

Collaborative Economy - The Importance of Digital Platforms for Collaborative Consumption

Economia Colaborativa - A Importância das Plataformas Digitais para o Consumo Colaborativo

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Abstract

The change in consumer behavior and consequently in markets has been happening gradually in the face of the availability of technological resources and great access to information that allow a greater interaction between different individuals and consumers of different places, shortening distances and stimulating the idea of that the system of support and cooperation benefits all and thus, winning an increasing number of supporters. This article is the result of a study that aimed to understand how collaborative consumption has changed the consumption profile, having as main tool the information and communication technologies that permeate the market in the present day through the demonstration of events and trends that involve the theme. The methodological procedures involved an exploratory literature review, supported by articles published from 2013 to 2018, that is, in the last five years, in order to achieve a current, solid and reliable view on the theme and its evolution in the recent years. It was possible to verify that, without the digital platforms, the collaborative consumption would not have expanded in the way that it occurred and probably even if it were to develop, it would be concentrated only in small areas of similar range between those who offer and those who seek the goods made available.

Keywords: Collaborative economy. Shared economy. Collaborative consumption.

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Resumo

As mudanças no comportamento dos consumidores e, conseqüentemente, nos mercados vêm acontecendo de forma gradual em face da disponibilidade de recursos tecnológicos e grande acesso à informação. Tais circunstâncias permitem uma maior interação entre indivíduos e consumidores de locais diferentes, encurtando distâncias e estimulando a ideia de que um sistema de apoio e cooperação beneficia a muitos e pode, assim, conquistar um crescente número de adeptos. Este artigo é resultado de um estudo que teve como objetivo compreender de que forma o consumo colaborativo vem alterando o perfil de consumo tendo como principal ferramenta as tecnologias de informação e comunicação que permeiam o mercado nos dias atuais. Os procedimentos metodológicos envolveram uma revisão de literatura de cunho exploratório, apoiada em artigos publicados no período de 2013 a 2018, ou seja, nos últimos cinco anos, com o intuito de alcançar uma visão atual, sólida e confiável sobre o tema e sua evolução nos anos recentes. A análise dos resultados foi qualitativa por meio da demonstração de acontecimentos e tendências que envolvem o tema. Foi possível verificar que, sem as plataformas digitais, o consumo colaborativo não teria se expandido da forma como ocorreu e, provavelmente, ainda que viesse a se desenvolver, estaria concentrado apenas a pequenas áreas de alcance semelhantes, entre os que ofertam e os que procuram os bens e serviços disponibilizados.

Palavras-chave: Economia colaborativa. Economia compartilhada. Consumo colaborativo.

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1 Introduction

The collaborative economy is an emerging movement in the society nowadays. Changes in consumer behavior can be observed everywhere. This emergency is also linked to the high level of information sharing and digital integration. Collaborative economics businesses consist of ventures where sharing is the basic principle. Interest in this type of activity can be different to each people and can be explained by their individual personal values, things that need to be on the focus of attention of traditional businesses. The personal values orientate and justify the people's behavior and are able to explain why people identify themselves with collaborative economics businesses as well with the different interests in this type of activity (Silva et al., 2016).

This study is the result of a search for new questions - with or without answers – which arise from the visible change in the consumers and markets' profile. This change has occurred due to the availability of technological resources that allow a greater interaction between different individuals from different places, stimulating the idea that the support and cooperation system benefits everyone, increasing the number of supporters (Carpenedo, 2015; Silveira, Petrini & Santos, 2016).

Purchasing products is a necessity for all individuals who are embedded in a consumer society and who need items for their maintenance or comfort in some proportion. Whether for food, clothing, hygiene, services or consumer goods, people get what they need or want for their lives according to their economic possibilities. From ancient times of civilization, man needs to acquire goods for his consumption, but its from the twentieth century that the culture of consumption truly arises, through which the variety of options arouses an even greater desire in individuals to own different goods (Carpenedo, 2015).

However, some current movements are fighting overconsumption for its negative impacts on the environment. So, a phenomenon that has been emerging with great force in the last years refers to the shared economy, or collaborative economy, which seeks to enable that different individuals from different places can act within the economic scenario of trade of diverse goods. This enables people to sell and buy goods they need or want at affordable prices, benefiting sellers and buyers (Silveira et al., 2016).

In the collaborative economy, products can go through the processes of exchange, loan, rent, donation, among other options, according to the availability and interest of those involved. Therefore, wins those who offers the product and gets a financial return for it as well as who uses the product and achieves savings through its shared use (Rohden et al., 2015).

