

Sharing economy and relations as a direction of rational consumption in the Russian Federation

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Abstract. The trends of "rational consumption" and "resource conservation" are gaining popularity in the context of sustainable development and environmental care. The practical implementation of these trends is the sharing economy and relationships. Within the framework of the article, the theoretical aspects of the rank economy and relations are considered, the main characteristics, types and advantages of the rank economy and relations are presented. The authors analyzed and presented the general results of the development of the rank economy and relations in the countries of the world. The article analyzes the development of the Sherino economy and relations in Russia. It is determined that the Russian line economy is developing more slowly than the world economy, which is explained by the unwillingness of the population to participate in sharing relationships. The authors present an analysis and forecast values of the development of three segments of the Russian sharing economy: carsharing, kicksharing and foodsharing. Based on the analysis carried out, the article identifies the main problems hindering the development of the sharing economy and relations in Russia, namely: legal regulation; the mentality of the population; increasing threats to information security; high depreciation of fixed assets of companies providing sharing services, VAT on products, hindering the development of foodsharing; the lack of uniform terminology and distinctive characteristics of business models of sharing by industry, official systematized statistical data on sharing relationships. Despite the existing problems, the sharing economy and relations have a fairly high potential for development in the Russian Federation. The authors present the main directions and prospects for the development of sharing relations in Russia. It is necessary to develop the sharing economy primarily through the popularization of sharing relationships and services among the population.

1 Introduction

Rational consumption is undoubtedly a stable trend of the new stage of economic development [1]. The economy is actively developing, moving from the sphere of profit maximization to the sphere of maximizing public utility. That is, society must move from the simulated and unreasonable consumption of limited resources to the joint consumption of resources. It is noted that the collective use of goods and services, that is, payment for temporary access, is better than owning them alone. Thus, traditional economic relations are being replaced by sharing relations and, as a result, a sharing economy is being formed.

The term sharing comes from the English verb "to share", which means to share. In other words, sharing is the joint consumption of a product. The term sharing economy is translated into Russian in different ways – the sharing economy (SE), the "shared" economy, even the economy of cooperation or participation [2,3,4]. The sharing economy is an economic model based on the collective use of goods and services, barter and lease instead of ownership, which is based primarily on the idea that it is sometimes more convenient to pay for temporary access to a product than to own it.

The sharing economy and relationships are gaining strength. Since, on the one hand, the development of sharing relations is the result of the influence of STP on the economic forms of satisfaction of needs. On the other hand, the sharing relationship helps to increase the efficiency of resource use, reduce costs, reduce the cost and improve the quality of meeting needs, free up time and much more. These relations are expanding, gradually erasing the traditional economic space, paving the way to a space of unstimulative and rational consumption. The mission of the sharing economy is to reduce resource consumption and achieve sustainable development goals [5].

Specifying the features of the sharing relationship, a number of characteristics can be identified [2,6]:

- turning a consumer into a supplier when the opportunity arises for this;
- it is possible to dose, and even minimize the scale of consumption, while using the available property more productively;
- success directly depends on the quality that users possess, and the most important among them are the ability to trust each other, collectivism, and super-rationality.

There are several forms of sharing relationships, but they are all based on the ability to realize greater choice while reducing the costs associated with the purchase: rent; subscription; resale; exchange [7].

In the course of our research, several main types of sharing relationships were identified, namely [8]: carsharing – rental of cars and other means of transportation; kicksharing and bike sharing – rental of scooters and bicycles; carpooling — search services for fellow travelers; koliving and sharing -housing – rental of housing or cohabitation with neighbors; foodsharing – distribution of food; libraries and bookcrossing (book exchange); swap — exchange of used items: clothing, accessories, shoes; coworking — short-term rental of workplaces: from office desks to creative workshops. It is worth clarifying that the listed types are only a small and more common part of the sharing relationship.

In the context of the global economic crisis, saving your own resources, the possibility of obtaining additional income and reducing personal costs are the main drivers that contribute to the development of sharing relationships.

2 Materials and methods

The methodology of the conducted research is presented by a number of procedures, which are reflected in this article. The methods used include: methods of collecting and summarizing statistical information; comparative and retrospective methods; methods of analysis and synthesis; methods of tabular and graphical visualization of the presented data.

The quantitative and cost parameters of the sharing economy in Russia for this period of time are not evaluated by statistical authorities. This problem is related to the fact that sharing, firstly, is dispersed between different spheres, such as "transport", "real estate", etc. Secondly, it is difficult to separate in terms of statistics from the rental and short-term rental market, from the hotel business.

