
EVALUATION OF SHARING ECONOMY IN EXPERIMENTAL APPEALING

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Abstract

Today, the interest in the savings economy and the increase of conscious consumers has led to the swift growth of the sharing economy in developed and developing markets. This new and dynamic understanding of the economy emerges with increasing examples in many sectors. This study aims to classify the approaches that make the sharing economy appealing and it aims to provide a conceptual framework between the sharing economy and experiential appealing. Given the literature, it was understood that social, economic and financial, environmental, technological and experiential appealing factors are the fundamental elements of the sharing economy. Providing goods and services, as well as providing experience, stands out in many areas including tourism and accommodation, food-beverage and entertainment. However, there are very few studies on the experience in the sharing economy literature. This study, which is structured with literature review, it emphasizes the importance of experience in the relevant sectors and the permanence of experience.

Keywords: *Sharing economy, sustainability, experiential appealing*

JEL Classification: *M10, M31, O35*

PAYLAŞIM EKONOMİSİNİN DENEYİMSEL ÇEKİCİLİK AÇISINDAN DEĞERLENDİRİLMESİ

Öz

Günümüzde, tasarruf ekonomisine olan ilgi ve bilinçli tüketicilerin artması, paylaşım ekonomisinin gelişmiş ve gelişmekte olan pazarlarda hızlıca büyümesine sebep olmuştur. Bu yeni ve dinamik ekonomi anlayışı birçok sektörde artan örnekler ile karşımıza çıkmaktadır. Bu çalışma, paylaşım ekonomisi ile onu cazip kılan yaklaşımları sınıflandırmayı, paylaşım ekonomisi ile deneyimsel çekicilik arasında kavramsal bir çerçeve oluşturmayı amaçlamaktadır. Literatür göz önüne alındığında sosyal, ekonomik ve finansal, çevresel, teknolojik ve deneyimsel çekicilerin paylaşım ekonomisinin temel unsurları olduğu anlaşılmıştır. Mal ve hizmet sunmanın yanı sıra deneyim sunmak, turizm ve konaklama, yiyecek-içecek ve eğlence sektörü dâhil birçok alanda ön plana çıkmaktadır. Ancak, paylaşım ekonomisi literatüründe deneyim konusunda çok az sayıda çalışma vardır. Literatür taraması şeklinde yapılandırılan bu çalışma, ilgili sektörlerde deneyime önem verilmesi ve deneyimin kalıcılığının göz önünde bulundurulması gerektiğini vurgulamaktadır.

Anahtar Kelimeler: *Paylaşım ekonomisi, sürdürülebilirlik, deneyimsel çekicilik*

JEL Sınıflandırması: *M10, M31, O35*

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1. Introduction

In the concept of sharing, which is as old as humanity (Belk, 2014a), there is no understanding of ownership (Möhlmann, 2015: 194). The concept of sharing emphasized in this study is an alternative to private property (Belk, 2014b: 10). According to Novel (2014), the lifetime of the products is further expanded by the reuse of resources and thus a sustainable life is provided by theoretically reducing the production need for new products. Therefore, the sharing can feed the society, and it can cause less use of resources (Belk, 2007: 126), and it can provide a sustainable consumption by avoiding the wasting relatively (Martin, 2016: 153). Businesses submit platforms that gather consumers to spread out their surplus capacity to each other (Tussyadiah, 2016: 71). The expansion of excess capacities through the sharing economy has started to be implemented in many sectors, and the new economic system which is sharing economy will influence many sectors. According to the findings of a questionnaire conducted by PWC, the sharing economy will be \$15 billion in 2013, and by 2025 it will reach \$335 billion in the global market (PwC, 2015: 14).