This study aims to understand how collaborative consumption has been changing the consumption profile, having as main tool the information and communication technologies that permeate the nowadays market. To do this, it was necessary to perform a narrative literature review to verify the digital platforms influences in order to help and promote collaborative consumption. At the same time, it became necessary to conceptualize the collaborative economy, the collaborative consumption in the face of the development of information and communication technologies, so that this new scenario could be reached with regard to the economy of collaboration between different individuals, many of whom do not even know each other.

2 Collaborative or Shared Economy

Collaborative or shared economy is characterized by the presence of collaboration, an exchange between the parties involved. Collaborative economics represents a system whereby products can go through processes of exchange, loan, rent, donation, among other, according to the availability and interest of those involved (Rohden et al., 2015).

Sharing is a phenomenon as old as humanity, while collaborative consumption and the “shared economy” are phenomena born of the internet age. The perception that people can share goods with each other generating advantages for all involved has been developing and gaining strength through the years, and it is also increasing the interest in entering this market (Belk, 2014).

The principle of the common good goes back to the Romans, who defined certain things as public, which means things that are reserved for the use of the people. The idea of communitary goods loses strength around the 15th century, when the privatization of goods was justified by the logic that public resources were subject to overuse and misuse by individuals (Souza & Nunes, 2012).

In the current scenario, more and more individuals want to reach consumer goods that they consider important but do this without having to compromise their personal and family budgets. As a result, the collaborative economy is now seen more frequently in several countries around the world (Carpenedo, 2015).

In the collaborative economy people interact, share, support and consult opinions, always aiming to obtain the best conditions and prices for the acquisition of various goods. It is noteworthy that such an economic modality is relatively recent. It was only after the emergence of the Internet and social networks, as well as various technological media, that people began to see the possibility of acting in a cooperative trade, in which everyone can get benefit and have their expectations met (Silveira et al., 2016).

Rohden et al. (2015) pointed out that the development of the collaborative economy got support on the information and communication technologies, that is, not only the internet, but all the devices that allow the access it, to communicate with others, exchange ideas, offer or receive offers for new or used miscellaneous products for temporary purchase or use.

To achieve a more specific view on the development of the shared economy, Silveira, Petrini and Santos (2016, p. 300) explain:

The shared economy has been originated in the 1990s in the United States, stimulated by technological advances that have reduced the cost of online peer-to-peer transactions and enabled the creation of new business models based in the exchange and sharing of goods and services between unknown persons. The shared economy is constituted by commercial practices that allow access to goods and services, without necessarily acquiring a product or monetary exchange. In this way, the creation of many new business models was also promoted, which also led to the expansion of shared economy.

Thus, it is understood that this type of economy emerges focusing on people and society more broadly. There is no attempt to benefit a brand or a company, in fact, what is sought is that all involved, who act cooperatively with each other, can conduct their negotiations and be satisfied with the results achieved.

In the collaborative economy, the goal is to enable everyone involved to achieve benefits. In some cases they are financial benefits, in others they have other characteristics, such as the donation of goods from various sources to those in need, which leads to a social benefit, in short, the possibilities are numerous, but the reality is that this new consumption system has been changing the world's economy and bringing with it a greater idea of justice, equal opportunities and achieve of the needs of individuals in a more broadly way (Costa, 2015).

On the subject, Ferreira et al. (2016, p. 2) clarify that:

A new trend, called the shared economy, has recently emerged as an alternative to meeting diverse needs that previously were predominantly met by companies. Consumers now want to have access to products and pay for the experience of having

them temporarily, rather than buying them. This has made the sharing of idle individual goods popular in the recent years, and with the emergence of peer-to-peer technology platforms, new collaborative consumer-based marketplaces have emerged and their impacts have already led to changes in the consumption patterns.

Thus, although the collaborative economy already exists for some years, it is still considered a new trend, remembering that technological evolutions and renewals allow, every single day, the development of new tools, devices and modalities, which also provides a constant renovation for all those involved, generating benefits that change and get renewed in a continuous way (Ferreira et al., 2016).

For the collaborative economy to occur fully, websites and applications have been developed in a very common and widespread manner around the world. There are specific options for certain types of products, while others make room for any kind of commerce, be it products, services, sales, rent, etc. Thus, more and more people can access these tools and enter the collaborative economy quickly, practically and with excellent results (Rohden et al., 2015).

The focus, nowadays, is not on acquiring and owning a good, but being able to use it while it is needed, and then, when it can no longer generate benefits for the user, return it to the owner so that he can offer it to another potential consumers and users. The idea is that more and more people will benefit from the products they have or need without disposing of them (by selling) or acquiring to meet temporary needs (by buying) (Ferreira et al., 2016).

