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Evaluation and degrowth’s upgrades, of sharing economy's contribution to citizens’ well-being in Gothenburg.

Master’s thesis in Infrastructure and environmental engineering

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ABSTRACT

Based on the problematic nature of growth, alternative solutions have been purposed in the framework of either growth led economic systems that attempt to reduce growth's drawbacks or promote post-growth concepts as a compass of human development. By acknowledging that sharing economy has been part of these alternative concepts and the number of multiple reasons that are pinpointing in researching the socio-economic and societal aspects of the each of those concepts as the precondition in order to reform the current values systems of growth is socioeconomic and not sociotechnical (Khmara & Kronenberg, 2020), sharing economy and its contribution to well-being has been chosen as a topic to be investigated. This thesis utilizes a web survey on 960 people that was taken place on April 2021 and conducts a quantitative analysis of the socioeconomic factors and reasoning on why somebody would use sharing economy. In parallel, a qualitative analysis of the answers of citizens were conducted, on what comes to their mind when they hear the term sharing economy. All this analysis comes together and acts as a map for degrowth practices to be promoted to either amplify sharing initiatives in areas of Gothenburg with certain characteristics that already perceive sharing economy as something good for their well-being or attempt to introduce degrowth practices in the form of sharing initiatives in areas that they do not think that sharing economy contributes to their well-being. To analyse the relationship between socio-economic factors, answers given and the codes that were created, the software MAXQDA was used alongside with Microsoft Excel. Two groups of three codes were created to investigate if respondents' approach was (neutral/negative/positive) towards sharing economy and what element do they think that sharing economy consist of (social, utilitarian, both). The results created the following approaches to enhance sharing economy that contributes to people's well-being. In the first case, introduced degrowth practices are based on specific factors that are associated with positive citizens' attitude towards sharing economy and contribution to their well-being. In this case, Centre is chosen as the area due to its highest level of trust which relates to low preference in answer 12 (I do not want to use sharing economy), and level 3 of education (the highest) is observed. A second choice is to amplify sharing initiatives in Southwest area for its specific characteristics. As a third choice, it was attempted to alleviate areas that perceived sharing economy as a non-contributor in their well-being and this is the area of Hisingen. Specific initiative to be amplified, like Bike Kitchen is purposed in the first case, for the second case an initiative with specific characteristics according to the area was proposed and in the third case an initiative that promotes sustainable consumption based on relational goods. In the end, it can be said that sharing economy and degrowth follows some of the same principles and goals (Hobson & Lynch, 2016). It is believed that sharing initiatives will help communities to be resilient and more coherent and contribute to their citizens' well-being because sharing is not sole phenomenon, it interacts with people and act as incubator of development and well-being.

Key words: Sharing economy, Well- being, Degrowth

Contents

Preface

I would not be here without my grandmother, so special thanks to her. I am grateful to my friends who supported and inspired me. I would like to also thank my supervisors for giving me the opportunity to research such an interesting subject and push me to be a better version of myself.

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Grigorios Gkagkalidis

1. Introduction

After the economic crisis of 2008 the debate about growth functioning as a compass of the human development had started to proliferate among the public and academia (Artelaris, 2017) .Growth's influence on the economic, societal and the environmental aspects of life have been discussed on an attempt to reform and redesign its potential and mitigate its consequences (Trainer, 2020). On the environmental basis it is believed that growth is causing exploitation of resources and materials which will lead to environmental degradation (Andreoni & Galmarini, 2014). As for the societal basis, growth has influenced and formed what has meaning in life and how relationships have to be conducted and created (Büchs & Koch, 2019). Democracy, which rules this societal basis, can be translated as the "collective construction of sense" (Romano, 2012), and this sense is strongly connected with the principles of growth. What is significant here, is that someone can observe that growth and democratic processes have different aims and their interests are usually in conflict (Romano, 2012). For example, in our society, although everyone is invited to express their thoughts, but they cannot actualize them into real actions or even collectively construct a system of rule for themselves (Romano, 2012) and this can lead to a feeling of unfulfillment and anxiety. As for the economic dimension, the free-market competition has been renowned to be the optimal and the democratic mean of meeting demand and supply in human societies (Laamanen et al., 2018). This fact, had led to a consumeristic style of life and societies in which wealth cannot trickle down from upper level of societies to lower ones (Büchs, 2021) and GDP , growth's fundamental indicator, which its increase led to society's raise of happiness after 1960 (Ott, 2012), nowadays cannot achieve decoupling (growth without increasing the ecological footprint) (Büchs & Koch, 2019), cannot sustain high rates of increase (Svenfelt et al., 2019) and cannot include non-monetized assets in its value (Artelaris, 2017).