3 Results and discussion

Before proceeding to the analysis of sharing relations in Russia, it is necessary to consider how sharing relations are developing in the world. Currently, the global sharing economy is estimated by approximately 9829 companies operating in 133 countries and 25 categories [9]. The global sharing economy is developing quite rapidly. Thus, the volume of the global market for the sharing economy in 2013 amounted to 15 billion US dollars, and by 2025 the market volume is projected to reach 335 billion US dollars [9].

It is important to note the results of the development of the sharing economy and relations in countries around the world:

- in the Asia-Pacific region, 78% of people use sharing services and are willing to share or rent what they have, and 81% would like to rent from others;

- China is an outstanding market for SE, as 73% of its population are online consumers in the sharing economy, and more than half (55%) supply goods and services through sharing services. This is the only market in the world where all age groups participate generally at the same level;

- more than 2.7 million Canadians use the services of the sharing economy, which is estimated at \$1.3 billion;

- about 72% of Americans use a sharing service or app, 50% have bought used goods online;

- in Latin America, 70% of people use the sharing economy and are ready to share or rent;

- across Europe, 54% of people use sharing services and are ready to share or rent.

In general, it can be noted that sharing relationships in the world are rapidly developing and have great potential for further development. Also based on the above, it is worth noting that people are ready to participate in sharing relationships and actively use sharing services.

Considering the Russian sharing market, it is necessary to note a number of its characteristic features [10]:

Firstly, the Russian Federation is characterized by a high concentration of population in several largest cities with a population of over a million, where the sharing community is mainly formed.

Secondly, a sharp change in the mentality of the country's population: the formation of generations (Y and Z), for whom receiving impressions, mobility and the opportunity to express their individuality are more important than status consumption.

Thirdly, the active digital transformation of the country, since the development of the mobile Internet and online payments is one of the basic conditions for the development of sharing services in Russia.

Fourthly, transport sharing services are of particular relevance in our country. The Russian carpooling market has a very significant volume even by international standards.

In Russia, the sharing economy is developing, but at a slightly slower pace than in the world. This low rate of penetration of sharing is explained primarily by the mentality of the population, namely their reluctance to participate in sharing relationships [11]. It is estimated that only 36.22% are competent consumers, while: 31.13% of consumers are skeptical about the sharing economy, 32.65% are neutral. These indicators indicate that the majority of the population is not ready to completely or partially switch to sharing relationships.

Next, let us look at data on the volume of the sharing economy for the period 2017-2020. (Fig. 1).

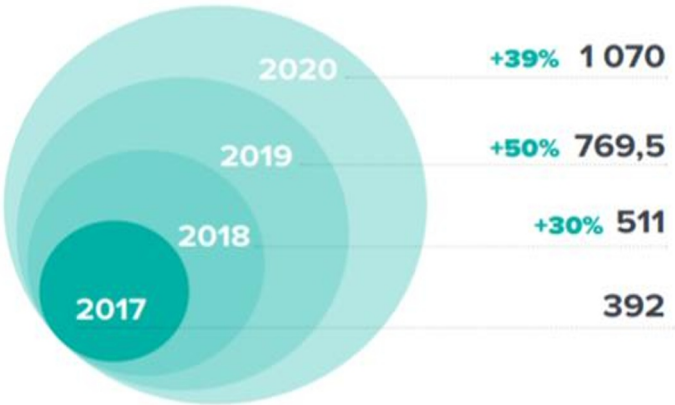


Fig. 1. Dynamics of the sharing economy in Russia 2017-2020, billion rubles. [10]

By 2019, the volume of the domestic sharing market amounted to 770 billion rubles, which is twice as much as in 2018. In 2020, the increase compared to last year was 39%. It can be noted that there is a positive trend, which indicates the development and popularization of sharing relations in Russia. It is also worth noting that about 60% of users of sharing services in Russia are young people under 30 years old, more than a third are 31-45 years old, and users over 45 years old account for about 5%.

Looking at the sharing market by segment (Fig. 2), we can see that thanks to the significant growth of the two largest segments – C2C sales (+48%) and P2P services (+31%) – at the end of 2020, the sharing economy maintained double-digit rates growth.