2.1 Collaborative consumption

Collaborative consumption is part of a context of sustainability movements that society and all levels of its systems see emerging as part of the shared economy. The shared economy emerges as a manifesto to hyperconsumption, adopting disruptive collaborative practices. With this, there is a market intelligence focused on sustainability, which includes multiple social dimensions, such as values, practices and consumption habits, environmental awareness, quality of life, technological development and economic and social perspectives (Freitas, Petrini, & Silveira, 2016).

Collaborative consumption refers to a new mode of consumption in which the greatest pursuit of those involved is the ability to share, collaborate with one or more people so that all involved are benefited. Since societies and individuals have realized the advantages of collaborating in different areas, with emphasis on consumption, the practice has grown considerably (Frenken & Schor, 2017).

Today's societies are increasingly emphasizing the importance of collaboration in a variety of areas as a way of leading all individuals to better living conditions and greater possibilities for the use of goods that, generally, without a collaborative appeal, could not have had access. It must be understood that the collaboration among the people who are part of this consumption is indispensable for a broad and comprehensive benefit, not focused on an audience, a group of people or companies (Rohden et al., 2015).

Menezes (2015) emphasizes that consumption is a characteristic of today's societies, in which individuals work seeking resources to be able to purchase products or services that they consider necessary or want to obtain for their daily life. For many people, success is measured by the amount of goods they accumulate and, thus, consumption becomes a way of achieving high status in society and within social groups. Purchasing power is extremely different among sections of the Brazilian population, not all people have the same possibilities to purchase products, but there is always an effort to increase the levels of this possibility.

In light of the so-called consumer society, there was a perception among individuals that they could look for ways to increase their capacity to use goods, as well as helping others to

reach these standards, and thus, collaborative consumption. It is a consumption profile that is not only based on making a profit or being able to purchase certain goods for yourself, but also on sharing, renting, lending or donating goods for real use and not becoming obsolete, stored and underused (Menezes, 2015).

Costa (2014, p. 249), about the objectives of individuals who enter the patterns of collaborative consumption, clarifies that:

[...] the subjects who participate in collaborative consumption have different motivations. Some want a sustainable society, others seek to make money from a new business model while others just make their life easier. But they all seem to converge on a mode of consumption that prioritizes access over ownership and seems to be related to sharing and sustainability values, reducing waste and extending product life.

Barbieri (2015) states that collaborative consumption arises from the change in the acquisition profile of individuals, who come to understand that they can share, support, even without knowing each other, so that a growing group gets benefits. This new consumer profile has a greater awareness of the possibility of exchanging, lending, renting or reselling products, always looking for someone who wants to make use of them, in its most varied characteristics.

Silveira et al. (2016) state that there are three forms or systems of collaborative consumption that can be considered today:

- 1) Product Service System: Product Service System (PSS) is defined as a commercial set of products and services that can meet the needs of the user, in which one pays for the use of a product without the need to acquire your property;
- 2) Redistribution markets: are associated with exchanges and donations, are related to the transfer of ownership, ie, allude to co-ownership. Examples of such a system are furniture donation, book exchange or lending, and clothing exchange or donation;
- 3) Collaborative lifestyles: These are postures and/or lifestyles in which there is a willingness to share and exchange intangible assets, such as time, space, skills and money.

Ferreira et al. (2016) point out that the mode of collaborative consumption has been growing so much, that the number of users reaches millions worldwide. Geographical barriers have been overcome and it is now possible to look for collaborative forms of consumption anywhere in the world without leaving home, making use of these alternatives wherever and whenever they are needed.

According to Silva et al. (2016), collaborative consumption is a trend, however, it should not be temporary like other trends nowadays. This is because when people understand that they can benefit themselves and benefit others, they choose to adhere to this new methodology, and start to recommend it to their friends, and so more and more people start to make use of it, and start to achieve the desired benefits and return to the owner, allowing use by others.

Freitas, Petrini and Silveira (2016, p. 3) emphasize that:

Sharing is an alternative to private property, which in turn focuses on the exchange of gifts and goods. By sharing, two or more people enjoy the benefits (or share the costs) inherent in owning a shared object. It is possible to share physical objects, such as a house or a car, as well as more abstract objects such as knowledge or relationships. In short, sharing implies voluntary lending, sharing and use of resources that are primarily collective property.

Benoit et al. (2017) clarify that collaborative consumption has changed the way that many companies operate, helped reduce prices and led consumers to understand that they do not need to buy everything they want, they can find ways in which more people gets benefited. In this sense, the economy and the markets changes and the benefits starts to reach people as they are no longer tied to the need to buy goods at prices they cannot afford.

