
TRIBE 2.0 – The Microcommunity Needs in the Frames of the Sharing Economy Concept*

Submitted 27/08/20, 1st revision 16/09/20, 2nd revision 11/10/20, accepted 10/11/20

Anna Jasińska-Biliczak¹

Abstract:

Purpose: The purpose of the study was to identify the new needs of the society forming the tribes 2.0. The author presents the sharing economy concept *sensu stricto* and *sensu largo*.

Design/Methodology/Approach: The proposed methodology consists of three stages: desk research, deepened interview, primary data analysis. It lets to find the need of redefining the owning goods concept taking into account needs of the microcommunity with its members budgetary constraints.

Findings: There is possible to observe the change in the nowadays goods owning: owners notice that they do not use their property in the optimum way. Contrary, some goods are used only occasionally.

Practical Implications: The results of presented research allow to develop the economy by pointing the new trends, which may have the influence at both the consumption and spreading of the sharing economy concept.

Originality/value: Research fulfills the gap in the microtribe 2.0 – strictly connected to sharing economy - needs analysis.

Keywords: Sharing economy, microcommunity, tribe 2.0, economics needs, owning goods, consumption.

JEL classification: D01, D12, D71.

Paper Type: Research study.

¹Assistant Professor Department of Economics, Finance and Regional Research, Faculty of Economics and Management, Opole University of Technology, Poland,
e-mail: a.jasinska-biliczak@po.edu.pl;

*Paper presented in ICABE 2020.

1. Introduction

Nowadays it is possible to notice lots actions made in or via Internet in many disciplines. Also economics, especially economy, are some with special focus on them. The sharing economy generally refers to the phenomenon of turning unused or under-used assets owned by individuals into productive resources (Wallstein, 2015).

Instead of buying and owning things, consumers want access to goods (Jasińska-Biliczak, 2016) and prefer to pay for the experience of temporarily accessing them. Ownership is no longer the ultimate expression of consumer desire (Chen, 2009; Marx, 2011; Kowal *et al.*, 2017). The sharing economy concept was observed and defined at the background of socio-economic changes (Bardhi and Eckhardt, 2012) such as growth of the mutual confidence or the need of the convenience. There were appearing new concepts and notions at the base of sharing economy theory. These are such notions (Ronald, 2008) as *economical tribe* and its clarifying into *microtribe 2.0*.

The plan of this study is as follows. It starts, in section 2, with the literature review at the topic of sharing economy as the economical concept. Then the methodology is presented as well as the hypotheses and research design are presented. The empirical results of this ex post analysis are given for the representative microtribe. The research is also discussed with the literature. Lastly, there are shown conclusions with a few comments on this work.

2. Sharing Economy as the Economical Concept: Literature Review

As the sharing economy concept has spread in last few years and become then the phenomenon known for wider audience. There was the gift economy defined in early 1900's (Mauss, 1923). In economic theory it is known since 1975 when it was defined as "probably the most basic form of economic distribution in hominid societies for several hundred thousand years" (Price, 1975). Economists discovered that market activities in traditional societies were highly diversified and multi-functional, pointed out that human social behaviour is influenced by more than simple self-interest, displaying a broad range of social motivations and emotions (Polanyi, 1944). Later the concept evaluated into non-economic dimensions of economic activities being the base of sharing economy theory (Felson and Spaeth, 1978; Weitzman 1986; Rabin, 1993; Storper, 1995). Generally, it is possible to point that sharing economy is an economic model in which goods or services are shared for free or for fee (Sundararajan, 2014). Both private persons and enterprises may attend it. This model does not mean the charity, because everyone taking part in expect the profit.