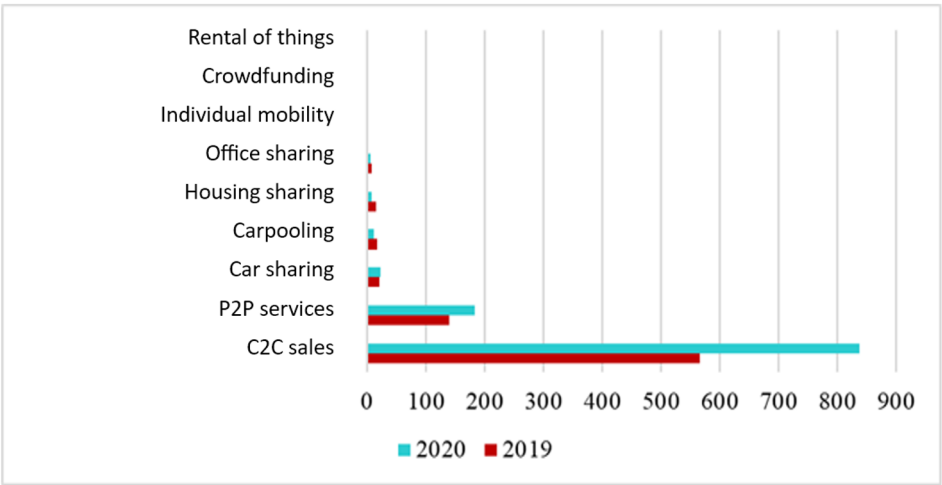


Fig. 2. Volume of transactions by segments 2019-2020, billion rubles. [12]

The emerging top three (sales of personal belongings, part-time work on freelance exchanges and car sharing) in 2020 increased their gap from other sharing segments. In total, these top 3 segments provide 97.5% of the sharing economy of the Russian Federation.

Next, let us move on to a detailed analysis of some types of sharing relationships: carsharing, kicksharing, food sharing.

Car sharing is one of the most developed and widespread types of sharing. Every year, the number of people using this type of sharing increases. It is worth noting that in Russia there is a small number of car sharing operators. Over the past few years, the car sharing

business has concentrated in the hands of four companies: Yandex Drive, Delimobil, BelkaCar, Citydrive.

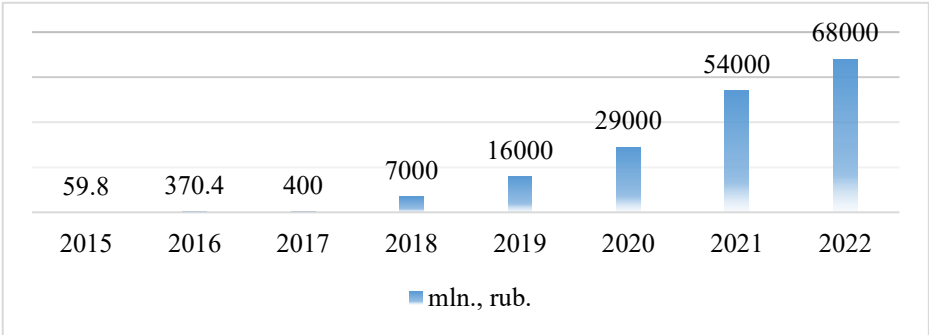


Fig. 3. Volume of the carsharing market in Russia [13]

As can be seen from the graph (Fig. 3), carsharing in Russia is developing quite quickly; compared to 2015, the volume of the carsharing market has grown almost 1000 times; this increase in market volume is caused by rising prices for passenger cars, maintenance and repairs.

It is also worth noting that the Russian car sharing market makes up 5% of the global one. This service is mainly distributed in the Moscow region, which corresponds to 86% of the entire share of Russia [13]. It is also worth noting that carsharing is developed in St. Petersburg (7%) and in the Sverdlovsk region (6%), other regions account for 1%.

Table 1 presents the main forecast indicators for the carsharing market in Russia.

Table 1. Forecast indicators for carsharing in Russia [14]

Index	2022	2025I	2026I	2027I
Volume of the carsharing market, billion rubles.	68	88	124	171
Average daily number of trips per 1 car, units.	4,3	5,4	5,9	6,4
Autopark at the end of the year, thousand units.	55	88	103	119
Car sharing share in the Russian mobility market, %	5	14	17	19

As can be seen from Table 2, the volume of the carsharing market will reach 171 billion rubles by 2027, which is 2.5 times more than current figures. There will be an increase in the number of trips per 1 car, such an increase is due to the fact that the coverage of cities and the expansion of the base of active users will increase. In addition, the autopark will increase, which will give more opportunities for the development of carsharing services. It is also worth noting that the number of carsharing users worldwide will also increase. Thus, by 2025, the number of users will amount to 190.3 million people, while in 2020 the number of users in the world was 71.9 million people.