To provide sustainable development, it is required to make more use of the sharing economy (Martin, 2016: 153). Sharing is a chief principle of sustainable development due to limited resources (Matzner et al., 2015: 1) and believed as a new alternative to sustainability (Heinrichs, 2013: 228). The sharing economy has withdrawn the notice of the researchers and businesses with the rapid spread of both entrepreneurship and new market opportunities. Businesses publicize the sustainability efforts, which are a common topic in the 21st-century market, and consumer groups search sustainable solutions toward to ongoing environmental degradation, the global financial collapse and the oncoming energy crises (Albinsson and Perera, 2012: 303). Also, they explain that increasing global consumption levels and increasing requests for goods and services in global markets increase the need for sustainability. The sharing economy representing the dynamic economic model is enabled individuals to benefit from less used inventory or unused inventory (Zervas et al., 2017: 687).

The enhancement in the demand for the goods and services market in Turkey makes it mandatory sustainability. Hence, the interest in sharing economy provides a promising future for the global market, including Turkey. The indications that the sharing economy will be bright in our country; 1) the presence of someone else who wants to have something that someone else does not need, 2) one-way change actions in the form of donations to contribute to social welfare, 3) the realization that almost everything can be shared, 4) a trend towards a new social order shaped by the economic system based on sharing, 5) familiarity with the social networking sites of our country's young (Y) generation (Kiracı, 2017: 52).

The sharing economy has altered how the traditional habits of users like accommodation, and traveling sectors have been perceived. The sectors where traditional services have been applied for years are now under the influence of the sharing economy such as people and skills, health, logistics, financial services, goods, accommodation, education, transportation (Biswas et al., 2015). Airbnb, the best kind of example of the sharing economy, provides an Internet platform that allows individuals to share their overcapacity and/or the surplus accommodation capacity. The examples of the sharing economy are not limited to the accommodation sector. Especially in logistics, education, transportation, financial services, household goods, and people/skills, it is also possible to find examples in other sectors.

Through the technological innovations and development of Web 2.0 software in the last decade, Airbnb, Uber, eBay, and Letgo have led to the emergence of many examples of sharing economy. Apart from these examples of sharing economy, there are also examples in the service that do not serve the commercial purpose. Rather than renting and selling a product, people prefer sharing services among themselves. While people travel far away to interact with new and different cultures, they get experience by staying in the homes of others instead of booking accommodation. They also gain experience by eating in the kitchens of others and interacting with the local culture and society.

This study aims to present a conceptual framework by reviewing the terms of sharing economy, and it aims to contribute to the current literature, and it aims to review the factors that make the sharing economy appealing. This aim was achieved through a literature review. The theoretical contribution provides input on the need to consider and focus on the customer experience in the sharing economy. On all other sharing economy examples, the user is advised to create value and service experience.

2. Literature Review

Sharing of goods and services between different companies and customers has become essential in today (Daunorien et al., 2015: 836). The concept of sharing is defined as the purchase behavior for individual use or the delivery process from others (Belk, 2007: 126). The opportunity to obtain value by providing temporary access to a product or service is also named the sharing economy (Daunorien et al., 2015: 836).

However, today, shared content is no longer limited to virtual resources, but extends to concrete consumables such as housing and cars, thus composing a rising generation business model named sharing economy (Lin et al., 2017: 39). People share the resources they had, such as room, car, ideas, and even dinner, and developed ways to make money by creating a new type of economy under the name of collaborative consumption.

