

The Development and Prospects of Pan-Shared Economy

Changqing Miao¹, Haoyu Li² and Pengcheng Wang³

^{1,2,3} 19, Keji Rd, Jinzhou City, Liaoning Province, 121013, People's Republic of China

¹ 32903630@qq.com, ² 183587642@qq.com, ³ 77134525@qq.com

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Abstract: With the popularity of the Internet and third-party payments and the inadequate balance of the sharing economy improving the level of life conditions, which has a powerful effect. The vigorous development of China's Pan-sharing economy based on third-party payment has turn to necessity. As a pillar industry of the entire pan-sharing economy, sharing bicycles has been booming. In the while, we have to think about whether the profit model behind it is feasible and what future market prospects will be. This article starts with the development status of shared bicycles, analyzes the causes of the development of the sharing economy, and points out that the shared economy how to seize the opportunities and markets that needs the support and constraints of the policy.

Introduction

In May 2017, young people from 20 countries along the "One Belt and One Road" selected China's "four new inventions" and the shared bicycles had the honor of being selected. The shared bicycle industry is the epitome of the entire China's pan-sharing economy. The entire pan-sharing economy has attracted more than 170 billion yuan in investment over the past four years. The Ninth National Congress of the Communist Party of China proposed that the main contradiction in our country has already been transformed into a contradiction between the people's ever-growing needs for a better life and unbalanced and uneven development.

The National Fitness Plan 2016-2020 promulgated by the State Council has clearly defined cycling as a sports item that will be vigorously developed during the 13th Five-Year Plan period. Cycling comes with a low-carbon travel label, making it the perfect solution for the "last mile". It also became one of the reasons why shared bicycles can be widely accepted by people.

The 19th national congress of the communist party of China (CPC) pointed out that China's economy has shifted from a stage of rapid growth to a stage of high-quality development, and is in a crucial stage of transforming its development mode, optimizing its economic structure and transforming its growth drivers. The principal contradiction facing China has been transformed into the contradiction between unbalanced and inadequate development and the people's ever-growing needs for a better life. As a member of the "Internet plus" family, the sharing economy, on the one hand, caters to the development of the Chinese market, on the other hand, combined with the social environment of China, gradually develops into a pan-sharing economy.

The Basic Analysis of Sharing Economy

Definition of Sharing Economy. The term "sharing economy" was first proposed by Marcus Felson, a sociology professor in the university of Texas, in a paper published in 1978. The phenomenon of sharing economy has gained attention in recent years. Its main feature is a platform created by a third party based on market and information technology. This third party can be a business organization, an organization or a government. Individuals use these platforms to exchange unused projects, share their knowledge and experience, or raise money for innovative projects in their companies. The sharing economy means the use of rights remains the same and the use of highly dispersed resources. It is this fragmented sharing model that has brought consumers cheap

prices. The notion of the sharing economy has been introduced in many sectors and provided significant benefits to consumers and asset owners^[1].

Significance of Sharing Economy

In theory, it is possible to have "ripple effects" on the disadvantaged and poor as the economy grows. However, practice has proved that the increase of GDP and per capita GDP does not mean that the distribution of economic growth will increase with the increase of the total. Average changes and "average" increases. This does not mean that living standards and incomes have risen. According to a United Nations study, many developing countries have reached the level of development required by the United Nations, but the standard of living in most of these countries has not changed. These economic developments often emphasized rapid industrialization at the expense of agriculture and agricultural development. This has led to the rapid growth of stronger or more advantageous components, inhibiting the phenomenon of weaker or lower components, without precluding the advantage of the former at the expense of the latter. This is the opposite of growth. The concept of the "sharing economy" should be a contribution to development economics. Increasing GDP growth alone will not be enough to raise the living standards of the disadvantaged with the expected increase in national income.

China's Pan-sharing Economy

Differences between China's Pan-sharing Economy and Sharing Economy.

Speaking in strictly, the rapid development of China's modern sharing economy is not exactly the same as the traditional sharing economy. The sharing economy can be divided into four basic business models based on the types of common entities of both parties. The focus of the current society is individual sharing, mainly sharing C2C and C2B. The first is the C2C model. Traditionally, the sharing economy is defined as a C2C model, in which everyone can be a producer or a consumer. Business is no longer monopolized by intermediaries, but individuals are directly related to both suppliers and suppliers. This is the traditional sharing economy. The second one is the C2B model. With the help of social forces, enterprises can satisfy the demand of temporary labor force through crowdsourcing, and realize the virtual operation and development of enterprises. Social capital transfer is easily accessible through equity-based crowdfunding, a sharing economy model born in the Chinese market. That's what we call a pan-sharing economy. Third, B2C model. With the strategy of "renting and selling", the enterprise subverts the traditional new products to sell to consumers, and transforms from selling products to providing leasing services. Fourth, the B2B model. Enterprises and enterprises share their idle assets, from tangible idle assets to intangible assets sharing, through cooperation to help enterprises better achieve a win-win situation.