3. Methodology

Answering the question about the sharing economy we have answer the questions about

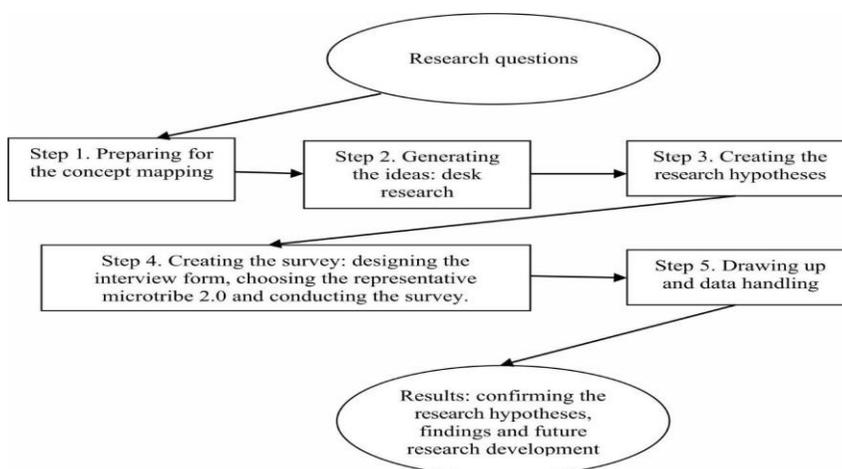
owning goods, or, in wider meaning, owning resources. Such questions were the base of the present research hypotheses.

Hypothesis 1: *After the socio-economic evolution, which took place during the twenty century, there is the natural need of creating some kind of community – the (economical) tribe.*

Hypothesis 2: *There is the conscious need, at the beginning of the twenty-first century, of cooperation between the members of microtribe 2.0.*

There was designed the interview form (presented in Sub-part 1) to confirm or to reject the presented hypotheses. It was used for the primary data collecting. The survey was designed as the in-depth interview and was conducted at the base of the interview form in the Opole City, the capital of Opolskie Region, among the representative group – microtribe 2.0 – the occupants of the block of flats in the city centre by individual meetings and talks connected with the form fulfilling (for achieving whole microtribe participation). Research was conducted to present publication needs – its design is presented below.

Figure 1. *Research design.*



Source: Author's calculations.

The microtribe 2.0 structure, found by the research, is presented in Table 1.

Table 1. *The structure of the microtribe 2.0 – Survey form Part I.*

No.	Male (M) / Female (F)	Age in years	Social status*	Financial status**
1.	M	27	F	ME
2.	M	58	Ma	E
3.	F	46	F	E
4.	M	24	Ma	E
5.	F	23	Ma	ME

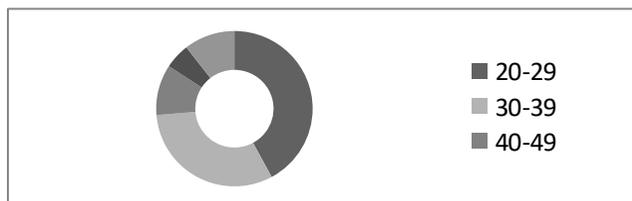
6.	F	27	P	E
7.	F	39	Ma	E
8.	M	31	F	ME
9.	F	28	P	E
10.	F	22	Ma	E
11.	M	36	F	E
12.	M	41	Ma	E
13.	F	29	F	E
14.	M	32	F	E
15.	M	64	Ma	E
16.	F	52	F	E
17.	M	38	Ma	ME
18.	F	37	Ma	E
19.	F	21	F	E

Note: * Free (F), staying in the partnership (P), married (Ma); ** Earning (E) or staying on the maintenance (ME).

Source: Author's calculations.

The interviewed microtribe 2.0 consists of 19 respondents, 9 males and 10 females, who are in age presented at Figure 2.

Figure 2. Respondents age structure: the number of respondents in age group (in years).



Source: Author's calculations.

Part of them stays free (eleven people – four men and seven women), two of them (one man and one woman) stays in the partnership and nine is married (five men and four women).

4. Research Results and Discussion

The interviewed people were asked about their needs and their preferences according owning and using goods and/or services. The research result is provided in Table 2.

Table 2. Preferences according owning and using goods – microtribe 2.0. Survey form Part II.