In the literature, the sharing economy is also expressed as a “collaborative economy” (Botsman and Rogers, 2010), as a “peer-to-peer economy” (Cheng, 2016b; Sundararajan, 2016) and as a “gig economy” (Martin, 2016; Acquier et al., 2017). Besides, many terms are used in the literature, including collaborative consumption, to explain the sharing economy (Martin, 2016: 151). It differs as its activities and forms of functioning. The sharing economy is expressed as a rapidly improving system that enables individuals who never know each other to share, produce, distribute and consume resources such as goods, services, money and time to create mutual social and economic benefits (Kathan et al., 2016: 663; Tussyadiah and Pesonen, 2016: 1022; Acuner and Acuner, 2017: 207; Böcker and Meelen, 2017: 28). Sharing economy companies help people connect, gain access to their needs, enjoy new experiences, and share what they do not use (Buczynski, 2015: 50). This economic system has enabled individuals to benefit from less used inventory or unused inventory (Zervas et al., 2017: 687). At the same time, this system is, and the basis of sharing is to create the value of exchange by the sharing of assets instead of having assets (Ganapati and Reddick, 2018: 77-78). It means that people or organizations that have surplus resources transfer to use resources to others for a fee (Lin et al., 2017: 39). In terms of sharing economy, these transfers are carried out over the Internet (Ganapati and Reddick, 2018: 78) rather than being distributed through markets (Benkler, 2004: 356). The sharing economy occurs on a for-profit or non-profit platform between peer-to-peer (P2P) and business-to-peer (B2P) through also the mobile applications, and social media groups (Schor, 2014: 4).

In addition to the aforementioned definitions, Martin (2016: 153-156) expressed the sharing economy with six different elements to better understand the concept; 1) sharing economy creates an economic opportunity to provide employment and promote greater economic activity. 2) The sharing economy is accepted as sustainable consumption, as opposed to capitalist economics, as well as having the resources, as well as providing access (or sharing) to the resources. 3) In an environment where the capitalist economic style leads to environmental degradation, climate change and increasing inequalities around the world, the sharing economy is the path to a sustainable economy. The sharing economy promotes sharing, unity and solidarity among individuals, and at the same time removes power structures from the center. The sharing economy also includes social innovations directed by individuals, such as cohousing, co-operative organizations, cash supply to the community, and local food supply. We may even include donations to those in need. 4) creates unregulated marketplaces: the sharing economy poses a threat to regulated enterprises and exposes digital markets that are growing without regulation. There are also criticisms such as creating unfair competition and encouraging tax evasion. 5)

sharing economy reinforces the neoliberal economic paradigm. 6) the sharing economy is presented as an inconsistent area of innovation. This element requires a powerful definition of the concept of sharing economy, the formation of a more consistent sharing economy behavior, and more social networking and cooperation among the actors of sharing economy, such as public, private and non-profit sectors. It is possible to encounter many studies in the literature to better understand the concept and elements of the sharing economy. Besides, these studies are carried out to contribute to the relevant literature and related sectors.

Sthapita and Björk (2019) focused on Airbnb, one of the platforms of sharing economy, and investigated the reasons for distrust based on data from user reviews. It was found that one of the two factors causing insecurity was caused by Airbnb and the other was caused by the host. The first is Airbnb's weak customer service, and the second is the disagreeable behavior of the hosts towards the guests. These negative situations pose a threat to social interaction and sustainability of implementation.

In a study of the experiences of Chinese tourists from Airbnb, the role of cultural differences and traditions was evaluated (Cheng and Zhang, 2019). Similarities were found between India, Portugal and the United States's cultures in terms of Airbnb users' experiences (Brochado et al., 2017). In a paper conducted to discover the feeling of a home in the experiences of the people staying with Airbnb, it was stated that the property and the place belong to a host, but Airbnb played a role in acquiring a home feeling (Zhu et al., 2019). In a study, it was concluded that the authenticity of Airbnb rentals increased the perception of the value of the guests (Liang et al., 2017).

Piscicelli et al. (2018), in a study comparing peer-to-peer sharing platforms by questionnaire, found similarities in individuals' characteristics and claimed that the determinants of success or failure were due to differences in business models identified on platforms.

Kişi (2018) mentioned the reactions and criticisms about Uber in his study. In the study, it was stated that the Uber application should take into account the economic, social and environmental conditions according to the country to avoid problems and disruptions. Ayazlar (2018), in his study evaluating the sharing economy platforms in the field of tourism positively and negatively, mentioned sustainability in environmental, socio-cultural and economic terms. In this study, the sharing economy that we encounter in each sector is classified with regards to social, economic and financial, environmental, technological and experiential appealing as explained below. This study focuses on the sharing economy in terms of experiential appealing.