Research on Profit Method of China's Pan-sharing Economy Model

Costs and Usage Expenses of Shared Bikes. In today's China, the pan-sharing economy is spreading through our lives. Out of the subway, there are Shared bikes; Look at the rain, there are Shared umbrellas; My phone is out of power, and I have a Shared charger... Most of the market demand for the right to use are provided by enterprises to share. The reason why most people choose to share goods in the market is that it is convenient and fast in the first place, it reduces the burden of travel. But it is undeniable that the cheap use cost is also an important reason for people to share goods. Shared cycling, for example, most of the share in the market by bike ride to 1 yuan price/half an hour, about half an hour normal distance is 6 ~ 10 kilometers, more than the most people will not choose to ride a bike travel distance, travel cost on average less than 0.2 yuan/km, Beijing transportation market, for example the Beijing subway 3 yuan / 6 km, after an average of 0.5 yuan/km, a taxi will start at 10 yuan / 3 kilometers, after an average of 3.3 yuan/km. Other modes of travel, such as battery cars, are about 2 yuan/km, tricycles are 4 yuan/km, and buses are 1-2 yuan. In terms of price and safety, buses are undoubtedly the best choice, but buses require

10-40 minutes of waiting time. It can be seen that Shared bikes are the cheapest way to travel for short distances. It does reduce travel costs while making it easier for the public. The power sector is in transformation around the globe, thus opening the need to consider perspectives of related consequences and changes^[2].

Profit Model of Shared Bikes-Big Data. Some people think it is through the deposit. In fact, the huge cash flow generated through the deposit is one of the ways to make profits. The capital flow in the deposit pool of Shared bikes should not be underestimated. However, it is not the main reason. After all, many companies have started the activities of free riding without deposit, and more profit points will be the promotion of advertising and peripheral products. To date, the most important point in the development of the pan-sharing economy, and possibly the most profitable point in the appreciation space, is information. Alibaba has started to carry out big data analysis through huge and countless data such as the track of user consumption information. Based on the traces of customer consumption, this kind of data can analyze the daily life track of various consumers, and then exploit market opportunities.

It was officially announced by Alipay on May 1, 2017. bank of Yong An, Xiao Lan and other bike-sharing brands have teamed up with ant financial services. Users can unlock these brands' Shared bikes directly by scanning them on the home page. An insurance policy is available on the bike to cover bruises that can occur while riding. You can ride your bike without a deposit, and you don't have to pay a premium for fall and fall insurance. It's not social security. It's a for-profit company. The 21st century is the era of big data. For the market, people with big data have a gold mine of big data, and Shared bikes are the best mobile Internet platforms and portals.

Profit Model of Shared Bikes -- Accurate Advertising. On August 4, 2017, The China Internet network information center (CNNIC) released today 40 times China Internet network development state report, share the bike user scale has reached 106 million, accounting for 14.1% of the total number of Internet users, its business scope has the second - and third-tier cities at three or four line city of penetration, the financing ability of Shared bicycle brand in overseas markets. The magnitude of the data is horrible. Each cyclist must submit information such as phone number, real name, id number, etc. While riding, the Shared bike will also quietly collect customer data. we address a green delivery-pickup problem for Home Hemodialysis Machines categorized as scarce commodities^[3]. The reason why it is called accurate advertising media platform is that the registered users of Shared bikes are real-name system, which is absolutely accurate users, and the cycling data of accurate users can be used as an important basis for commercial derivation.

Profit Model of China's Shared Bikes – Rent. The findings presented in this work offer evidence on which to inform urban planning and transportation policy with respect to shared mobility services, free floating vehicles, and alternative urban transportation^[4]. The key to profits is not to dominate the industry, but to generate cash flow, because the value of a business lies in its ability to discount in the future, not its current profitability. Just because it's profitable now doesn't mean it's going to be expensive, because it's profitable now and it's not going to be profitable in the future. For today's cities, the number of Shared bikes is close to saturation, but bike sharing is still putting new products on the market. The reason is that only by increasing volume, capturing the market and creating barriers, will valuations and future prospects become attractive. A growing number of customers who purchased fashion products, but now start to rent them^[5].

Prospects of China's Pan-sharing economy. Some scholars have proposed that the future of the sharing economy is to be dominated by commercial companies on the supply side and to synchronize demand and use on the user side. There is a critical view abroad that the sharing economy is a cleverly packaged model that results in a huge waste of resources. In fact, even if the sharing economy achieves the surplus of material resources, which is sufficient to keep pace with the demand and use, it is the result of commercial competition, not government-led public projects. Ensuring the independence of the sharing economy itself. there may be an efficiency rationale for the controversial choice to willingly preserve riders' uncertainty as to the operation of the algorithm and for portability of reputation^[6].