In the light of the above motivations about the problematic nature of unlimited growth, alternative solutions have been purposed in the framework of either growth led economic systems that attempt, to either reduce growth's drawbacks or promote post-growth concepts as a compass of human development. These alternative concepts are known as green growth, and circular economy, degrowth and steady-state economy (Svenfelt et al., 2019). Green growth and a part of it, circular economy, utilizes technology for making processes of consumption and production more efficient and enables products to be reused and recycled. Steady state economy aims to sustain growth by the help of the development of technology and maintain a constant stock of resources (Svenfelt et al., 2019). Degrowth's system of values is based on conviviality. and the ability of people to exchange commodities and services (Andreoni & Galmarini, 2014).

By acknowledging that sharing economy has been part of these alternative concepts and the amount of multiple reasons that are pinpointing in researching the socio-economic and societal aspects of the each of those concepts such as that a circular society is a mandatory prerequisite in achieving a circular economy (Jaeger-Erben et al., 2021), that the common denominator for the alternative discourses around post-growth is that human beings are rather

cooperative than competitive (Riedy, 2020) and that the precondition in order to reform the current values systems of growth is socioeconomic and not sociotechnical (Khmara & Kronenberg, 2020), sharing economy and its contribution to well-being has been chosen as a topic to be investigated.

1.1 Scope – Aim of the thesis and Research questions

The scope of the thesis considers as area of the study the city of Gothenburg and as for data used, it will be depended on a survey that it will be presented in detail in subchapter 3.1. The theoretical framework of the thesis will abstract information and theories from the literature of well-being and sharing economy to support the methodology chosen. As for the degrowth literature it will be only used to empower the proposals that will support sharing economy in order to enhance well-being of citizens in Gothenburg.

Responding to the research call in terms of investigating the relationship between socio-economic characteristics of people, economy and its alternatives concepts, which put the emphasis on people's well-being by satisfying in a sustainable way, environmental, societal and economic issues, *this thesis aims to evaluate if sharing economy is contributing to citizen's life in Gothenburg* and tries to enhance its contribution by introducing or amplifying sharing initiatives motivated based on the answers of the following research questions and the relevant literature.

The research questions are the following:

1. What are the socio-economic factors related to reasons of people using sharing economy?
2. How does the description and the attitude towards sharing economy are affecting the perception of citizen's well-being in Gothenburg?
3. How can the sharing economy's services, under the help of degrowth principles, be introduced to enhance the well-being of citizens?

For answering the first research question, a quantitative analysis of the socioeconomic factors of respondents in a survey and their answers about the reasons of using sharing economy is conducted. For answering the second research question, a qualitative analysis of the answers of citizens on what comes to their mind when they hear the term sharing economy. All the former analysis and answers of the first two previous research questions are combined with degrowth literature to introduce practices to either amplify sharing initiatives in areas of Gothenburg with certain characteristics that they already perceive sharing economy as something good for their well-being or attempt to introduce degrowth practices in the form of sharing initiatives in areas that they do not think that sharing economy contributes to their well-being.

2. Theoretical framework

In this chapter the theoretical framework will be presented to motivate the methodology which will be followed in this thesis. In the following subchapter 2.1, the main characteristics and the issues with the definition of sharing economy will be described. This part of literature will support answering research question 1 and 2 because the decision of the reasons to use sharing economy that will be analysed are motivated by the sharing economy theoretical framework. The topic of how the economy is influencing the perception of well-being is described in subchapter 2.2.1 which will influence the creation of codes in the subchapter 4.3, but more on how these aspects are connected will be explained in the chapter 3 in depth. Afterwards in this chapter, the well-being main attributes based on the literature will be discussed to be connected with the impact that current economy systems and growth have on well-being and on which categories of well-being will the codes be based on.