Social, economic and technological factors have an impact on the advancement and growth of the sharing economy (Owyang, 2013; Tussyadiah and Pesonen 2018: 703). According to a similar argument, Böckmann (2013) stated that it is the driving force in three categories, (a) social, (b) economic and (c) technological, related to the concept of sharing economy. Palgan et al., (2017) analyzed the sharing economy from an environmental, social and economic perspective; however, Daunoriené et al., (2015: 839) added the technological factor to his research as well. In this paper, the appealing aspects of the sharing economy are gathered under the social, environmental, economic and financial and technological sub-headings, and finally the experiential appealing has been added by the researcher.

Social appealing: Human beings always share throughout their lives, thus increasing their cultural practices in social relations (Frenken and Schor, 2017). Individuals who do not know each other provide for their endless needs on the internet-based platforms through the sharing economy. Therefore, having internet-based characteristics makes the sharing economy a global phenomenon. Because the sharings which published from any point in the world, in case of demand, during the establishment of mutual bilateral relations, according to Botsman and Rogers (2010) creates interaction. Social interactions are to connect with local communities, to create and maintain a sense of community (Gansky, 2010; Owyang, 2013; Guttentag, 2015). Furthermore,

according to Guttentag (2015), P2P accommodation services encourage travelers to interact with local communities by encouraging interaction between hosts and guests. Therefore, sitting in someone's home, instead of booking a hotel by traditional methods, provide convenience for personal interactions.

Providing for the needs, establishing mutual relations, and obtaining the benefit can provide individuals with a sense of belonging. For instance, Guttentag (2015) stated that getting accommodation service through Airbnb gives a sense of a warm home environment, and this creates a sense of belonging. According to a similar statement Liu and Mattila (2017); when staying in a hotel, instead of being served by employees, guests stated that they might feel a sense of belonging in a real home or make contact with the local Airbnb host (Liu and Mattila, 2017: 34). Through Airbnb, the hosts interact with their guests to socialize, eat together and be friends with them. Moreover, the fact that it is fun to participate in collaborative consumption and make connections with local communities (Hamari et al., 2016) is a determinant that social appealing is a sharing economy characteristic (Li et al., 2015; Karlsson and Dolnicar, 2016). Hence, some people who travel are using Airbnb because they have unforgettable memories by meeting local people. Some of the work carried out by the owners of the apartment sharing the apartment first of the social interaction of the purpose, they did not do for an economic contribution (Böcker and Meelen, 2017: 36).

When evaluated in terms of social appealing and examined in platforms of the sharing economy, Meal Sharing and Feastly are used in the area of food sharing. Meal Sharing, which serves as a social dinner invitation site, continues its activities with the understanding of "eat with people around the world". Instead of eating in any restaurant, Meal Sharing offers the menu prepared by the host. Therefore, this example is based on the idea of sharing the same table with other people while traveling around the world. Similar to Meal Sharing, Feastly is an organization that aims to bring tourists and locals together at the dining table. Another example is Eatwith, a platform that brings together people or travelers who want to get to know different cultures, taste local food and interact with local people. The common feature of these examples is that the conversations at the table during the sharing of traditional dishes provide an interaction. The opportunity of intercultural interaction is due to the social appealing of the sharing economy. Therefore, businesses are trying to arouse interest by offering platforms that help to create social capital.

Economic and financial appealing: The economic appealing of the sharing economy is expressed as the borrowing and lending of the parties at low costs. Collaborative consumption and common use come to the forefront to prevent resource scarcity due to increasing consumption amounts in global economies. The realization of individual purchases for each need will reveal the problem of resource shortage in the future. Therefore, using less raw materials and energy, resources are used efficiently (Gansky, 2010), economic opportunity, decentralization and contribute to sustainable consumption provides (Martin, 2016: 149). Also, the inclusion of surplus resources in the economy through collective consumption, and use offers serious contributions to the sustainable economy. Thus, sharing economy activities provide rational reasoning, maximizing benefit, and cost savings, or minimizing transaction costs (Möhlmann, 2015: 194).

