

Contents

1	Introduction	1
2	Conceptual Elements in the Sharing Economy	5
2.1	The Study of Quality in the Sharing Economy	7
2.1.1	Defining the Sharing Economy	9
2.1.2	Defining Quality	14
2.1.3	Perspectives with Regards to the Quality Approach	16
2.1.4	Quality assessment indicators	21
2.1.5	Other Aspects of Quality	29
2.1.6	Models of Quality of Services from a Consumer Perspective	31
2.2	The Product as a Service Concept	37
2.2.1	“The Product as a Service” and Its Advantages	38
2.2.2	The Degree of Sustainability of the “Product as a Service”	42
2.2.3	Consumer Perception of the “Product as a Service”	45
2.2.4	Realities and Trends in this Field	48
3	The Influence of Social Media on the Quality of Services	53
3.1	Definitions and Perspectives for Social Media	54
3.1.1	The Evolution of Social Media	54
3.1.2	The Relationship between Sustainability and Social Media	59
3.1.3	Other Social Media Benefits	61
3.1.4	The Impact of Digitization	62
3.1.5	The Future of Social Media	64

3.2	Social Media Platforms as Support for the Sharing Economy ...	65
3.2.1	Websites	67
3.2.2	Blogs and Microblogs	68
3.2.3	Vlogs and Podcasts	72
3.2.4	Social and Sharing Platforms	74
3.2.5	Mobile Applications	90
3.3	Main Peer-to-peer Platforms	95
3.3.1	Airbnb Business Model	96
3.3.2	Uber Business Model	98
3.3.3	Bolt Business Model	100
3.3.4	Zipcar Business Model	101
3.3.5	Other Business Models	103
3.4	Advantages of Peer-to-peer Platforms as Business Models	107
3.4.1	Collaborative Consumption	108
3.4.2	Transparency, Quality and Sustainability	110
3.4.3	Attracting Customers/ Users through Social Media	111
3.4.4	Social Media—the Best Online Tool for Promotion and Marketing	112
3.4.5	Social Media—intermediary of eWOM Communication	114
3.4.6	E-commerce and the Trends towards Virtual Markets ...	115
3.5	Negative Aspects Regarding Social Media	117
3.5.1	Behavioural Dependence of Social Media	118
3.5.2	Emotional Dependence of Social Media	119
3.5.3	Reputation and Confidentiality	120
4	Study of the Relationship between the Consumer—Social Media—Sharing Economy	123
4.1	The New Consumer in the Contemporary Economy	124
4.1.1	Theoretical Landmarks in Defining the Concept of Consumer	124
4.1.2	The New Conscious Consumer	126
4.1.3	Consumer Perception of Sustainability and Spirituality	127
4.1.4	The Perception of the Conscious Consumer with Regards to the Sharing Economy	129
4.1.5	Elements of Analysis with Regards to the Consumer Behaviour	130

4.2	Analysis of the Relationship between the Consumer and Service Provider	131
4.2.1	Communication and eWOM	132
4.2.2	Transparency, Trust and Ethics	134
4.2.3	Quality	135
4.2.4	Loyalty and Recommendations	135
4.3	The Effects of Social Media on the Consumer	136
4.3.1	Factors that are Influencing the Conscious Consumer ...	137
4.3.2	Consumer Reaction towards Online Content	139
4.3.3	Consumer Reaction with Regards to Online Promotion and Marketing	140
4.3.4	Peer-to-peer Platforms, Tools of Influencing the Consumer's Perception of Quality	142
4.3.5	Consumer Reaction in Relation to Other Consumers in Terms of Transparency and Quality on Online Platforms	143
5	Research Regarding the Connection between Social Media—Sharing Economy—Quality	145
5.1	Quantitative Research Regarding the Implications of Peer-to-peer Platforms towards the Consumer	145
5.1.1	Research Motivation, Purpose, Objectives	146
5.1.2	Research Methodology	149
5.1.3	The Survey and Detailed Analysis of the Questionnaire Responses	158
5.2	Qualitative Research Regarding Social Media and the Degree of Influence that Social Media has on the Quality of Services	205
5.2.1	Description of the Qualitative Method	205
5.2.2	The Structure and Size of the Sample	206
5.2.3	The Results of the Qualitative Analysis	206
5.3	Limitations and Future Directions of the Research	211
	Conclusions	213
	Bibliography	225