2.1 Sharing Economy

To begin with, sharing phenomenon is something that is happening for a long time and can be categorized in accordance with the amount of people involved in this activity (public, local, intimate) and by the level of compensation (no compensation, token compensation and compensation) (Boons & Bocken, 2018). Moreover, sharing economy is often characterized as an alternative and disruptive system to the existing status quo of conducting production and consumption and can challenge the dominant corporate driven economic driven (Boons & Bocken, 2018)

2.1.1 Characteristics of Sharing Economy

Sharing economy as a concept and its market has been soared in the last decade, more specifically from 2012 and on, for each year sharing economy increases its value as a domain in market (Mont et al., 2020). Sharing economy's fundamental premises are related to the increase of idling capacity of assets, especially those ones that are underutilized (Curtis & Lehner, 2019). In other words, in the sharing economy the ownership is substituted by usership, which is the ability of user to access the services or goods (Hobson & Lynch, 2016). This substitution of ownership will lead to a reduction in producing new goods and therefore cut off the overall environmental impact in terms of production and consumption (Kostakis et al., 2015, 2016).

Sharing economy can be found in a plethora of forms such as online or off-line, renting or donating, pecuniary or non-pecuniary and peer-to-peer, business-to-business or peer-to-business according to the two forms of customers (Kostakis et al., 2015; Mont et al., 2020; Pouri & Hilty, 2021). Apart from the sharing economy that includes assets that can be easily monetized there are also sharing services that are non-monetary, for example, services that are related with time-banking, voluntary or social work (Mont et al., 2020). A categorization

of services in sharing economy, according to (Alharthi et al., 2021), is into hospitality, retail, media and automotive services.

Theories associated with sharing economy can be behavioural, social capital and social exchange (Klarin 2021). Social exchange theory tries to describe the way that relationships are conducted by arguing that people act in the principle of maximization of their benefits and minimization of their costs (Cropanzano & Mitchell, 2005; Davlembayeva et al., 2020). Social capital can be translated as the value that relationships and social structures have in people's lives (Baker, 1990). In terms of behavioural theories, in this thesis, they will be substituted with the literature of well-being and will be presented in subchapter 2.2.

Today a lot of people utilizes the services of sharing economy based on the principle that in the market, rationality acts as a compass for the consumers to pick the most cost-effective choice of product-service in market (Mont et al., 2020), a principle, which is supported also by the social exchange theory.

The factors leading to participation of users in sharing economy are monetary (services are less costly), environmental (reusing, less resources used, reduction of one's ecological footprint), social (create relationships, trust others, share experiences) (Cherry & Pidgeon, 2018; Mont et al., 2020). On the other hand, there are reasons for someone not to use sharing economy and these are connected to their preference in private ownership, their perception that there is a risk involved in the process of sharing, and, finally, the amount of the effort expected to be demanded for the user to use sharing services (Eckhardt et al., 2019; Mont et al., 2020).

2.1.2 Definition complexities

Due to the debate and controversy around the definition of sharing economy and due to the fact, that in this thesis includes in its methodology answers in the question "What comes to your mind when you hear the term sharing economy?", this chapter will try to shed some light about the issues with the definition of sharing economy.

Sharing economy has a lot of other definitions in academic literature and it can be observed that it is used interchangeably with definitions like collaborative economy, access-based consumption, collaborative consumption, peer economy (Henry et al., 2021; Klarin & Suseno, 2021; Zhu & Liu, 2021). This is caused partially because "sharing economy" is accounted as a neologism, a name given by public or formulated by press (Ertz & Leblanc-Proulx, 2018) and not through a deliberate, systematic process or be in a lexicon (Curtis & Lehner, 2019). "Share-washing" incidents have already made their presence (Curtis & Lehner, 2019) and companies and organizations are building their image around a more friendly and solidaristic reputation based on the word "sharing" but, in reality, they are utilizing same business models and values to achieve their aims, which is profit maximization over altruistic philosophy (Curtis & Lehner, 2019; Mi & Coffman, 2019). Due to this "sharewashing" incidents, there is an increasing suspicion about the ethics of sharing economy (Laamanen et al., 2018).