The fact that the cost of sharing is lower in terms of consumers (Gansky, 2010; Owyang, 2013; Guttentag, 2015) and more value presents with less cost (Lamberton and Rose, 2012; Guttentag, 2015) makes the sharing economy economically appealing. It also creates value-added in the economy through the interaction of consumers (Zekanović-Korona and Grzunov, 2014). For example, The results of the study by PWC show that 86 percent of American adults make life more economical, and 83 percent agree that the sharing economy is more comfortable and efficient than traditional methods (PWC, 2015: 9).

There are some examples considering the economic and financial appeal of the sharing economy. For instance, Lending Club, which serves as America's largest online credit marketplace, allows borrowers to obtain personal loans at more favorable rates than banks. To give a better

comprehension of the sharing economy concerning economic and financial appealing, the Fund, it is a platform that provides the resources of the people who are interested in the project. Based on voluntariness, the realization of the project provides support. Another example is Cohealo is a technological infrastructure platform which allows hospitals to share the capacity of excess or idle medical equipment with other hospitals. Examples are not limited to these; RelayRides offers hourly car hire at the US airports with the Zipcar model. FlightCar allows people to rent their vehicles from people who have previously parked their vehicles at the airport.

Sharing economy platforms enable unused goods to be made available to a community online (Stephany, 2015: 9). Unlike the examples given above, eBay and Letgo serve as a sharing economics application where the second-hand items of many products are published, and surplus items can be sold. Another similar second-hand ware application, the Cabinet, is more appealing to women. Peerby is a platform which allows people to borrow what they need from people around them. Through Peerby, it is possible to supply less used items without having to spend hundreds of dollars.

Sharing economy companies have one thing in common: they are platforms that coordinate the supply and demand of products and services that are not currently on the market (Oskam and Boswijk, 2016).

Moreover, it can be said that Airbnb tolerates the losses that may occur in the number of tourists due to the increasing prices in tourism. It can also be expressed as an alternative form of accommodation. Thanks to the temporary infrastructure created by the sharing economy, it allows tourists to extend their potential stay (Cheng, 2016a: 113).

Environmental appealing: Although it is difficult to determine the level of the impact, rather than the social and economic benefits of sharing the economy, there is also an environmental appeal. The rapid increase in purchasing power in the global market and industrialized countries (Mont, 2004: 135), and the realization of individual purchasing for each requirement are extremely damaging to nature (Steffen et al., 2004: 23). Instead of revitalizing the production economy by reproduction, the damage to the environment is reduced by sharing surplus and unused products. Therefore, in terms of environmental appealing, the sharing economy will become more significant in the future, especially by the environmentalist society.

In the global world, society's changing consumption habits, and consuming too much cause damage to nature to reach incredible levels. Increasing purchasing power in the global market leads to a significant amount of waste products and serious environmental problems (Mont, 2004: 135). The sharing of surplus resources to decrease environmental issues encouraged to the sharing of society (Botsman and Rogers, 2010). According to the results of the survey conducted by PWC, 76 percent of the sharing economy platforms have benefited to the environment (PWC, 2015: 22).

Considering the environmental appeal of the sharing economy, there are some examples. Individuals are allowed to reserve seats while traveling through mobile applications, thus contributing positively to environmental sustainability. For instance, BlaBlaCar helps to reduce environmental threats by reducing fuel consumption and reducing exhaust emissions. Besides, while the number of cars in the traffic decreases, carbon emission is also reduced. Likewise, there is a significant decrease in the use of water and garbage through Airbnb. Airbnb will also relatively reduce the construction of new hotels (Codagnone et al., 2016: 41).