With the participation of commercial forces, there will be many profound changes. For example, the extension of public services and facilities in the traditional sense will become larger. Everything except food, clothing, housing and transportation may become "public facilities" in the new context. As for public facilities, they are not necessarily provided by demand. The intervention and competition of commercial companies will enable consumers to get better services and products. In short, the pan-sharing economy is still in its infancy and needs capital investment. However, with the expansion of the market size, the diversity of profit methods and the necessity of market demand can be seen that the profit prospects are considerable.

Analysis of Internal and External Environment of Pan-sharing Economy

Economic Environment of Shared Bikes. According to the micro business operation index released by the postal savings bank of China in July 2017, six out of seven indexes fell, while the cost index rose. The financing index dropped 0.3 percentage point from the previous month to 49.1, continuing to stay below the 50th line. Although it is far-fetched to blame the loss of Chinese industrial capital and financing difficulties on the sharing economy, it is beyond reproach that capital is profit-driven, and the popularity of the sharing economy has indeed absorbed a large amount of capital in the venture capital market. Financing problems for small and micro businesses are getting worse, and industry is still the foundation of a country. The emergence of the sharing economy may make the problem of non-real funds become serious.

Social Environment of Shared Bikes. For the society, the sharing economy model can save the cost of social resources and restructure the business structure, but these businesses will bring new social problems. Shared cycling, for example, in the idealized model, Shared bicycle enterprises, have to bear the product cost, a variety of operating costs, bicycle management costs of various social costs to solve the problem of various vehicle storage costs, and various risks, But in today's Chinese market, management problems are left to the government. The occupation of urban space brings a variety of problems to urban traffic. Bike-sharing companies, on the other hand, hardly have to bear the cost. Enjoy government dividends, its development has exceeded the level of government regulation.

Policy Environment of Shared Bikes. Under the sharing economy model, the rights, obligations and responsibilities of each subject are not clear, and there are many legal loopholes. The legitimacy of the emerging Shared enterprise services, security supervision and taxation pose great challenges to the government's innovation management. In the United States, with its loose regulatory environment and liberal economy, the sharing economy has also run into problems. In 2012, New York investigated 828 short-term leases and found 2,239 violations. Peer-to-peer taxi services have been banned in some us cities. For the Chinese market, solving problems such as urban sharing cycle planning and parking has become a top priority for governments at all levels.

Leading Forces for the Development of the Pan-sharing Economy. With the increasing concern on global warming, companies begin to use electric vehicles for urban distribution^[7]. The sharing economy has unique advantages in this regard. The sharing economy has changed the way users own products, mainly through leasing. Cheap rental costs can temporarily meet a large number of consumers, short - term consumption demand. Due to the further development of information technology, the competitiveness of products is further weakened, because users subdivide the use time, resulting in products can be Shared by users, because in many competitive products, only one person can be used at the same time, which is competitive, but not competitive at different times. Shared bikes are an obvious example. Technological progress, especially the technological progress of the Internet, has gradually solved the problem of information and matching. The Internet platform has effectively conveyed to consumers what time, when to click idle items, and when and where people need information, thus solving the asymmetric problem of information. This was unthinkable before.

However, several bike-sharing companies that are still active in the market share a common feature: they lag behind the two largest online payment platforms in China, WeChat and Alipay platform, and develop online payment platform, which greatly reduces the cost of sharing fees. But

since 2018, several cities have halted the expansion of the bike-sharing market, with new car deliveries in first-tier cities almost at a snail's pace and jobs shifting to second - and third-tier cities. Markets have become more rational. Indeed, the "blowout" increase in the share of bicycles makes the level of government regulation and investment seem relatively inadequate.

Nowadays, urban traffic congestion has become normal, and measures such as out-of-town license plate restrictions and odd-even license plate restrictions cannot solve the congestion problem from the root. it is a double-edge sword that limits its impact to those who are active participants, without spreading to others the need for change^[8]. Meanwhile, Shared bikes can make a significant contribution to solving urban traffic congestion. Sharing of the traditional economic model is through the Internet, smart phones client will disperse the resources and the social requirement for Shanghai line matching, the end connections are idle resources. Consumers at a higher sharing level care more about social interaction and economic value than consumers at a lower sharing level^[9]. But as we have seen, both Mo-bikes and minivans are the owners of resources, and only a small proportion of bikes are Shared by the market, so it is hard to be regarded as a sharing economy.

Conclusion

Now the pan-sharing economy is not only about capital gathering and overheating, but also about product homogeneity. Product performance and appearance homogeneity, product marketing means, operation mode homogeneity. Product financing mode homogenization, service management homogenization. In just four years, the entire pan-sharing economy has attracted 170 billion yuan of investment, creating a project financing myth. The gathering of capital, the homogenization of products and the penetration of all walks of life in the sharing economy have made the previously dynamic sharing economy move forward with heavy burdens. Whether the sharing economy that shackles "hands and feet" can break through the bottleneck and spread its wings to take off remains to be further adjusted and tested by the market. With the development of technology, the emergence of the sharing economy is an accident and inevitable. It remains to be seen what happens to the sharing economy and how it will evolve.

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