verdad, 2013), etc.
2.4.3. Consumption

a) Second-hand markets

These are initiatives whose main advantage is purchasing items at more affordable prices. The sellers of these items do not look so much at the money they are going to earn, but also at their contribution to caring for the environment through recycling. This follows the social awareness of making the most of resources. According to a Second Hand Effect study (2016) of Spain, France, Sweden, Norway and Italy, the production of 12.5 million tonnes of CO\textsubscript{2} was avoided thanks to the purchase of second-hand goods during 2015.

As for its disadvantages, returns or exchanges are not allowed and it can take some time to find the desired article because every time we use a market of this type the products are totally different.

Examples of successful websites for buying and selling objects that are looking for a second chance are: EBay, Amazon, Wallapop or Cash Converters.

There are different ways to enable these second-hand products to be re-used, such as second-hand sales, barter or donation.
b) Shared accommodation

There is a growing trend towards shared accommodation. According to the INE, the number of international tourists arriving in Spain and staying in rented accommodation has increased considerably since 2009, from 4.6 million (9% of the total) to 7.4 million (11.4%). Various different types can be found.

– Paid accommodation

Certain applications (i.e. AirBnB as the leading platform) put in contact people who want to make use of a home or a room with people who are offering their home in exchange for economic profit. The host is responsible for publishing the offer, and the accommodation seeker chooses between offers and makes the corresponding payment. In some cases, the platform itself charges a small commission for the transaction, which is paid by either the owner or the customer.

– Free accommodation

Two families exchange their homes with each other. This exchange enables people to enjoy another city in an economic way. MyTwinPlace is a leading platform in this sector in Spain.

Another alternative is the platforms that connect up people who offer their sofa (or folding bed) to travellers looking for a place to stay for free for one or two nights. (i.e. CouchSurfing).

c) Shared mobility

For half the under-34 year olds, owning a car remains a key status symbol that provides freedom, independence and autonomy, but 32% now consider cars to be obsolete; an unnecessary expense that they are only willing to pay for when they need it (Feu Vert, 2015). For this reason, shared mobility is fundamental in the collaborative economy. The main alternatives are described below.

– Carsharing

In this version, through a web application, a user –either a company or private individual– rents a vehicle to another company or a group of users who own a fleet of cars. This user selects the type of vehicle they need and the car park nearest to their location. The user only pays for the time they use the vehicle and the mileage. The rate includes part of the fuel and insurance. In Spain, the first operator of this type was the company, Avacar.

– Carpooling

Based on platforms that connect unknown people who want to do the same trip, this is about sharing the journey. Drivers publish the route they are going to take; the schedule and the price, and wait for passengers who are interested in sharing the journey and expenses. When a passenger is interested in this route, the platform puts
the two users in contact quickly and smoothly. One of the best-known web platforms is BlaBlaCar.

– Car rental between car owners

In this version, the owner lends their car to other users so that they can use it. Through internet these users are contacted by the owner. When they reach an agreement over the availability of the vehicle, without the actual presence of the owner, the user can use their car in exchange for economic compensation. In Spain there are approximately five million cars which hardly leave the garage (Cañigueral, 2014).

– Shared bicycle rental

This is usually managed by a public body. A user can hire a bicycle by registering on the web –paying a small fee– then going to the collection point nearest to their location. At the end of the journey they should leave the bike at one of the points indicated.

The objective is to reduce the use of private vehicles for short journeys within the city, in order to avoid pollution, traffic jams, noise, etc.

In Murcia, the City Council has created MuyBici. All the platforms attempt to improve relations and experiences through the reputation they obtain in the community itself.

3. Analysis of the collaborative economy

There are many informative articles on this topic, although very few of a scientific nature. To help fill this gap and check the trend of society towards this type of economy, a quantitative population study was run in the region of Murcia.

3.1. Questions for study

Since there is no unified view of the concept, given the subjectivity of what is considered to be the collaborative economy (Cañigueral, 2016), the first question to answer is:

1. Does the population know what the collaborative economy is?

The transition from hyper-consumerism to the collaborative economy is a complex process which, as we have seen, affects a number of different factors, so we need to ask what stage of the process society is at. Thus, the following question arises:

2. To what extent does the population accept the collaborative economy?

The business model in the collaborative economy essentially uses technology platforms, internet, and tools such as social networks, as a way of making itself known. This may be giving rise to a decrease in the use of traditional media (press, radio or
television) - which were used during the phase of hyper-consumerism in capitalism. Reputation on the basis of scores on the platforms that emerges from the perception of users of the goods or services competes with advertising which consists of promises from those who are offering. This leads to the following question:

3. Can social media replace traditional media in collaborative business models?

To answer these questions a population study was run, as described below.

3.2. Methodology. Data Collection and Sample Description

Data was collected in the Murcia region. By launching a questionnaire using the “surveys” application for the University of Murcia, a hyperlink of the survey was sent out to friends, family and acquaintances by email, through the social networks and WhatsApp. The message sent invited these people to share the link to increase responses and participation in the study.

When the questionnaire was accessed, a welcome screen was displayed indicating the anonymity of the respondent’s participation. Participants were asked to respond to the 17 questions in the questionnaire as sincerely as possible.

The questionnaire was filled out by 390 individuals, of whom 4 were under 18 years of age and 16 did not reside in the Murcia region. The final sample thus totalled 370 individuals.