2.2 Well-being

Well-being whether is being measured by indicators which are including only economic factors or social or environmental factors is a tricky objective to be contained as it has a subjective meaning to every human and it is hard to be defined in a larger scale because lot of factors such as cultural or religious are affecting the people's definition of what well-being is (Butler, 2019; Das et al., 2020; Diener & Biswas-Diener, 2002). Whether well-being is framed from the health or sustainability perspective, its social part plays an essential role. The World Health Organisation defines human health as "the state of complete physical, mental, and social well-being, and not merely the absence of disease" (WHO, n.d.). If well-being is investigated under the light of sustainability, then well-being's social part and the capabilities of the individual have to be improved to reach the expected level of sustainability (di Cesare et al., 2020). Its social part is argued by (Holger et al., 2017) to play a significant role and will be presented in the end of this chapter as it helps to answer research question 2. Moreover, in this chapter, it will be attempted to set the framework of how well-being is being influenced by current economic system, what are the factors influencing it and in which categories is separated. These elements will help the creation of codes for the qualitative analysis of responds of people in terms of sharing economy that will follow in the chapters 3 and 4.

2.2.1 Well-being under the influence of economy

For answering research question 2, the values that someone has in life must be firstly described and by that it is inferred, the influence on well-being by the economic system. Well-being as a term is being interpreted by the neoclassical economists as opportunities that appear in the market and by extend the economists argue that human relationships have value if they are functional to the economy (Andreoni & Galmarini, 2014). Based on the previous, neoliberalism and its pursuit of individualistic ideals is argued to make people more happy, excited, enthusiastic, and to help them flourish and self-expand, but on the other hand, this "mandatory" and forced chase of happiness can be stressful (Becker et al., 2021). Attempting to connect growth and this thesis support in the alternative concepts, it is argued that growth, neoliberalism flag, can influence the people's definition of well-being as it is established in most parts of Western societies and can dictate not only the way of thinking but also the way of acting (Büchs & Koch, 2019). Growth rules the perception of well-being on the grounds that it is connected to the satisfaction of needs and is interpreted as an end itself and not as means to achieve happiness (Büchs & Koch, 2019). Moreover, the structure of socioeconomic institutions can affect the satisfaction of needs by deciding the distribution of wealth, health and education provisions and how governments are creating policies and legislation (Boillat et al., 2012; Hobson & Lynch, 2016; Laamanen et al., 2018). If growth is perceived as the most natural thing to do, then, people's will, and their capabilities are minimized in what level could be allowed by the level of growth or GDP's percentage. The sociological and psychological literature is arguing that changes in ecological structures can further have a negative impact on health and well-being of people (Büchs & Koch, 2019). To take one step further, (Jarvis, 2019) argues that public policies attempting to empower growth

mentality, that are enabled by governments, does not help people to raise their intrapersonal trust and have a higher quality in their relationships due to the competitive environment that is constructed by them.

2.2.2 Socioeconomic factors related to well-being

The determinants of well-being are basic demographics, socio-economic status, health, personality, social support, religion and culture and geography and infrastructure (Das et al., 2020). To answer question 1 and 2, the 5 factors (age, area, education, income, trust) will be analysed in depth to identify patterns in the perception of well-being and thus sharing economy's contribution to it.

To start with, social capital plays a significant role in enhancing the well-being of people (Osberg & Sharpe, 2001). This can be based on the argument that feeling of trust in society, higher social capital, good friendships, and participation and being a member in associations in the residence area of a person contribute positively to a person's well-being (Alharthi et al., 2021; Brown & Vergragt, 2016; Helliwell, 2003). An increase in the level of education seems to influence positively the well-being according to (Helliwell, 2003). There are other factors such as employment, income and autonomy which contribute as well to the increase of well-being according to (Helliwell, 2003). Lastly, it is argued that well-being is facilitated by achievement and younger age (Lee & Keyes, 1998).

