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THE IMPACT OF SHARING ECONOMY ON CONSUMER BEHAVIOR IN RUSSIA AND ABROAD*Abstract:*

This article was created to analyze the existing knowledge of sharing economy for the presentation of development in the context of modern trends in consumption, to describe types of sharing with examples on Russian market and to provide statistical data of both types in Russia and abroad in the field of carsharing and taxi services.

Keywords:

Sharing economy, sharing things, sharing services, ESG-strategy, economy of sharing consumption.

Introduction

Sharing economy is an economic model that involves the reservation or rational consumption of resources through sharing based on trust and transparency. The key point is directly connected to interaction of sellers with consumers, sellers with sellers, as well as consumers with consumers and others. The model is becoming popular worldwide, changing human wellbeing and consumption patterns, stimulating thinking of sustainable consumption as a part of ESG policy. The modern consumer is surrounded by sharing services but does not fully estimate the impact of this concept on his life.

This article can be found interesting by students during the study of this economic model. The selected aspects can also be directed to economists, researchers, and entrepreneurs in search of solutions for problematic aspects of sharing economy.

Sharing economy in research and practice: state of art

This analysis consists of the works of Russian and foreign authors for better understanding the concept of sharing economy due to the fact the model had different levels of distribution worldwide. The selection was made according to the topic and content of the publications. In the process of working the method of qualitative content analysis was used which allows to evaluate the theoretical component of the material and the attitude of the author to the topic together which also allows to outline key points about the influence of the sharing economy on the consumers. The results were formed in a table.

Table 1 – The essence of the sharing economy: definition, advantages, drawbacks

Year of publication	Author	Definition of sharing economy	Advantages	Drawbacks
2015	Giles Keating	The conception of strong passions and variety of opportunities where «trust is the heart of everything».	Variety of business opportunities; Ability to choose for consumers and sellers; Development of flexibility and geographical and financial mobility among customers; ESG-benefits.	Poor control over many services related to employee and customer identity verification.
2015	Chiara Farronato	The model where Internet goes as the main engine and transparency is a key player, where all users try to make the	Full and part usage of goods; Supply «on request»;	Lack of identification.

		business communication easier, cheaper, and more accessible which has transformation in its relation to the wide distribution of marketplaces and services of sharing economy.	Internet sales let sellers and buyers easily find each other; «Peer-to-peer» communities; Accessible and cheap form of goods for consumers	
2020	Samsonova O.A., Glebov S.D., Maltsev O.L.	An economic scheme that distributes assets among stakeholders after coordinating through the internet.	Independence, expressed in the absence of any attachment as a consumer, and to the vendor; Economic benefits in the context of increasing revenues; Rational consumption by encouraging consumers to reuse resources; Trust building in connection which is reflected in the consumer feedback; Flexibility that characterizes the possibility of using the service at any place; Wide distribution among consumers.	Lack of an adequate level of security of users and service owners with non-performance of vendors and unforeseen circumstances; Problems in the legislative regulation of the model; Instability in the context of earnings due to direct correlation with consumer demand; Distribution trouble due to countries regulation.
2022	Gimranov G.A.	The conception which is highlighted by ease of use and geographical position of agents and rational consumer attitude which is forced by the increase in the price of ownership.	Relinquishing sole ownership; Variety in services and easy access to them which also affect consumer behavior, motivating the buyer not to spend resources excessively	Low level of rational consumer behavior provided by principles, not by need

In summary, sharing economy is a progressive concept which has advantages and disadvantages. Benefits are possibility of choice, variety of options consistent with the principles of modern development of society. The independence means that it can be distributed in different territories, if the internal policy and external conditions does not prevent it, which makes it possible to create universal services, ensuring development for a particular country and international communication between countries by sharing resources among users. Proper development of the concept in the present conditions can be provided by paying attention of the services providing goods and ensuring an appropriate level of identification for users on both sides, nowadays, it is the key factor that stops users from integration into sharing economy which can be considered as a track of development of the model. Sharing implies full and partial forms which should be regulated in different ways. Many factors of modernity influence the economic model, starting from «green» trends and to the spread of the Internet which can be attributed to the positive aspects of the model because the peculiarity of these phenomenon has a positive impact on the spread and implementation of the sharing economy.