Technological appealing: Developing technology enables us to move more easily and comfortably in all our works and processes. Simple and fast management of the sharing economy on the application and web site is made possible by technology. It serves as a tool for transferring excess and idle capacity to the needy. Consumers and their suppliers make it easier and more cost-effective to share in similar economic transactions. In this way, the sharing economy enables the economy to share.

The Internet, and the information and communication technologies create the infrastructure of this economy type by bringing the users together on the same platform (Ganapati and Reddick, 2018: 78). Increased connectivity convenience through technological developments makes it possible for people to share products and services (Tussyadiah and Pesonen, 2018: 703).

Considering the technological appeal of the sharing economy, there are some examples. For instance, sites such as Upwork, BiOnluk, and Quirky can be given between the examples of the sharing economy that can be information transferred. Reaching the information you need becomes easier with these examples. As a result, it is the technological appealing of the sharing economy that enables the communication between people to be convenience and sustainable and allows for low cost and effortless sharing.

Experiential appealing: The experience, expressed as the total output offered to the customer through the integration the good, service and environment (Lewis and Chambers, 2000: 46), provides unforgettable memories by offering sensory, emotional, intellectual, behavioral and relational values instead of functional values (Walls et al., 2011). According to Holbrook and Hirschman (1982), these memories vary from person to person. Therefore, the cultural interaction of each provides a different experience that can be shared with others. This can be experienced while staying in someone else's home, traveling in someone else's car, eating in someone else's dinner table and even receiving project support. Therefore, sharing is intertwined with the experience.

Experience is different from goods and services and is examined as a separate economic supply beyond them (Pine and Gilmore, 1998: 97). Businesses use their services as a scene to attract customers' attention, while their goods are used as decor or accessories and customers as actors (Pine and Gilmore, 2012). Bardhi and Eckhardt (2012) state that, without the transfer of ownership, the experience could be provided temporarily through the access of goods and services. P2P accommodation offers travelers the opportunity to have a unique local experience by interacting with the host and neighbors (Guttentag, 2015: 1197; Tussyadiah and Pesonen, 2016: 1023). Pappas (2019), in his study on tourists who prefer peer-to-peer accommodation, identified the factors that affect the overall experience as price-quality correlation, risk perspective, and social interaction. Therefore, it has made it easier for people to interact with other cultures and to share their knowledge and experience.

Some examples of the sharing economy mentioned above are indicated in Table 1 with their field of activity and description.

Table 1: **Platforms of the Sharing Economy**

Company	Field of Activity	Description
Airbnb	Accommodation	This is a platform that helps users find accommodation on their travel and allows landlords to rent their homes or rooms.
Fund	Banking	This is a platform which supports the resources of the people who are interested in the project.
Lending Club	Banking	This is a platform which serves as America's largest online credit marketplace, allows borrowers to obtain personal loans at more favorable rates than banks.
Company	Field of Activity	Description
Cabinet	E-commerce	This is a platform for women which the second-hand items of many products are published, and surplus items can be sold.

Letgo	E-commerce	This is a platform which the second-hand items of many products are published, and surplus items can be sold.
Peerby	E-commerce	This is a platform which allows people to borrow what they need from people around them.
EatWith	Food & Beverages	This is a platform that brings together people or travelers who want to get to know different cultures, taste local food and interact with local people.
Feastly	Food & Beverages	This is an organization that aims to bring tourists and locals together at the dining table.
Meal Sharing	Food & Beverages	This is a platform based on the idea of sharing the same table with other people while traveling around the world.
Cohealo	Health	This is a technological infrastructure platform which allows hospitals to share the capacity of excess or idle medical equipment with other hospitals.
BiOnluk	Information and Communication	This is a freelancing platform where freelancer and employers share information and corporate online.
Quirky	Information and Communication	This is a platform where inventors and companies connect online.
Upwork	Information and Communication	This is a freelancing platform where businesses and professionals connect and cooperate online.
BlaBlaCar	Transportation	This is a platform which is a travel-sharing service.
Flightcar	Transportation	This is a platform which allows people to rent their vehicles from people who have previously parked their vehicles at the airport.
Lyft	Transportation	This is a platform for sharing vehicles such as cars and bicycles.
RelayRides	Transportation	This is a platform which is a car-sharing service.
Uber	Transportation	This is a platform that offers a cheap and convenient alternative to traditional transport options such as taxis, buses or other public transport.