Based on the former subchapter 2.2.1, it should be noted that well-being can reach a saturation due to material wealth and from this level and forth it is difficult to raise it through more consumption (Tsurumi et al., 2021). However, the category of well-being that is connected to societal factors can be increased by relational consumption which will increase the social capital (Tsurumi et al., 2021). Even in the example of knowledge sharing, which functions well in our case of sharing economy, it can be said that there is a positive contribution to the well-being of people being involved in the sharing process (Aoki, 2021).

Well-being can be deteriorated based on the conditions that advanced capitalism creates (Butler, 2019). For instance, when individualism is enhanced, the stability of interpersonal bonds is threatened, when there are social inequalities (Butler, 2019). Moreover, especially young people with adherence to materialistic values can suffer problems and decrease of well-being due to social instability and disconnection (Butler, 2019).

All the former motivations are contributing in the decision to distinguishing the qualitative analysis of answers to sharing economy in codes that are related to either utilitarian or societal reasons and try to base the proposal to enhance the citizens' well-being in Gothenburg by promoting the social dimension due to its easiest contribution to well-being compared to raise in material wealth. Furthermore, materialistic style of life and perception solely related to wealth are making well-being non-resilient and leading sometimes to its decrease (Butler, 2019).

2.2.3 Categories of well-being

Well-being can be categorized into hedonic and eudemonic well-being, where the first one is related to a person's satisfaction and level of success and the second has to do with relationships, self-awareness, the chance to engage and act in creating a suitable environment, and personal growth (Tov, 2018). An example to distinct the nature of these categories is when an action is taken then, feelings that force to practice this action is categorized as eudemonic and the feelings that stemmed from the action are categorized as hedonic (Tov, 2018). There is also another categorization, between groups that are named subjective and objective well-being, with the first one ,had to do with subjective concepts like satisfaction and the second one with things that can be counted and interpreted in indicators like income (Alatartseva & Barysheva, 2015). Special attention should be given to the social component of well-being (Lee & Keyes, 1998) which is something that sharing economy is believed to contribute so its components are thoroughly explained. The components of social well-being are 5: social integration, which relates to feelings of belongingness in the society, social acceptance, social contribution, social actualization which is connected to eudemonic concepts that are stated previously and social coherence which integrates concepts of the organization and functionality of the society (Lee & Keyes, 1998). In the light of the above, distinction between hedonic and eudemonic and importance of social well-being influenced the coding procedure and lead to the creation of codes that relate the "utilitarian" code to the nature of well-being to the hedonistic satisfaction due to owning of material wealth and the "social" one to social well-being and eudemonic categories of well-being. However, the coding procedure will be explained further in the subchapter 3.2.

3. Methodology

3.1 Bridging theory, research questions and methodology

In this part of theoretical framework, it will be motivated, why the assumption of interpreting and analysing the answers about sharing economy can lead to conclusions about the contribution of it to well-being and how well-being is perceived.

As it has been stated in the theoretical framework, material norms can decide if an increase in wealth will increase the well-being of people (Easterlin, 1995) and thus it is concluded that, in our societies well-being is connected and interpreted more on a utilitarian basis. Consequently, a utility of a thing or service or relationship influences the way that people are assessing if something has value in their lives, in our case sharing economy. Furthermore, well-being can be increased when its component of social well-being is enhanced, in our case though sharing economy which fosters this dimension of participation and social interaction (Lee & Keyes, 1998). By combining the above statements and (Das et al., 2020) determinants of well-being which were stated in theoretical framework, this methodology attempts to analyse the elements describing well-being and simultaneously identify how well-being is perceived by people, to conclude if sharing economy is contributing to people's well-being or not. In other words, the socio-economic characteristics and reasons on using sharing economy that will be analysed together with the codes about what sharing economy means for people and their opinion about it, will give a representative picture of sharing economy's

contribution to well-being of people which is the aim of the thesis. The first part (reasons and socio-economic factors), answers research question 1 and the second one (coding) answers research question 2. The results of the answers to research question under the degrowth's literature will be discussed to enhance the well-being of citizens and answer ultimately research question 3. An integrated and holistic picture of the methodology that is used in this thesis and it will be explained in the forthcoming subchapters 3.1-3.4 is illustrated in Figure 3.1.