Table 2 shows the balance between men (46.5%) and women (53.5%) taking part. A total of 60% of respondents were between 18 and 35 years old and the average age of the population was 33.9 years. In addition, more than half of the population surveyed had a university degree (54.9%) and their income was less than €1,500 a month in 73.2% of the cases.
Table 2. Demographic features of the sample

<table>
<thead>
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<th>N</th>
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<td><strong>Sex</strong></td>
<td></td>
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</tr>
<tr>
<td>Male</td>
<td>172</td>
<td>46,5</td>
</tr>
<tr>
<td>Female</td>
<td>198</td>
<td>53,5</td>
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<tr>
<td><strong>Age</strong></td>
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<tr>
<td>18-35</td>
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<td>36-55</td>
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<tr>
<td>Primary</td>
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<td>Less than 500</td>
<td>133</td>
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<td>138</td>
<td>37,3</td>
</tr>
<tr>
<td>Between 1,500 and 3,000</td>
<td>83</td>
<td>22,4</td>
</tr>
</tbody>
</table>

3.3. Results

Exactly 76.2% of the respondents knew what a collaborative economy was. The 88 people who did not know (23.8%) were mostly women (68.2%) as against men: 31.8% of men, with a mean age of 31.2 years and higher education - more than half with a degree or doctorate (54.5%).

Almost 40% of individuals had been aware of the collaborative economy for more than 3 years, and had found out about it mainly by word of mouth (38.9%). Traditional media such as radio (0.5%), newspapers and magazines (1.1%) or television (5.4%) have lagged behind as a means of communication for these new businesses.

Exactly 42.7% of individuals had consumed collaboratively at some time: through solidarity or as a donation (14.3%); through sales between private individuals (12.7%); and renting between individuals (12%). These were the most widely-used formats. It is interesting to note that they were willing to consume in this way but 57.6% did not take this initiative. Of the total number of respondents who got involved in collaborative initiatives, they did so mainly to sell products between individuals (41.6%).

In general, the population surveyed knew what the collaborative economy was, but 40.7% did not know of any platform of that type. There was little difference between consumers who used internet for this type of transaction (52.4%) versus those who did not (47.6%).
In areas such as trust, security and the satisfaction that leads to this type of transactions, respondents believed that they were safe in 58.2% of cases; 60% had confidence in them and 59% indicated they were satisfied with this type of transaction.

4. Discussion, implications and limitations

The objective of this study was to provide a summary through a theoretical-descriptive framework that would offer an approach to the understanding of the collaborative economy, with a view to gaining a deeper knowledge of its conceptualization. This summary shows that the collaborative economy consists of different components, which opens the way to new lines of research.

In addition, we present a quantitative case study, which assesses the practical implications of what is theoretically described in a field - the collaborative economy. As this is relatively new, it still lacks consolidated scientific literature.

Three issues were raised. The first question was whether the population knew what the collaborative economy was. The result was that the majority of the population was aware of this concept.

The second question was what was the degree of acceptance of the collaborative economy by this population. The result was that while people were aware of what the collaborative economy is and it is consumed collaboratively, in general, there are no collaborative initiatives by consumers. The style of hyper-consumerism has not yet given way to the collaborative economy, properly speaking. It has come to consume from a greater number of sources (other consumers and not only the producer), however consumers are not creative or innovative; they do not embark on initiatives of this type. To be able to obtain greater benefit from this type of consumption consumers require to be proactive.

The third question was whether the social media could replace traditional media in collaborative business models. As a result, traditional media, such as television or radio, which are less flexible, are giving way to social networks, which are better suited to collaborative business models. These highlight the changes occurring as a result of the development of new communication technologies, especially internet. The creation of an environment of interaction in the web 2.0 is bringing new communication opportunities, making the recipients of messages the protagonist, who then become broadcasters / prosumers: in digital marketing a prosumer is a type of web user who is a consumer, and at the same time a content generator (Ritzer and Jurgenson, 2010). Internet users are the ones who decide what they want to consult, what the content they are going to share is, and their involvement in the network.

Furthermore, the majority of the population studied considered that the collaborative economy meets the criteria of security, confidence and satisfaction that individuals consider necessary to be able to participate in this practice of consumption and demonstrate it, indicating that they consume collaboratively.
Collaboration is the future for companies on the web. To sell more, we must not impose content on consumers but rather give them the floor. When a person shares their experience through collaborative economy-based businesses or social networks like Facebook or Twitter, the confidence provided by their feedback and the effect they cause is far greater than the results that could be expected from any traditional marketing plan proposed by the company. Consumers should take the leading role; companies should build consumers’ demands and experiences into their own communication plan.

There are three basic points for adapting companies to this trend:

- Thinking collaboratively.
- Adapting web platforms to the business, new habits of consumption, and the lifestyle of its users.
- Creating communities and establishing an internal dialogue with them. In general, users will attach more credibility to the opinions of other users than to the company.

This study is considered to be a starting point, so it would be interesting to raise the same issues in other settings, extending the sample and taking one that was not convenience-based.

The summary presented contributes to providing a structure for the drivers of collaborative consumption and the areas affected, mainly through P2P platforms, which support product service systems, redistribution markets and collaborative businesses. This also contributes to presenting the key drivers of the collaborative economy, which can be summarised as: internet and digital culture, society and culture, the recession and environmental problems. Finally, the summary contributes to conceptualising the difference between consumers and collaborative and non-collaborative producers. In conclusion, this summary contributes to the literature by describing the current state of the drivers behind, and key areas of the collaborative economy. This format offers a wide range of opportunities for future research.

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