Kicksharing is also one of the most common types of sharing. It is worth noting that in Russia, kicksharing services are seasonal, so the indicators of the volume of the kicksharing market are somewhat lower, although it can be considered more popular among young people. Currently, about 40 companies are represented on the kicksharing market, the largest of which are Whoosh, Yrent and Yandex (their market share in 2022 is estimated at 94%).

The volume of the Russian kicksharing market in 2022 amounted to 13.3 billion rubles, exceeding the figures of 2021 by 64.2%. According to analysts, the average annual growth

rate in the period 2023 to 2025 will be 48%. By 2025, the market volume may reach 39.5 billion rubles, an increase of 197.4% compared to 2022 [15]. The Russian kicksharing market has great potential for development.

It is worth noting that the kicksharing market is actively developing not only in terms of market volume, but also in terms of the number of users and the number of trips.

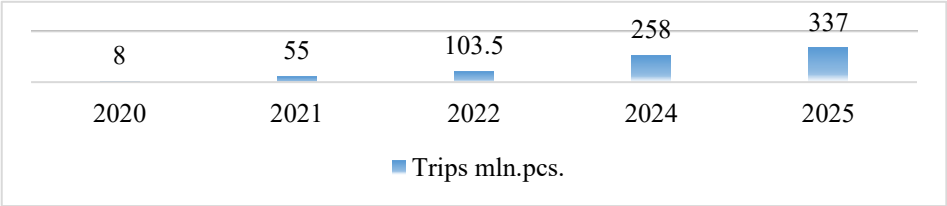


Fig. 4. Number of trips and potential by 2025 [15]

In 2022, 103.5 million trips were made, compared to 2021, the number of trips increased by 88%. In 2025, the number of trips may amount to 337 million units, which will be 226% more than in 2022.

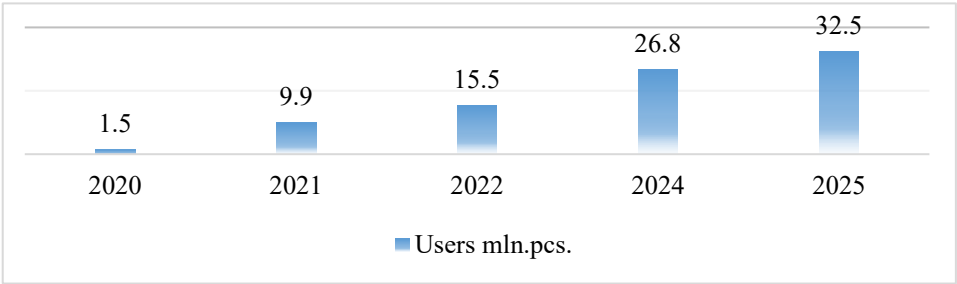


Fig. 5. Number of users and potential by 2025 [15]

In 2022, the total number of unique users reached 15.5 million people. By 2025, this figure is projected at 32.5 million people, which is 109.7% more than in 2022. The average number of trips per user per season will increase by 56% to 10.1 against 6.5 trips in 2022.. B 2022 г.

Considering the regional aspect, we can say the following:

- kicksharing services are distributed in 137 cities with a population of more than 100 thousand people in Russia;
- 32.5 million people – the total number of potential audience in cities with a population of more than 100 thousand people .;
- 2.9 million people – audience growth potential due to opening in cities with a population of more than 100 thousand people, where kicksharing does not work yet;
- In total, kicksharing operates in more than 170 cities of the Russian Federation, including cities with a population of less than 100 thousand people.

The next direction of the sharing relationship is foodsharing. This type of sharing has a double benefit: it reduces the amount of food waste and reduces the harm caused to nature, saves resources spent on food production, and gives people in need the opportunity to get food for free.

In Russia, the volume of food waste annually amounts to about 18 million tons. At the same time, according to Rosstat, about 20 million people live below the poverty line in the country. They often have difficulty purchasing even the necessary food products: 16% of Russians spend almost all their earnings on food. As noted by the Food Sharing ANO, about 11.7 tons of food are “saved” per month, which corresponds to approximately 140.4 tons per

year [16]. Food fund Food Bank “Russia”, in 2022 “saved” about 10.2 thousand tons of food and goods that were donated to those in need [17]. The Rus food bank identified the regions that most often used food sharing services in 2020-2022. (Fig. 6).