Resp. No.	Answers at question No.								
	1	2	3	5	6	8	9	10	
1.	Y	A	N	Y	A	Y	B	Y	Y
2.	Y	D	Y	N				N	

3.	Y	D	Y	I				Y	Y
4.	Y	A	Y	I				Y	Y
5.	Y	A	N	N				Y	Y
6.	Y	A	N	Y	B	Y	B	Y	Y
7.	Y	C	N	Y	B	Y	B	N	
8.	Y	A	N	Y	C	Y	B	N	
9.	Y	A	N	I				Y	Y
10.	Y	A	Y	Y	A	Y	A	Y	Y
11.	Y	C	N	N				Y	N
12.	Y	C	N	N				Y	Y
13.	Y	A	N	I				N	
14.	Y	A	N	N				Y	
15.	Y	B	Y	Y	C	N		N	
16.	Y	D	N	I				N	
17.	Y	C	N	N				Y	Y
18.	Y	A	Y	Y	C	Y	C	Y	
19.	Y	A	Y	I				Y	Y

Source: Author's calculations.

Respondents preferences were diversified because of gender, age, social and financial status. The results of our survey show that all analysed microtribes 2.0 members own some goods, which are used often (11 persons - 58% - including 4 men and 7 women), rarely (only 1 man – 5%), sometimes (4 persons - 21% - including 3 men and 1 woman) or just when the owner needs to (3 persons -16% - including 1 man and 2 women). At the same time 12 persons (63% of respondents, six both men and women) declare that they use all owning goods.

37% of respondents declare that there are some goods they do not use them and they point such goods as an electric meat mincer, a hairdryer, the car - only husband drives it, food processor, gardening gears of the type mower, garden tools remaining from the sold plot, furniture from earlier rented student flat.

According to goods sharing 37% of responders (4 women and 3 men) declare that they would like to share goods with other people, 32% (5 men and 1 woman) declare that would not. The rest, 31%, just do not know. People who want to share goods pointed that they would prefer co-ownership (1 man and 1 woman), lending goods for fee (2 women) and exchanging goods or services (2 men and 1 woman) in that case. Six of them (4 women and 2 men) declare that they may devote their time in exchange for receiving goods to use. They prefer such time devoting as shopping for another person (1 woman), babysitting (4 persons: 2 men and 2 women) and taking care about elderly people (1 woman). Only one person (one man) does not want to do that.

Respondents were asked if they know any exchange portals – 68% knows that kind of portals, 32% do not. At the same time persons who asked “yes, I know some exchange portals” declare that they use them by themselves (10 people – 4 men and

6 women) and that they do not (1 men). They pointed such portals as BlaBlaCar, Airbnb, “wymienik” (exchanger). The most popular were BlaBlaCar and Airbnb, local portal “wymienik” (exchanger) was known by one person.

According to research hypotheses the findings allow to confirm the Hypothesis 1 and Hypothesis 2 what means that the research allows to state that there are the natural need of creating some kind of community – the (economical) tribe and the conscious need of cooperation between the members of microtribe 2.0.

There exist a few notions related with the sharing is binding notions which are being used by different authors for determining this occurrence or individual definitions point certain differences in business models. It is possible to rank among them collaborative economy, access-based consumption, collaborative consumption, peer-to-peer economy (Forbes 2008) as well as on demand services (Codagnone, Martens, 2016; Gobble, 2017; Görög, 2018). They should not be identified with the sparing economy phenomenon. The idea of the shared economy is that there is no need to own goods for consumption. The reasons are the spreading technology (lower transaction costs), economic recession (changes in consumption models), socio-cultural changes (growth of the mutual confidence, need of the convenience).

However, there is the possibility to distinguish the sharing economy concept *sensu stricto* and *sensu largo*. Its characteristic is presented in Table 3.

Table 3. Characteristics of the sharing economy concept *sensu stricto* and *sensu largo*.