Huber (2017) points out that there are many positive effects of collaborative consumption on the social environment, highlighting that this increases the access of people to products and services, although their income is lower than other consumers, there is greater contact between those who offer and those who seek these products or services, the environment is spared due to the reuse of goods, among many others. As a result, people who use this methodology as well as those who do not, both receive some kind of benefit, and collaborative consumption should be highlighted as a tool for social improvement and development.

Rowe (2017) points out that collaborative consumption has different faces but can only be characterized as collaborative when its central purpose is only one: the benefit of all involved. While some receive value while others may save their money, the important thing is that no income or development is generated for just one link in this chain. The more the ideals of collaborative consumption are disseminated, the more people can understand their value and act in this branch of the social economy.

3 Methodological Procedures

This study was developed from a narrative literature review, also considered as the traditional or exploratory review that had the definition of some explicit criteria for the selection of articles, not necessarily following a rigid systematic, in which there is a concern to exhaust sources of information and analyze them deeply. The way of collecting documents is commonly called exploratory search and can be used to complement systematic searches (Cordeiro et al., 2007; Ferenhof & Fernandes, 2016).

This research aimed to understand how the collaborative consumption has been changing the consumption profile having as main tool the information and communication technologies that permeate the market today by demonstrating events and trends that involve the theme. To this end, an exploratory literature review was carried out, supported by articles published from 2013 to 2018, that is, the last five years, in order to reach a current, solid and reliable view on the subject and its evolution in recent years.

Gil (2010) points out that the literature review, or bibliographic research, is a very important methodology for the acquisition of knowledge on the subject that is sought to understand, bringing the researcher closer to the theories and conclusions presented by various authors in the area.

Marconi and Lakatos (2010) state that exploratory research allows the author to approach the theme, analyze various results found and clarify his doubts, but without exerting influences on it. It is up to the researcher to analyze data and present it in a grouped and organized manner but cannot change these results as they see fit.

The electronic bases used for research articles were: Scielo (Scientific Electronic Library Online - <http://www.scielo.org/php/index.php>), Redalyc (Network of Scientific Journals of Latin America and the Caribbean, Spain and Portugal) - <http://www.redalyc.org/>) and Google Scholar (Google Scholar - <https://scholar.google.com/>).

The search terms applied for the verification and selection of articles were defined as: collaborative consumption and collaborative economy. The articles were identified, and the abstracts evaluated for the selection of materials applicable to this study. Both national and international articles were part of the sample of selected studies, as a way to present a broader

view on the subject, overcoming the barriers of vision in Brazil and seeking the perception of foreign authors who verified the collaborative consumption in different places.

Only articles published in Portuguese or English were selected, even though the focus was on different countries. This limitation on the subject stems from the author's ability to translate and thus different languages could not be correctly understood and used in his studies.

The selected materials were printed, translated and applied to the study according to their possibility of collaboration for the comprehension and clarification of the theme. Thus, data from some authors received greater emphasis than others, precisely because of the need to meet the objectives of the study.

Data analysis took place in a qualitative approach, aiming to understand the trends pointed by the literature, without the central focus remaining on statistics related to it. According to Gil (2010), the qualitative analysis allows the presentation of a reality and the facts that are part of it, without requiring the presentation of numbers to be highlighted or understood. Narrative review is considered the traditional or exploratory review, where there is no definition of explicit criteria and the selection of articles is made arbitrarily, not following a systematic, in which the author can include documents according to his bias, thus, there is no concern in exhausting the sources of information. The way in which documents are collected is commonly called exploratory search and can be used to complement systematic searches (Cordeiro et al., 2007; Ferenhof & Fernandes, 2016).

4 Data Analysis and Discussion of Results

Without highlighting the importance of technologies, we must consider a significant expansion of collaborative interactions among users of the world wide web (www) that is happening today as a result of a “social phenomenon” resulting from exponentially growing mass interconnectivity each day, when a significant number of emitters communicate with another number of receivers, reciprocally succeeding in the search for solutions to large or small everyday problems that lead to trade and consumption of goods and services. The advent of the Internet and the ease of access have allowed a new outlook that contradicted the logic and dynamics of mass communication, as happened with traditional television on its open channels, which is a system where few broadcasters send virtual messages to many receivers, with almost zero return. This transformation in the communication process characterized what is termed the “digital revolution” as the great transforming power of social relations and contemporary culture, which is predominantly characterized by information, commerce and consumption actions. Online negotiations in a digital environment, including e-commerce actions, characterize a “new economy” (Paixão & Souza, 2015).

According to Cezar, Bandeira, Corso, Dorneles and Barcellos (2018), the landscape of digital collaborative consumer platforms in Brazil presents a scenario of constant growth of business and users, accompanied by a new awareness of people about how and when to consume, generating reflections on their actions, seeking greater responsibility for the life cycle of the goods they acquire. Moreover, the authors point out that the findings become interesting for areas of e-commerce, entrepreneurship and marketing, as they present characteristics that encompass both parties, as they present, above all, a new consumer behavioral tendency that deserves attention.