Fig. 6. Top 10 regions that benefited from food sharing in 2020-2023 [17]

For example, the Chelyabinsk region is distinguished by high indicators; in 2022, the region’s social budget was replenished by more than 125 million rubles. is the cash equivalent of products that were donated to those in need in the region.

It is also worth noting that in Russia in 2023, two mobile applications for transferring food between people were launched: Karmitt and EdaDoma. The essence of their work is similar: on platforms you can place advertisements for the transfer of products that for some reason were not needed or, conversely, find the necessary products near your home that someone gives away for free. The development of such applications favorably contributes to the development and popularization of food sharing in Russia.

When studying the prospects for the development of food sharing in Russia, it is worth noting that this area is relatively new for the country. At the same time, according to experts, the potential of food sharing is a hundred times higher than the current level, that is, 720 thousand tons of food can be saved [16].

A number of measures can be noted that will help the development of food sharing in Russia [12]:

- educational activities: holding information meetings and events, printing information on packages, developing groups on social networks and informing consumers about the best practices for careful handling of food;
- to form and expand responsible consumption practices;
- remove the tax barrier: remove VAT on products that are transferred to food sharing;
- introduce food sharing into the business processes of retail chains and public catering organizations;
- make food sharing a measure of targeted social assistance;
- introduce comprehensive accounting of food waste (at the store, company, region, country level), disclose this volume in non-financial reporting.

Despite the fact that sharing relationships and the economy as a whole have significant advantages, in the Russian model of the sharing economy there are a number of significant problems and disadvantages [18], which complicate the development of sharing relationships:

- problems of legal regulation, which are mainly caused by the lack of norms and regulations, as well as rules for drawing up and concluding agreements between participants in sharing relations;

- increasing threats to information security, in particular unsafe storage of personal data;

- companies offering goods and services for sharing have a high level of depreciation of fixed assets, ongoing maintenance and repair costs;

- there is no terminology and division of sharing business models by industry, as well as official systematized statistical data;

- The main problem hindering the development of food sharing is VAT on products. Since the cost of disposal is almost 2-3.5 times lower than the cost of organizing food sharing;

- Russian mentality, which is determined by two reasons: a skeptical attitude towards the joint consumption of goods and services and hypertrophied disrespect for other people's property. The main reason people are skeptical about sharing is that they perceive property primarily as a status symbol. It is not enough for them to just use the product; they strive to become the sole owner, and such a worldview contradicts the principles of sharing.

Sharing relationships have a fairly high potential for development, despite the existing problems. Such areas as kick sharing, car sharing and food sharing are developing, mainly due to popularization among young people. Sharing relationships also allow people to rationally consume goods and services, saving resources and reducing the burden on the environment.

To develop the sharing economy and relations in the Russian Federation, it is necessary to comprehensively carry out activities in the following areas:

- expansion of geography: attracting new users of territories that are not covered by sharing and developing new types of sharing relationships;

- maturing of the audience: attracting an adult audience, since in many sectors of the sharing economy the users are mainly only the younger generation, through increasing understanding of the convenience and accessibility of sharing services;

- development of trust: provision of additional measures to protect objects of sharing relationships, through an insurance system, verification of users using documents and rating systems.

- integration into ecosystems: develop the integration of sharing services with the largest ecosystems, so that the user can choose which service to use: sharing or traditional.

In addition, you can pay attention to the development of other areas of the sharing economy in the country, for example, bookcrossing - the exchange of books or second-hand stores - the sale of clothes, shoes and other used goods. The development of various sharing relationships will shape rational consumption among the population of all types of goods and services.

4 Conclusions

Thus, rational consumption and saving of limited resources can be achieved through the development of the sharing economy and relationships. In addition, the sharing economy helps reduce the burden on the environment, which helps achieve sustainable development goals.

Of course, to develop sharing relations, it is first necessary to change the population's attitude towards sharing, explain or even prove the advantages of this particular method of

consumption. Therefore, there is an urgent need to highlight the benefits of sharing relationships at the state level. To do this, you should hold open lectures on this problem, record videos, or even create courses and events where people will learn about sustainable consumption and exchange experiences. To develop the sharing economy and relationships, it is important to reduce or remove social barriers that impede the development of sharing in the country.

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