Sharing economy <i>sensu stricto</i>	Sharing economy <i>sensu largo</i>
sharing resources (shared consumption)	sharing resources not only as the shared consumption
by private persons (C2C)	by private persons (C2C) and enterprises (B2C)
free of charge or for fee	free of charge or for fee
smaller intermediary role	bigger intermediary role
with trust and society cooperation	with the frugality and the convenience of the customer

Source: Author’s calculations.

According to Botsman (2013) there are five sharing economy conditions:

- setting free non-used resources,
- values such as transparency and authenticity,
- suppliers - respected and supported to make their lives better in both social and economics dimensions,
- clients need to have the benefits from using goods and / or services,
- the enterprise should be built on dispersed markets and decentralised networks, which build the membership, the corporate responsibility and the common benefit from the community they are creating.

There are real benefits from the access to another person's resources, such as frugality, the convenience and the flexibility (Agyeman and McLaren, 2015), strengthening social bonds, positive environmental impact (Stephany, 2015), and greater pleasure from interaction (Hamari *et al.*, 2016), instead to own them. There also the concept (Eckhardt and Bardhi, 2015) was purposed about the correction of the sharing economy concept by leading the access economy concept at the enterprises use (they do not share at all).

The presented results are supplementing and developing the data, which shows that 81% respondents agree that it is more profitable to use another person's goods than their own, 43% point owning the resources as the unnecessary weight for budget and 57% that the idea of sharing resources (goods) is the attractive alternative for the property (The sharing economy, 2015).

The research also distinguishes access from sharing (Belk, 2010; Andreotti *et al.*, 2017). It explains access-based consumption (Cohen and Kietzmann, 2014; Clube and Tennant, 2020) under more social, not-for-profit contexts too (Ozanne and Ozanne, 2011; New opportunities, 2020), corresponds to other research (Kelly and Belk, 2005; Arend, 2013; Jasińska-Biliczak, 2016) to fulfil the gaps (The Economist, 2013; Botsman, 2014; Goodwin, 2015; Martin *et al.*, 2015; Ranchorda, 2015) in understanding of the new trends in economy.

5. Conclusions, Proposals, Recommendations

Sharing economy can be defined as the sequence of the transaction occurring in the reality of the market economy, where the profit plays the important role. Presented research may be the supplementing and developing of previously provided ones.

More specifically, this study advances current understandings of the nature of sharing economy concept by using the microtribe 2.0. It is demonstrated that the research is consequential to the nature of consumptions and spreading expenses development. There was empirically identified the areas of good sharing preferences including pointing of those goods. Also the aspect of time sharing and time exchange was pointed. This part of research allows to conclude that the time is becoming not only a value in itself, but also is becoming the new nowadays currency. In that meaning the research points the new trends in economy, which may have the influence at both the consumption and spreading of the sharing economy concept. It may be the base for further research: as the background for comparative studies or for developed research.

References:

Agyeman, J., McLaren, D. 2015. *Sharing Cities: A Case for Truly Smart and Sustainable Cities*. Cambridge, MA, MIT Press.