The fact is that in different countries the platforms available are specific, that is, not always the platforms used in Brazil will be verified in France, or used with the same intensity, however, it can be said that there are digital platforms that are common to many countries and used unrestrictedly, without walls or cultural barriers and that are active in similar areas, such as commerce, accommodations, rides, public transportation, among many others (Huber, 2017).

These platforms have a variety of features and functions, while some allow charging for products or services, others value exchange, lending and sharing, so each consumer has a wide range of possibilities to choose from, depending on their needs or on what they want to get through collaborative consumption (Rowe, 2017).

In this work, it was found 56 articles on the topic highlighted within the date defined by the authors, however, due to similarities between the methodology, the place of coverage and the results, only 21 were selected for use in the present study.

Among the 21 articles selected, there are those that deal with the theme in a modern and current way, in order to obtain an overview beyond Brazil and beyond the characteristics and consumption behavior of Brazilians, which present a very diverse cultural situation in view of the continental dimensions of their territory and the diversity of socioeconomic prevalences.

It should be noted that the detailed analysis of the content of each article was not possible in this paper because of the size of the result of these analyzes, but the articles were compiled and organized by the authors in a chart that presents the title, objectives and conclusion, besides the respective authors (Table 1).

In the chart, it is possible to observe that, although the current society is largely based on consumption, the fact is that the environmental and material resources are running out and besides the concern with the environment, there is the concern with the availability of consumer goods for current and future generations. Thus, people realize that they have an important social role in preventing their consumption patterns from exceeding the capacity of the surroundings to produce or replenish resources (Menezes, 2015).

Leismann et al. (2013) believe that the idea of the possibility of using the goods instead of the desire to own them, has been taking great proportions in the current social, economic and political scenario and the collaborative consumption gains more supporters each year, worldwide. Digital platforms allow users to save resources, either by offering their products or by using others, always according to the needs and expectations of each stakeholder.

Carpenido (2015) states that the arising of a new technology leads to many consequences, for example the fact that digital platforms have changed societies around the world, eliminated geographical boundaries and created globalized markets, allowed access to information and to the possibility of performing numerous activities. In this scenario, information and communication technologies are becoming increasingly present and used by individuals of various profiles.

Through digital experiences, particularly the internet, there is a return to the ideology of the common good and recognition of the value generated for the community in the activity of sharing creative content. Sites such as Wikipedia, Open Street Map, and the Linux operating system emerged from this perspective (Souza & Nunes, 2012, p. 9).

There is a growing awareness of people that searches for a better way of life and a planet that is in a position to be used for future generations, focusing on the concept of sustainability not only from the environmental point of view, but also and equally important from a social, cultural and economic point of view.

Paixão and Souza (2015) state that, nowadays, products become obsolete very quickly, brands launch new products constantly and the desire for their acquisition is accentuated. Because of this, collaborative consumption, in which these goods can be shared or traded, makes them not just pieces that take up space, but are used by different people, each at the moment it becomes useful and has the possibility to reach these assets, whether by loan, rent, sale, donation, among other modalities.

Table 1
21 scientific papers selected in this research

Article	Author	Title	Goals	Conclusion
1	Barbieri, N. N. (2015)	Collaborative consumption on a social commerce platform: Case study of the website of buying and selling called "Enjoel".	Investigate how social commerce strategies and tools collaborate to maintain and grow an ecommerce platform based on collaborative consumer dynamics.	It found that the site used as a study object really fits into the collaborative system of the redistribution market, fulfilling the proposal of conscious consumption, besides being a typical and functional social trading platform.
2	Belk, R. (2014)	You are what you can access: Sharing and collaborative consumption online	Compare sharing and collaborative consumption and find out if both are growing in popularity today.	The old belief that we are what we possess may require modification so that they are considered forms of possessions and uses that do not involve property.
3	Benoit, S. et al. (2017)	A triadic Framework for collaborative consumption (CC): Motives, activities and resources & capabilities of actors	The article has three objectives: 1. Identifies three criteria for delineating collaborative trade (CC), such as consumption based on access, sharing or rent. 2. Introduces a literature-based structure explaining the roles of actors in CC over three dimensions: motives, activities, resources and capacities. 3. Highlights areas for future research, such as CC dynamics, context-dependent motives, and the emergence of professional service providers.	Collaborative consumption has become an important and growing element of the economy in many countries. It is suggested that CC may be separated from more traditional forms of exchange based on three factors: 1. The number and type of actors, 2. The nature of the exchange and 3. The direct character of the exchange.
4	Bernardes, B. and Lucian, R. (2015)	Behavior of Brazilian and Portuguese consumers on crowdfunding platforms	Understand the loyalty behavior of Brazilian and Portuguese consumers in relation to the crowdfunding phenomenon.	It was concluded that some antecedents had specific contributions in the influence of this behavior, being the co-creation of value, the reward and the feeling of belonging, the main.
5	Carpenedo, L. D. C. (2015)	Collaborative consumption in the Internet age: The demonstration of the collaborative market in Porto Alegre (RS)	Investigate the manifestation of collaborative consumption and its market in the city of Porto Alegre.	It was possible to verify, through in-depth interviews with users of these projects, as well as the creators of collaborative events in Porto Alegre, that the market of collaborative culture has grown significantly, although still face challenges such as lack of structure in the city and trust among strangers.
6	Costa, R. B. (2014)	Between Resistances and Gifts: reflections on collaborative consumption	The objective of this work is to reflect on the so-called "collaborative consumption".	In this form of consumption, people offer what they possess, but what they will gain in return does not seem to be the main motivation, even because, often, there is no right return. It is possible to find examples of this in actions such as using money that could be spent for personal end, to finance ideas of unknown people, accept strangers where they live even without receiving any