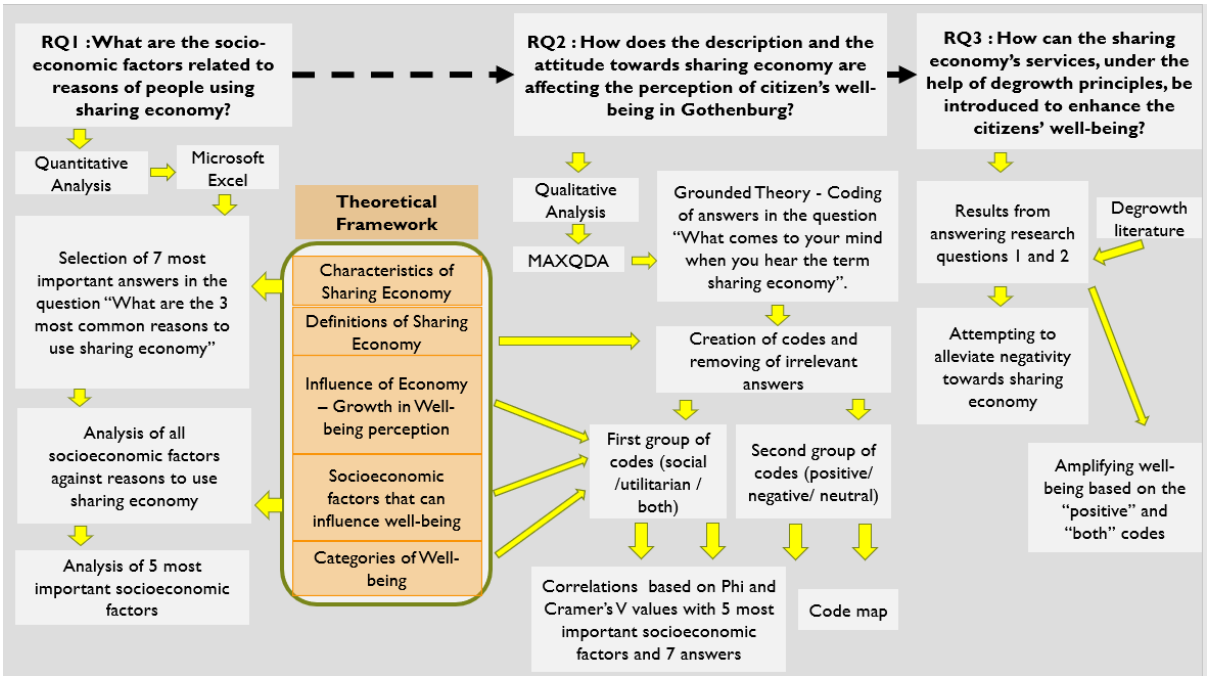

Figure 3.1 Integrated representation of methodology and linkages between research questions and elements which were used in methodology

3.1 General aspects of the survey used

The thesis' methodology consists of both qualitative and quantitative research analysis on a part of a survey, done by Quality Indicators on three different dates during April 2021. This survey was part of the programme "Sharing Cities Sweden" which took place in 4 different cities of Sweden (City of Gothenburg, n.d.) and lasted for 4 years from 2017 to 2021. Gothenburg was one of the cities, so in the context of the programme among other initiatives like analysing micro-enterprises strategies connected to circular economy and conducting seminars about sharing economy, a survey took place in order to explore the topics of sustainable consumption and sharing economy in the local context of Gothenburg (City of Gothenburg, n.d.). To gain that knowledge in the specific topics that were mentioned before (sustainable consumption and sharing economy), the survey consisted of 11 (10 closed ended & 1 open-ended question) different questions. Some of the questions are the following: "In your opinion, in what areas do you have too many things that you do not use so often", "What is your spontaneous attitude towards reducing your consumption within the next five years? "," Which of the following sharing services have you heard about in Gothenburg?". In addition, the respondents were asked to answer 12 questions about their socioeconomic