- Andreotti, A., Anselmi, G., Eichhorn, T., Hoffmann, Ch., Micheli, M. 2017. Participation in the Sharing Economy. Report from the EU H2020 Research Project Ps2Share: Participation, Privacy, and Power in the Sharing Economy.
- Arend, R. 2013. The business model: Present and future--beyond a skeumorph. *Strategic Organization* 11, 390-402, <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.920.1419&rep=rep1&type=pdf>.
- Bardhi, F., Eckhardt, G.M. 2012. Access-Based Consumption: The Case of Car Sharing. *Journal of Consumer Research*, 39, 881-898, <https://doi.org/10.1086/666376>.
- Belk, R. 2010. Sharing. *Journal of Consumer Research*, 36, 715-734, www.jstor.org/stable/10.1086/612649.
- Botsman, R. 2013. The Sharing Economy Lacks A Shared Definition Fast Company, Available from Internet: <https://www.fastcompany.com/3022028/the-sharing-economy-lacks-a-shared-definition#10>.
- Botsman, R. 2014. Sharing's not just for start-ups. *Harvard Business Review*, 92(9), 23-25.
- Chen, Y. 2009. Possession and Access: Consumer Desires and Value Perceptions Regarding Contemporary Art Collection and Exhibit Visits. *Journal of Consumer Research*, 35, 925-940, <https://doi.org/10.1086/593699>.
- Clube, R., Tennant, M. 2020. Exploring garment rental as a sustainable business model in the fashion industry: Does contamination impact the consumption experience? *Journal of Consumer Behaviour*. [Doi:10.1002/cb.1817](https://doi.org/10.1002/cb.1817).
- Codagnone, C., Martens, B. 2016. Scoping the Sharing Economy: Origins, Definitions, Impact and Regulatory Issues. Institute for Prospective Technological Studies Digital Economy Working Paper, 2016(01).
- Cohen, B., Kietzmann, J. 2014. Ride On! Mobility Business Models for the Sharing Economy. *Organization Environment*, 27, 279-296. <https://doi.org/10.1177/1086026614546199>.
- Eckhardt, G.M., Bardhi, F. 2015. The sharing economy isn't about sparing at all. *The Harvard Business Review*, <https://hbr.org/2015/01/the-sharing-economy-isnt-about-sharing-at-all>.
- Felson, M., Spaeth, J.L. 1978. Community Structure and Collaborative Consumption. *American Behavioral Scientist*, 21, 614-624.
- Forbes, S.J. 2008. The Effect of Service Quality and Expectations on Customer Complaints. *The Journal of Industrial Economics*, 56(1). DOI: [10.1111/j.1467-6451.2008.00338.x](https://doi.org/10.1111/j.1467-6451.2008.00338.x).
- Gobble, M.M. 2017. Defining the Sharing Economy. *Research Technology Management*, 60 (2), 59-61, <https://doi.org/10.1080/08956308.2017.1276393>.
- Goodwin, T. 2015. The battle is for the customer interface, TechCrunch. Available from Internet: <http://techcrunch.com/2015/03/03/in-the-age-ofdisintermediation-the-battle-is-all-for-thecustomerinterface/#.vsv2em: 2U1V>.
- Görög, G. 2018. The Definitions of Sharing Economy: A Systematic Literature Review. *Management*, 175-189, [doi:10.26493/1854-4231.13.175-189](https://doi.org/10.26493/1854-4231.13.175-189).
- Hamari, J., Sjöklint, M., Ukkonen, A. 2016. The Sharing Economy: Why People Participate in Collaborative Consumption. *Journal of the Association for Information Science and Technology*, 67, 2047-2059, <https://doi.org/10.1002/asi.23552>.
- Jasińska-Biliczak, A. 2016. Interactions of Knowledge and Economy as Practical Example of the Implementation of the Innovation. *Gospodarka, Rynek, Edukacja* 17(3), 23-27, <http://bazekon.icm.edu.pl/bazekon/element/bwmetal.element.ekon-element-000171438000>.