Article	Author	Title	Goals	Conclusion
				material in return or the promise to stay in the guest house when you need it, and you offer carons to strangers.
7	Costa, R. B. (2014)	On the role of trust and digital communication technologies in collaborative economy experiences	To reflect on the role of trust and digital communication technologies in the experiences that are presented as part of the so-called "collaborative economy".	Until the present moment, it seems pertinent to understand the collaborative economy as a process of production, circulation and consumption of goods and services that is based on exchanges between unknown people mediated by online platforms that generate offline interactions. Despite the diverse dynamics that exist in the experiences, more centralized or less centralised, aiming at profit or not, they always mobilize strangers acting together, who need to trust each other, and use digital communication technologies.
8	Ferreira, C. M. et al. (2016)	Shared economics and collaborative consumption: A literature review	The objective of this work consisted in conducting a bibliometric study on shared economics and collaborative consumption.	There was a higher concentration of publications in the years 2013, 2014 and 2015, which shows the relevance of the topics addressed, still lacking in literature. It is important to highlight that the academic relevance of this article and it is hoped that this contributes to a greater understanding of these phenomena.
9	Freitas et al. (2016)	Unveing collaborative consumption, a proposal of typology	A typology is proposed for collaborative consumption that allows the identification and classification of its main forms of manifestation.	From the concepts and examples of collaborative consumption found in the literature, it was possible to identify ten characteristics. Considering these characteristics, 72 sites of collaborative consumption were analyzed, leading to the proposition of a typology, considering four main characteristics: type of platform, financial transaction, model of sharing and type of Sharing.
10	Frenken, C. and Schor, J. (2017)	Putting the sharing economy into perspective	Put the sharing economy in perspective, providing a conceptual framework that allows us to define the shared economy and its upcoming topics.	From an economic-historical standpoint, the possibilities of a fully socialized sharing sector, with platforms owned and governed by its users, are an intriguing option. If users are able to build and use their own platforms on a large scale, they can also benefit from network externalities without having to pay the 10% to 20% margins normally billed by commercial platforms. In addition, users would keep track of their user data.
11	Hamari, J. Soklint, M. and	The Sharing Economy: Why People Participate in Collaborative Consumption	Investigate the motivations of people to participate in the CC.	The results show that the participation in the CC is motivated by many factors, such as sustainability, the utilization of the activity and the economic gains. An interesting detail in the result is that sustainability is not