3. An evaluation based on examples of sharing economy under the experience perspective

When evaluating the sharing economy from an experience perspective with examples, Airbnb should be mentioned first. Because the rise of Airbnb is of great importance for the hospitality industry (Guttentag, 2015: 1193). Staying in an apartment through Airbnb, as opposed to staying at the hotel, has the experience of obtaining information about the area and accommodation with a resident in that area. People are getting some experience by staying in an Airbnb house rather than staying in a hotel by taking a risk. Therefore, the experience of staying in an apartment through Airbnb is entirely different from the experience of staying in a hotel with traditional methods. The integration and experience of guests with the local community explain the social and experiential appealing of the sharing economy (Tussyadiah and Pesonen, 2018: 716). As the users of Airbnb prefer this application not only for social and economic but also for experiential appealing (Guttentag, 2015: 1207), user experience is vital for the development of the sharing economy.

Airbnb offers content that explains the experiences that customers can use in their website and application. In addition to the photos of the residence to be shared and the necessary information about the host and guest, a list of experience options is given in the selected destination. This list contains user photos and comments that explain the experience level. Also, users can organize live music events, concert, yoga, sports activities and similar events in the cities they stay in, and participate in current events such as local festivals. As a result, Airbnb does not only offer bed and breakfast through the hosts but also increases the user benefits with all these experience options.

According to Paulauskaite et al., (2016), Airbnb guests at the origin of the tourism experience and at least two stages of the destination, and the remembering of experiences, and sharing is also occurring after the travel is stated. To put it more clearly, the guest is initially involved in digital dialogue with the Airbnb host. In the destination point, it is between the guest, the host, and the local community in the form of authentic experiences (Biswas et al., 2015).

Similar to Airbnb, Eatwith also prioritizes the concept of experience. Instead of eating in a restaurant in a traditionally, they have the experience of having dinner at someone's house. Feastly, an application that aims to bring together the tourists and locals at the dining table, serves a similar purpose. The common characteristic of these examples is that humans can experience the local food culture experience in the city. Through the sharing economy platforms, users benefit from the experiential and social appealing of the sharing economy by communicating with the local community and providing access to experience (Tussyadiah and Pesonen, 2018: 716).

Companies in the sharing economy like Uber, Lyft, and BlaBlaCar also offer customer experience. Uber offers a cheap and convenient alternative to traditional transport options such as taxi, bus or other public transport. Uber and Lyft provide a mobile application-based payment method experience, taking advantage of frictionless technology and providing fast service between drivers and users (Schneider, 2017: 24). Uber, therefore, offers a better user experience than the traditional methods. These companies use their experience to provide customers with good communication and increase their satisfaction. In the travel sharing services like BlaBlaCar, customers like to meet and learn about the drivers. Therefore, through sharing economy tools, people interact with other people to obtain permanent experiences.

4. Conclusion and suggestions

Nowadays, the development of the Internet, and the advancement of information, and communication technologies are considered as essential factors on the rise of the sharing economy. The existence of these digital platforms distinguishes businesses and societies related to the sharing economy from traditional forms of sharing (Bardhi and Eckhardt, 2012; Hamari et al., 2016). The sharing of text and images and video on the Internet has seen an even faster development as social networks develop. The development of the Internet plays a substantial role in the dissemination of the sharing economy to the broad masses, and the process is managed through low transaction costs of mobile applications.