- Jasińska-Biliczak, A., Kowal, J., Hafner, J. 2016. Innovative Capacity in Small Regional Enterprises in Transition Economies: An Exploratory Study in Poland. Proceedings of the Twenty-second Americas Conference on Information Systems (AMCIS). San Diego, California, USA, 11-14, September.
- Kelly, T., Belk, R.W. 2005. Extended Self and Possessions in the Workplace. *Journal of Consumer Research*, 32, 297-310, September.
- Kowal, J., Mäkiö, J., Jasińska-Biliczak, A. 2017. Business competencies and innovation capability in cross-border small regional enterprises. 2017 IEEE 15th International Conference on Industrial Informatics (INDIN) 905-910, July 20.
DOI: [10.1109/INDIN.2017.8104892](https://doi.org/10.1109/INDIN.2017.8104892).
- Martin, C.J., Upham, P., Budd, L. 2015. Commercial orientation in grassroots social innovation, Insights from the sharing economy. *Ecological Economics*, 118, 240-251, doi.org/10.1016/j.ecolecon.2015.08.001.
- Mauss, M. 1990. orig. pub. 1923. The gift: The form and reason for exchange in archaic societies. London: Routledge.
- Marx, P. 2011. The Borrowers. *New Yorker*, January 31, 34-38, January 1990.
- New opportunities for insurers in sharing economy, *Economy & Markets*. 2020. Available from Internet: <https://www.recycling-magazine.com/2020/02/19/new-opportunities-for-insurers-in-sharing-economy/>.
- Ozanne, L. Ozanne, J. 2011. A Child's Right to Play: The Social Construction of Civic Virtues in Toy Libraries. *Journal of Public Policy and Marketing*, 30(2), 264-278.
- Polanyi, K. 1944. The great transformation: The political and economic origins of our time. Boston, Beacon Press.
- Price, J.A. 1975. Sharing: The integration of intimate economics. *Anthropologica*, 17(1).
- PricewaterhouseCoopers. 2015. The Sharing Economy: Sizing the Revenue Opportunity, 1-30. Available from Internet: <http://www.pwc.co.uk/issues/megatrends/collisions/sharingeconomy/the-sharing-economy-sizing-the-revenue-opportunity.html>
- Rabin, M. 1993. Incorporating fairness into game theory and economics. *American Economic Review*, 83, 1281-1302.
- Ranchorda, S. 2015. Does sharing mean caring: Regulating innovation in the sharing economy. *Minnesota Journal of Law, Science and Technology* 16(1), 413-475.
- Ronald, R. 2008. The Ideology of Home Ownership: Homeworker Societies and the Role of Housing, New York, Macmillan.
- Stephany, A. 2015. The business of sharing: Making it in the new sharing economy. New York, Palgrave Macmillan.
- Storper, M. 1995. The resurgence of regional economies, ten years later: The region as a nexus of untraded interdependencies. *European Urban and Regional Studies* 2, 191-221.
- Sundararajan, A. 2014. Trusting the 'sharing economy' to regulate itself. *Economix*, May, http://economix.blogs.nytimes.com/2014/03/03/trusting-the-sharing-economy-to-regulate-itself/?_r=2.
- The Economist. 2013. All eyes on the sharing economy, May 2013, Available from Internet: <http://www.economist.com/news/technology-quarterly/21572914-collaborative-consumption-technology-makes-it-easier-people-rent-items>.
- Wallsten, S. 2015. The Competitive Effects of the Sharing Economy: How is Uber Changing Taxis? 1-21. Available from Internet: <https://www.researchgate.net/publication/279514652>.
- Weitzman, M.L. 1986. The Sharing Economy: Conquering Stagflation.

Sub-part 1

Survey form:

Questions and answers – variables
Part I – Sample characteristics (microtribe 2.0)
Gender: Female / Male
Age in years: 20-29, 30-39, 40-49, 50-59, 60 and more
Social status: Free (F), staying in the partnership (P), married (Ma).
Financial status: Earning (E) or staying on the maintenance (ME)
Part II – goods owning preferences
1. Do you own any goods?
2. How often do you use them? A.often B. rarely C.sometimes D.when I need them E.never
3. Are there any goods you do not use them? Yes no (Y/N) If yes, please answer question 4
4. What kind of goods are they?
5. Would you like to share any goods with other people? Yes No..... I do no know (Y/N/I) If yes, please answer questions 6 and 7
6. Which form of sharing goods do you prefer? A. co-ownership B. lending for fee C. Exchanging goods/services D. Other
7. Will you devote your time in exchange for receiving goods to use? Yes no (Y/N) If yes, please answer question 8
8. What kind of time sharing / devoting will you accept? A. shopping for another person B. babysitting C. taking care about elderly people D. minor repairs
9. Do you know any exchange portals? Yes no (Y/N) If yes, please answer question 10
10. Have you ever use them? Yes no (Y/N) If yes, please answer question 11
11. Which of them?