Article	Author	Title	Goals	Conclusion
	Ukkonen, A. (2016)			directly associated with participation, unless it is at the same time associated with positive attitudes towards the CC. This suggests that sustainability can be only an important factor for Those people for whom ecological consumption is important. Moreover, the results suggest that in the CC there may be a gap of attitude and behavior; People perceive activity positively and say good things about it, but this good attitude does not necessarily translate into action.
12	Huber, A. (2017)	Theorizing the dynamics of collaborative consumption practices: A Comparison of peer-to-peer (P2P) accommodations and cohousing	Contribute to an interpretation based on the most nued theory of the current dynamic of collaborative consumption (CC).	Empirical data show a very unequal diffusion of these practices in France and Germany. The P2P accommodation has formed a highly attractive practice configuration, with very good chances of "recruiting hosts", while the cohousing presents a very demanding "practice as entity" with very limited opportunities to Find practitioners.
13	Leismann, K. et al. (2013)	Collaborative Consumption: Towards a Resource-Saving Consumption Culture	Show that a general potential for resource savings can be accomplished by "use instead of own" schemes, depending on the application field and the framework for implementation.	CC is useful and contributes positively to achieving the objectives of those involved, playing an important role in changing consumption patterns.
14	Menezes, U. G. (2015)	Collaborative consumption: Relationship between trust and collaboration	Analyze a different way of accessing goods and services through collaboration, without the need to have ownership over this asset.	The result that can be extracted from this analysis was that not all initiatives are based on trust, although there is collaboration to achieve the desired objectives. The types of initiatives that showed greater emphasis on trust, for treating it in an indispensable way, were Couchsurfing, coworking, crowdsourcing and library at some bus stops. In these forms of consumption, trust is the basis for cooperation, because without confidence the individuals would not have the desired result.
15	Mohlmann, M. (2015)	Collaborative consumption: Determinants of satisfaction and the likelihood of using a sharing economy option again	A structure on the determinants of choosing a sharing option is developed and tested with two quantitative studies, applying the modeling analysis of partial least squares paths.	The results reveal that the satisfaction and probability of choosing a sharing option are again explained predominantly by determinants that serve the users own benefit. Usefulness, trust, cost reduction and familiarity were considered essential in both studies, while the quality of service and community belonging. This applies to the environmental impact, Internet capacity, smartphone capacity and trend affinity. Finally, research and managerial implications are discussed.

Article	Author	Title	Goals	Conclusion
16	Paixão, C. R. and Souza, R. P. L. de (2015)	Collaborative consumption: Trend of construction of knowledge and business in the digital market of used products	In this study, a Brazilian website for the purchase and sale of used products or "second hand" (enjoei.com.br) is indicated as an example of collaborative environment and promoter of knowledge, communication and e-commerce business.	The commercialization of used products and their reuse are parts of a widely disseminated collaborative consumption trend in the Internet network. The results presented are descriptions, arguments and considerations resulting from the work of exploratory-descriptive research on a phenomenon of collaborative consumption, as a trend in the Brazilian market.
17	Rohden, S. F. et al. (2015)	Collaborative consumption: Economics, modism or revolution?	Explore the meanings and motivations related to collaborative consumption.	Collaborative consumption is not only related to an exchange value that corresponds to a tangible good. There is an intangible characteristic related to the symbolic aspects inherent to this model of consumption.
18	Rowe, P. C. M.	Beyond Uber and Airbnb: The Social Economy of Collaborative Consumption	Illustrate the scope of these practices by proposing a typology that considers the various currencies exchanged and technologies used to promote the sharing of goods and services.	The alternative manifestations of the collaborative consumption movement that goes beyond the market orientation and instead focuses on promoting soft and non-economic values.
19	Silva, J. R. et al. (2017)	Collaborative economics: An analysis of the relationship between personal values, forms of collaboration and endowment effect	It proposes that Schwartz's theory of personal values (2012) is associated with the identification that the consumer possesses with the collaborative economy, and that there are distinct types of intent to engage with business of this nature.	The results show that the value of self-transcendence is the only value of the Schwartz scale (2012) that explains the identification with the collaborative economy. Four ways of engaging in practices of this nature were also identified: individualist, active, Usufrua-passive and collaborator. Finally, the findings show that people with willingness to engage in collaborative consumption change the attribution of value with their assets, minimizing the appropriation effect.
20	Silveira et al. (2016)	Shared economics and collaborative consumption: What are we researching?	As the study on shared economics and collaborative consumption has evolved and what are the trends pointed out by international scientific production.	This article offers an overview of research in collaborative consumption and shared economics from the identified problems, besides identifying the opportunity for future research that can analyze this phenomenon, refine and test the approaches Theoretical.
21	Souza, J. L. de A. and Nunes, D. (2012)	Collaborative consumption: Brand identity with the public	To weave the analysis of the triggering of the phases of communication, with emphasis on the age of Digital communications.	It addresses the new communication paradigms that imposed new demands on brand management and the way they should deal with their audiences.

Fonte: Elaborated by the authors (2019).

Products that become obsolete for some may represent the consumption desires of others and collaborative consumption emerges as a possibility to serve all groups. Digital platforms make it possible for these individuals, who wish to pass on their products or seek others, to contact each other wherever they live (Barbieri, 2015).

Collaborative consumption, often associated with the shared economy, occurs in organized systems or networks, in which participants perform sharing activities in the form of rent, loan, negotiation, exchange and exchange of goods, services, transportation solutions, space or money (Mohlmann, 2015).