Technology has a major role in the advancement of the sharing economy. This enables people to come together under the economy and to have reached to the goods, and services they need. Through the common use and collaborative consumption that is inherent in the sharing economy, resources can be used efficiently with less raw materials and less energy. Therefore, the sharing economy will lead consumers to less demand for resources and, according to Botsman and Rogers (2010), will promote more equitable and sustainable resource allocation. It is also possible to make a substantial contribution to the economy through the use of common consumption and resources by reusing the economy rather than wasting, overproduction and over-consumption.

The examples of sharing economy that arise with technological developments should give importance to the customer experience to create user satisfaction and loyal users in the long term. The examples of sharing economy in different sectors require long-lasting users to have lasting and value-expressing memories. Therefore, they have to make more use of the experience.

This paper presents a conceptual framework by reviewing the facts that make the sharing economy appealing. In this study, the sharing economy has been examined and the appealing aspects of sharing economy have been evaluated in terms of social, economic and financial, environmental, technological and experiential aspects. In this study, the appealing aspects of the sharing economy are explained with examples in the sector. A general evaluation of the sharing economy was made, and examples from the perspective of experience were examined. Thus, a better understanding of the subject is aimed. The fact that the studies on experience in the sharing economy are not yet sufficient makes this work valuable. Besides, this paper provides data on what businesses should consider the factor of experience and the permanence of experience. In all other examples of sharing economy, it is recommended that businesses create value for the user and provide a service experience. This study states that it should pay attention to experiential appealing for an accurate strategy and assessment that will benefit the sharing economy companies.

While the previous studies focused on the social or economic aspects of the sharing economy (Cheng, 2016b; Oh and Moon, 2016), it was aimed to emphasize that the dimension of experience is also significant with this study. Although many authors claim to be low-cost, enable individuals from all over the world to become micro-entrepreneurs and make money in their spare time, they think that the experience offered by the sharing economy is important to users (Guttentag, 2015: 1192; Yakin et al., 2017: 34; Lutz and Newlands, 2018: 187).

Through the sharing economy examples, users gain various experiences. For example, Airbnb guest interacts with the host and has the experience of living with other people. Besides, users who can have dinner at the house of others through the Eatwith or Feastly options can also have experience about the local culture, city life, and lifestyle. Experience-oriented businesses such as Vayable and SideTour make it easy to find events in almost any city (Buczynski, 2015: 52). Uber, Lyft, and BlaBlaCar offer similar possibilities to the above-mentioned interactions by creating an alternative to traditional means of transport and by interacting with drivers.

It is not only economic, financial, and experiential appealing but also social and environmental appealing in the growing of the sharing economy and the continuous increase in the interest of people. Providing reasonable price advantage and new consumption experience, contributing to environmental sustainability and providing an environment for social interaction confirm that the sharing economy will further develop (Kathan et al., 2016: 664). Also, especially in the areas of transportation, tourism, and hospitality, it shows that the sharing economy will grow even more by leaping into different areas with technological innovations. For example, education, health, and insurance sectors seem to change sector dynamics.

The fact that there is increasing research attention among the impacts of the sharing economy, between entrepreneurs, companies, politicians and academic researchers (Martin, 2016: 149), requires to work more research in many sectors. Since there are few theoretical and empirical studies on the sharing economy, the literature can be expanded by evaluating from different perspectives. In addition to this study, which is mentioned experiential perspective from the sharing economy, studies need to examine the potential impacts of sharing economy sectors. Besides, this study supports the significance of the experience with quantitative studies in the future and examine not only positive experiences but also negative experiences.

Applications and websites that provide alternative platforms for each sector including accommodation, transportation, e-commerce, food and beverage, banking, health, information and communication sectors are in the center of attraction and attention. Examining a sharing economy company operating in only one sector would create experiential limitations. In this study, different sector examples are evaluated and it is stated that experience is a requirement in every field and its applicability. By the changing economic and technological conditions, businesses should consider user satisfaction as well as user experiences in the sector they are included. As

long as user experiences are permanent and memorable, the appealing of the sharing economy will not be limited only economically and financially.

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