

Analysis of the Development Status of the Sharing Economy

Ziyan Liao^{1,a,*}

¹*Aquinas International Academy, California, CA 92845, the United States of America*

a. giii1112@163.com

**corresponding author*

Abstract: With the progress of society, people's lives have undergone great changes, and the sharing economy has also been widely used. The development of the sharing economy mainly comes from scientific and technological progress, social and economic change, environmental and sustainable development, and the transformation of the international economy. The sharing economy realizes the sharing of resources through the Internet to achieve sustainable economic growth and resource allocation, while also promoting the development of the environment. The sharing economy is a new product, that is developing but still has a lot of shortcomings, including legal and regulatory blind spots, information security not guaranteed, and expansion of products and scale. If the sharing economy wants to achieve sustainable development and healthy development, it needs to improve and innovate to the existing degree and take the road of sustainable development. This paper uses the literature analysis method to study the development status of the sharing economy through the Internet and the existing difficulties of the sharing economy, in addition to the current development status of the sharing economy model, unsolved problems, and countermeasures and suggestions for future development. The development of the sharing economy requires the joint efforts of the government, the platform, and the copper pot to promote the sustainable development of the sharing economy industry. In addition, in the future, the sharing economy is expected to continue to expand, with continuous improvement and innovation to make sharing more convenient and efficient, and can well meet customer needs.

Keywords: Sharing economy, economic development, the Internet

1. Introduction

With the rapid development of information technology, society gradually recognizes the Internet and the sharing economy, and the sharing economy also appears in people's lives as a new business model. A sharing economy refers to an economic model in which the idle resources of individuals or enterprises are shared through the Internet platform to achieve efficient use of resources and economic benefits. The sharing economy has developed rapidly in the past few years and has had a wide impact in multiple fields, such as shared lounges, shared trips, and shared study rooms. The development of the sharing economy is expanding the market scale and becoming an important part of global economic development, which meets people's demand for convenience and low cost and is recognized and supported by many users. The sharing economy is now a new field, there is no deep experience, and people are in the exploration stage. However, many products have been implemented, that

allocate resources to consumers through the network or third-party platforms, improve the utilization of resources, and promote the sustainable development of the social economy.

In this paper, the author uses the literature analysis method to study the sharing economy through the Internet, as well as the development status of the sharing economy and the existing difficulties of the sharing economy [1].

2. Development of the sharing economy

This is a new technology, but as time goes on its scale builds up. The sharing economy can develop rapidly and use the Internet to transfer resources more efficiently, thus promoting economic development.

According to the China Sharing Economy Development Report, China's sharing economy market will continue to expand, and enhanced employment will play a positive role. The annual trading volume of the sharing economy market was about 3,832 billion yuan, an increase of about 3.9%. The uneven development of the sharing economy in different fields has become prominent. The market size of life services and shared medical care increased by 8.4% and 8.2%, respectively, with growth rates of 2.6 percentage points and 1.7 percentage points higher than that of the previous year, showing a good development trend of sustained and rapid development. Affected by a variety of complex factors, the market size of the sharing economy in the three fields of shared space, shared accommodation, and transportation decreased significantly, down 37.7%, 24.3%, and 14.2% respectively [2].

The report pointed out that shared services and consumption continue to play an important role in stabilizing growth. From the perspective of the development trend of shared services, the proportion of online takeout income in the national catering industry in 2022 is about 25.4%, accounting for 4 percentage points higher than the previous year; The proportion of taxi passenger traffic accounted for about 40.5% of the total taxi passenger traffic, accounting for 6.4 percentage points higher than the previous year; Shared accommodation revenue accounted for about 4.4% of the national accommodation industry room revenue, accounting for 0.6 percentage points lower than the previous year, the decline was significantly narrower than the previous year. From the user and consumption side, in 2022, the penetration rate of online car users, shared accommodation users, and online takeaway users among Internet users was 38.54%, 6.63%, and 61.44%, respectively. The per capita consumption expenditure of online takeout accounted for about 25.4% of the food and beverage consumption expenditure, an increase of 4 percentage points over the previous year. The per capita consumption expenditure of online car-hailing accounted for about 7.8% of travel consumption expenditure, down 1.1 percentage points from the previous year. Per capita spending on shared accommodation accounted for about 4.4% of accommodation consumption, down 0.6 percentage points from the previous year [3].

3. Problems in the sharing economy

3.1. Deficiency in legal regulatory

If the sharing economy wants to maintain stable development, it also needs scientific and reasonable management support and uses the restrictive role of laws and regulations to provide correct guidance and norms for the development of the sharing economy. However, because the sharing economy in China's legal battle time is relatively short, there is still a lack of legal control, if it continues to develop, it may cause the sharing economy cannot develop normally. For example, in the transaction process, the responsibility is not clear, and coupled with the relevant departments not having a perfect regulatory system, it will not be able to meet the corresponding standards.