As for the individuals who make use of these platforms, Silva et al. (2016, p. 13) clarify that:

There are people who can use this type of business as an alternative to finding an occupation for income, people who can only choose the ease, the price and the convenience offered by collaborative economy businesses, and people who choose both, setting themselves up in one way of pure collaboration.

Huber (2017) points out that information and communication technologies have enabled collaborative consumption to become a reality in almost every region of the world, with larger or smaller numbers of supporters according to the sector where the offers are made, but always with the participation of digital platforms to enable the contact, or at least the initial one, between the participants.

[...] in this case, the enlargement of the communicative processes make it possible to locate rare products of different types and, therefore, opportunities arise from different businesses, some with specialized branches, emerging through the growing process of self-management in the virtual environment. (Passion & Souza, 2015, p. 172).

In order to have a more specific view of this form of consumption and the participation of digital platforms, Table 2 is presented.

Table 2
Examples of Collaborative Consumption

Practice	Sector	Platform exemple
Accommodation Offer	Residential and/or tourism	<i>Airbnb</i>
Residence sharing	Accommodation	Facebook
Loan of goods	Consumption	Facebook
Exchange of Goods	Consumption	OLX
Exchange of services	Services	<i>Bliive</i>
Time Bank	Services	<i>TimeRepublik</i>
Goods and food Giveaways	Consumption/Food	Amostrasgratis.com
Collective transport	Transport	Uber
Streaming	Entertainment	Netflix
Streaming	Leisure	<i>Sotfy</i>

Fonte: elaborated by the authors based on Huber (2017).

In addition to+ the exchange of physical products, the exchange of services emerges as a valuable Collaborative Consumption tool that also contributes to the local and global communities' socioeconomic development. There are service exchange sites and others like the "time bank" that exchange service for time. In the case of Streaming, more and more users are using the comfort of having an account and be able to access unlimited content in data stored

in the cloud. The use of individual password or family packages allows the collaborative consumption.

The analysis of the data raised by the research shows that the tendency is that Brazil follows the growth of other countries of the world. There is no longer the detachment that could be seen a few decades ago when an innovation or change in attitude took long years to reach developing countries. The content of the articles analyzed leads to an understanding about consumption profiles: there is a great tendency to reduce costs, combat waste and valorize regional products and services, besides the fact that digital platforms are the main resource that allows these changes in behavior through information sharing.

It is important to consider that the number of articles found during the research and involving the topic was considered small by the authors, since the use of digital platforms is not a recent practice. Social transformations and changes in consumer behavior leave companies facing the need to adapt to the new rules.

5 Final Considerations

When we talk about collaborative consumption, it is needed to have in mind that this type of consumption is directly linked to information and communication technologies. It is through the internet, websites and applications that people can spread what they are offering and potential users can access these goods and decide whether or not to make use of them. These practices would not be possible without the emergence and continuous development of the internet (Hamari, Sjöklint, & Ukkonen, 2016).

With the widespread use of technologies and the increasing ease of access to the internet and digital platforms, not only the form of communication, but habits of study, research, work and consumption have been vastly changed. In this new scenario, it cannot be said that consumption has been reduced in order to make society less consumerist or capitalist, but it can be said that there is a greater awareness of the importance of collaborating, sharing and allowing broader access to all individuals (Bernardes & Lucian, 2015).

In order to ascertain the importance of digital platforms in helping and fostering collaborative consumption, it was found that without the knowledge about the negative impacts of overconsumption and digital platforms, collaborative consumption would not have been expanded as it happened, and even if it happened, they would be concentrated only in small areas, considered similar between those who offer and those who seek the goods available.

There are free, and also paid, digital platforms and it is up to each one interested to verify those who meet their objectives, but it is possible to state that the free platforms have been taking considerable proportions. If these tools were not available, this type of trade would be restricted to small groups, while these platforms allow contact between those who offer and those who seek, even over extremely considerable distances. In addition, many collaborative consumer ideas are adapted from one country to another and there are platforms that can be used anywhere in the world. In view of this, it is clear that globalization has also reached the media and the business conducted through them (Huber, 2017).

Also about the definition and criteria phase, the market involving collaborative consumption has dimensions that are confused with traditional consumption. The notion of idle capacity sharing is central to the definition of sharing economy because it distinguishes the practice of sharing goods from the practice of on-demand personal services. In other words, many offers may use the collaborative economy banner, but not all of them are, in fact, geared to the collaboration and assistance of all involved (Frenken & Schor, 2017).

This study contributes to the scientific community in the compilation of data and analysis by different authors in different countries with cultures that, a few decades ago, would be considered totally different and that become closer through collaborative consumption and

more conscious use of digital platforms. It also contemplates opening a broader approach to how technologies bring profound changes in the ways of consuming and being.

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