Types of sharing economy

Sharing economy has already integrated to people's daily life. It has spread to many spheres, including: accommodation, transportation, sale-purchase goods, educational service, medical service, crowdsourcing, crowdfunding, renting. The topic was little covered in articles and economic journals because the customer-seller culture was not particularly different in the context of goods and services.

Product sharing is the disposition of an item of a person having the right of ownership or use for the purpose of sharing consumption directed at other consumers, the object of which is the product of temporary or permanent use by the consumer to meet the need.

Service sharing is a form of interaction between the seller and the consumer where the object is a service/package of services, providing full satisfaction of consumer's needs.

Table 2 – Types of sharing economy

Type of sharing economy	Characteristic	Examples of Russian market
Product sharing	<ul style="list-style-type: none"> - The object of sharing is product - Temporary and permanent use - Used in form of P2P, C2C, and B2C 	<p>Avito is the service of advertisements which was already taken as a service of permanent P2P sharing between consumers. Founded in 2007, it has reached the second place in top-list of shopping applications in Russia in 2023. Avito is the leader of the of P2P market (31%) which is connected with price increase of goods nowadays.</p> <p>Delimobile is a Russian carsharing company with the widest distribution. The most popular service is Deli.Mobile, which is presented in 14 cities of the country. In 2022 it has obtained 41% of Russian carsharing market and replaced Yandex.Drive. Nowadays the service has developed the packages to expand to target group of users.</p>
Service sharing	<ul style="list-style-type: none"> - The object of sharing is service - Could be divided by packages in case of use - Used in form of B2C and P2P 	<p>Flowwow is a service of gifts delivery which has no competitors these days. Due to the fact the niche was not entered by others Flowwow has become extremely popular in Russia and abroad. Platform provides a package of services. In 2023 Flowwow entered market of Europe countries, UAE, and South America. Annual revenue is up to 4.5 billion rubles.</p> <p>Yasno is a psychological service to medical help. The service was founded in 2017 and has become popular nowadays via different commercials. Total annual revenue is about 631 million rubles.</p>

Research of carsharing and taxi services concentration

The model began in the 2000s Europe and the United States when in Russia it came and developed in 2017. As for 2020, sharing economy exceeded 1 trillion rubles which was facilitated by the Covid-19 pandemic where users were able to try sharing economy. After these events services have entered the life of Russian consumers, especially in the context of transportation: carsharing and taxi services. Estonia was chosen as the country for research abroad because Tallinn is the capital city that most accepts the concept of a sharing worldwide according to the index of distribution of the model for 2021 and 2022. Due to high culture of awareness and high prices for services consumers are interested in rational consumption. There are many different rental services for tools, special equipment, and etc.

The analysis of carsharing industry depicts that carsharing has not totally entered citizen's life in Russia and abroad and indicates residents of the capital cities are more ready to use the objects of the sharing economy than residents of the regions. In Estonia this phenomenon is wider distributed than in Russia but still not enough to provide massive impact. Thus, carsharing service is still at the stage of acceptance by consumers in Russia but is also better developed in the world, in particular in Europe, on the example of Estonia. The reverse situation occurs in the market of taxi where Russian consumers pay for the service.

Table 3 – Carsharing and taxi services in Russia and Estonia

Carsharing	Russia	Estonia
	Total annual revenue of the market is 41 billion rubles 20 companies on the market. Leader – DeliMobile (39,5%) Average demand – 2% with exception is Moscow and Saint-Peterburg with 10-11%	Total annual revenue of the market is 5 million dollars 7 main companies on the market Leader – Bolt (15,5%) The cheapest way of transportation after public transport: electric scooter - 7 euros, electric bike - 5 euros, auto carsharing - 3.2 euros.
Taxi service	Russia	Estonia
	Total annual revenue of the market is 820 billion rubles (19% are from illegal sector) Leader - Yandex.Go (66%) Demand depends on various invents	Total annual revenue of the market is \$69.18 million dollars Leader – Bolt (21%) Less used by citizens due to high prices and tariffs

Conclusions and managerial implications

Sharing economy is a concept of a new society which is focused on the preservation of existing resources in form of services and distant connection. The model requires improvements to meet its principles. It was also possible to divide the shares into types which could become more specific in the future. At the moment sharing in Russia takes a small percentage of the total income but with the development of the concept will be able to take a larger percentage in the future.

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