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TRIBE 2.0 – THE MICROCOMMUNITY NEEDS IN THE FRAMES OF THE SHARING ECONOMY CONCEPT

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Abstract. *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. 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. 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. Research fulfils the gap in the microtribe 2.0 – strictly connected to sharing economy – needs analysis. 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.*

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, 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*.

2. Sharing economy as the economical concept

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 (Felson, Spaeth 1978; Weitzman 1986, Rabin 1993; Storper 1995) the concept evaluated into non-economic dimensions of economic activities being the base of sharing economy theory.

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 Appendix 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 (Fig. 1).

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 (Source: own elaboration)

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

End of table 1

No.	Male (M) / Female (F)	Age in years	Social status*	Financial status**
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

* Free (F), staying in the partnership (P), married (Ma).

** Earning (E) or staying on the maintenance (ME).

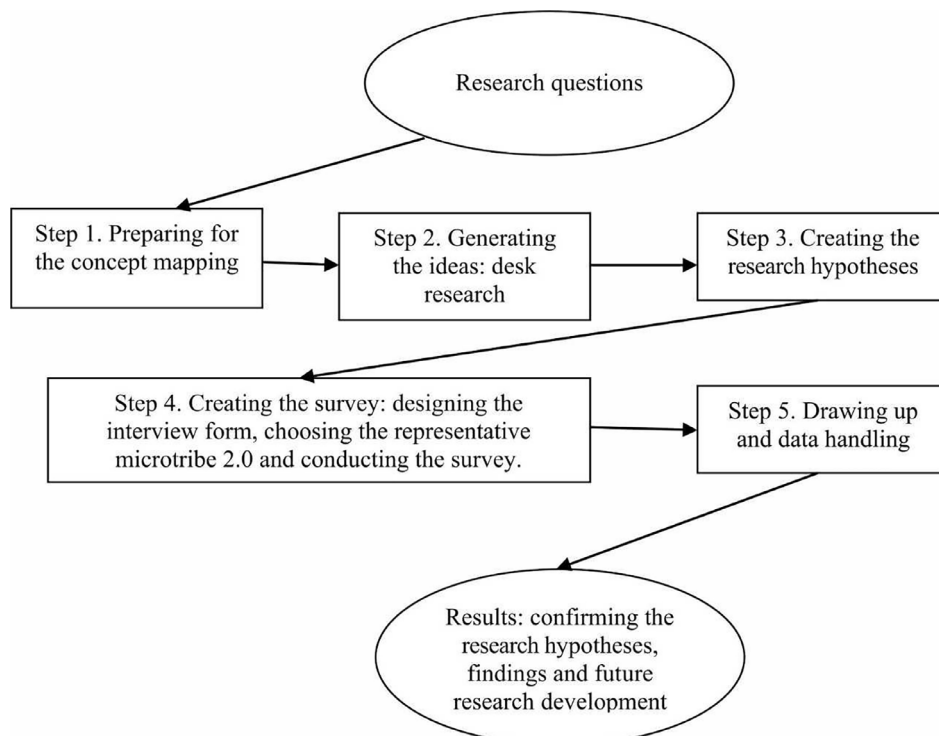


Figure 1 – Research design

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

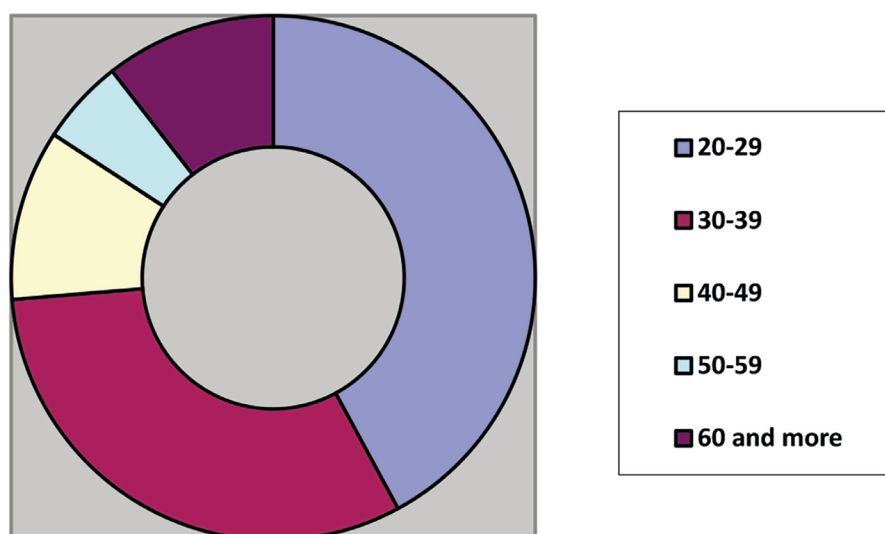


Figure 2 – Respondents age structure: the number of respondents in age group (in years)

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. Findings

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.

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 tome 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 women) 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.

Table 2 – Preferences according owning and using goods – microtribe 2.0 Survey form Part II (Source: own elaboration).

Resp. No.	Answers at question No.								
-----	1	2	3	5	6	7	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

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, "wymiennik" (exchanger). The most popular were BlaBlaCar and Airbnb, local portal "wymiennik" (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.

5. Discussion

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* (Source: own elaboration).

Sharing economy <i>sensu strict</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

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 decentralized 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, 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, 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 under more social, not-for-profit contexts (Ozanne, L., Ozanne, J. 2011, *New opportunities*, 2020) too. Corresponds to other research (Kelly, Belk 2005; Arend 2013; Jasińska-Biliczak 2016; Cohen, Kietzmann 2014, Clube, Tennant 2020) too fulfil the gaps (*The Economist* 2013, Botsman 2014, Goodwin 2015, Martin *et al.* 2015; Ranchorda's 2015) in understanding of the new trends in economy.

6. Conclusions

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.

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Contribution

Hereby I declare that I wrote present manuscript (including conception and design of the work, acquisition of data, analysis and interpretation of data, drafting the article or revising it critically for important intellectual content) by myself.

Disclosure Statement

Hereby I declare that I do not have any competing financial, professional, or personal interests from other parties.

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Appendix 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?