The biggest difference between the sharing economy and other economic models is that users need to provide complete information to various platforms to trade, but there is a risk that customer information may be leaked at any time, and information security loopholes give criminals opportunities. Most of the information on the Internet is open, and it is very vulnerable to virus invasion and theft of personal privacy [4].

3.2. Expansion of products and scale

The sharing economy maximizes the utilization of resources and the sharing of benefits and uses the sharing concept in various industries and fields, so the scale and scope are constantly expanding. This rapid expansion has certain risks, such as transportation travel, and temporary convenience services are constantly expanding, but cannot form a scale. If people lose the desire to share, the sharing economy will also suffer.

4. Countermeasures and suggestions

4.1. Improvement of the system

The sharing economy has a great impact on China's economic development, so to maintain the sustainable development of the sharing economy in the future, the country needs to improve the system from the perspective of legal and regulatory mechanisms, and only with a perfect mechanism can we support the development of sharing economy. First, put forward the legal system for market demand. Legal provisions shall be adopted to regulate the business scope, responsibilities, and obligations of the sharing economy. In addition, the law can further strengthen industry supervision and promote the normative development of the sharing economy. Contract Law of the People's Republic of China: The law specifies the contractual relationship between participants in the sharing economy and regulates the responsibilities and obligations of sharing economy platforms. This law improved the economic system [5].

4.2. Supervision of personal information

The Internet reflects a certain openness of information, although it is very convenient, but in terms of security is not very secure. Relevant regulatory departments need to do a good job of improving the defense system of information security and strengthening the construction of information supervision platforms with the support of technology. Through the unified management of platform information, the problem of information leakage or loss can be avoided. For example, multiple authentications can be added to improve security, such as fingerprint recognition, facial recognition, and text message recognition. For example, companies conduct education and training to improve the cybersecurity of their employees. In addition, programmers can use multiple encryption methods on the platform to protect information from intrusion [6].

4.3. Optimization of technology

In the sharing economy platform, optimization technology can improve the user experience, and increase the efficiency and reliability of the platform. To improve the availability and response speed of the platform, the server architecture and network configuration of the platform can be optimized. In addition, the user experience can be improved by improving the platform's user interface design and interaction mode, optimizing search and filtering functions, and providing personalized recommendations. Introduce intelligent algorithms and data analysis, optimize recommendation algorithms and decision-making, and improve the operational efficiency of the platform. At the same time, the introduction of blockchain technology enhances security and trust, ensuring the credibility

of transactions and data records. Optimize the payment and settlement system, establish a safe and efficient payment and settlement system, provide multiple payment methods, and simplify the transaction process [7].

5. Conclusion

Sharing economy is to share the idle resources of individuals or enterprises to other users through the Internet and mobile technology platforms, to realize the efficient use of resources and the realization of common interests. The sharing economy is an emerging product that is developing but still has many shortcomings. To achieve sustainable development and healthy development, it is necessary to improve and innovate at the current level and take the road to sustainable development. This paper expounds on the development status of the sharing economy model, the unsolved problems, and the countermeasures and suggestions for future development. First, the issue of regulation is a big challenge for the sharing economy, because the relevant regulatory policies lag, resulting in some platforms having illegal operations and security risks. Secondly, users have concerns about the quality and security of resources, and the trust issue is the key to the sharing economy. At the same time, the expansion of products and scale is also a relatively big problem. To solve these problems, the government needs to strengthen supervision and norms and clarify the responsibilities and obligations of platforms and users. Sharing economy platforms should strengthen management and supervision mechanisms to ensure user rights and data security. It is also important to strengthen user education and training to improve users' awareness and trust in the sharing economy. This paper only studies the role and impact of the sharing economy based on the literature, and how it will progress in the future. The thesis of this paper can be supported by techniques, such as field interviews with researchers. The sharing economy is expected to continue to develop and grow in the future. The continuous innovation and improvement of technology make the sharing economy more convenient and efficient and can meet the diversified needs of users. And is expected to expand to more areas, such as health care, education, finance, and so on.

References

- [1] Zhang Wei. *Release of China Sharing Economy Development Report [N]. China High-tech Industry Guide, 2023-02-27(001)*
- [2] Liu Xun. *Analysis of the development status and trend of the Sharing economy [J]. Investment and Entrepreneurship, 2021, 32(22)*
- [3] Zhao Xue. *Research on the development status and development dilemma of sharing economy -- A case study of shared bicycles [J]. Journal of Hebei Youth Management Cadre College, 2022, 34(06)*
- [4] Li Jing. *Realistic Dilemma and Countermeasures of the development of Sharing economy [J]. Modern Business, 2023(18)*
- [5] Li Wenlin. *Investigation and Discussion on the development and impact of the sharing economy [J]. Finance and Economics, 2022(21)*
- [6] Chen Baoguo, Jiang Xiaoyu. *Analysis of the history, theory, and value dimension of the sharing economy [J]. Straits Science, 2022(09)*
- [7] Ye Hong. *The rise of the sharing economy and its existing problems [J]. Shanghai Business, 2022(08)*