characteristics such as their level of education and trust, their amount of income or if they are living with other people in their houses and other characteristics which in this study are referred as socioeconomic factors or characteristics and will be named in the next subchapter 3.2. This survey was taken place in web format (City of Gothenburg, n.d.). After surveying 2800 people only 960 had responded varying from the age of 18-96 (City of Gothenburg, n.d.). It should be mentioned that respondents could answers more than one answer in the closed-ended questions and one answer in the questions about their socioeconomic characteristics. All the socio-economic factors except one which is referred to general trust in people and one close-ended question analysis will answer research question 1. The removal of the aforementioned socioeconomic factor (the general trust in people) out of the analysis in of this thesis was selected because there were two questions which the respondents did answer about trust, so it was decided that there one question is adequate for each the representation of each socioeconomic factor.

It must be noted that the survey was conducted in Swedish so there is a language barrier when translating and interpreting the close/open-ended question and its answers. The translation had been conducted with the help of the Google Translate and if something was not making any sense it was rechecked word by word with the help of a Google's translation to understand how the answer should be coded.

3.2 Answering research question 1

As a first step, the socio-economic characteristics (11) have been analysed to identify if specific characteristics were altering the most dominant answer or if there was a different preference by each category or level of each socio-economic characteristic. This analysis is focusing on the five most dominant answers and other two answers that are associated with either social or monetary/utilitarian reasons to use sharing economy. The selection of these can be motivated due to a coverage of representation of 86% of given answers, so, firstly, it gives a good representation of the whole, secondly, these answers can be easier grouped to either utilitarian or social reasons, which will help in answering question 2 and thirdly, the reasons were also stated by the theoretical background as usual one, so they can be later compared with literature.

The questionnaire had other questions that they were asked to citizens' but to answer research question 1, our focus is the question "What are the 3 most common reasons to use sharing economy" are the following (all the answers for this question can be seen in the Appendix, Figure 13):

1. To save money
2. It is good for the environment
3. It is convenient
4. I want to benefit others with or without payment
5. To make money
9. It's fun to meet other people.
12. I do not want to use Sharing Services

The analysis will follow the sequence of factors as follows: **gender, age, location, education, trust, income, living alone or not, type of accommodation, own a flat or share, number of adults and number of children in the household**. Each factor is divided into categories or levels. For example, trust is divided into 3 level so every respondent could choose one. This type of analysis will enable us to know if socio-economic factors are influencing the choice of the respondents or will reveal if any answer is related to specific categories within a factor, for instance for the factor of age, it will be investigated if any age group shows preference in specific answer or reversibly. For every factor, the analysis will include the most dominant answer per category of the factor and the most dominant category of the factor for each answer. For example, for the factor of age, a table will be presented that includes every answer from 1-5, 9 and 12 in columns and the number of respondents that chose this answer and belong to a specific age group in rows. In order to have a calibrated result and to be comparable for each answer, it should take the form of frequencies. For this purpose, another two tables will be created for each factor (most dominant cells will be shaded with green), firstly, to identify the most dominant answers per group of the factor (in other words what is the favourite answer of each group) and secondly the most dominant groups of factors per answer (from what category of the factor comes the highest contribution in percentages for each answer). In the first table the number of respondents for a specific category and answer of a factor is divided by the total number of people that there are in this category (the sum of the row). As for the second table, the number of respondents for a specific category of a factor and answer is divided by the number of people that choose this answer (sum of the column).

Besides the analysis of every socioeconomic characteristic against the answers and since the focus of the thesis is how sharing economy is contributing to well-being and how well-being is perceived through the reasons justifying its usage, trust, education, age, income and location, will be analysed in pairs to get an analytical picture because they play a significant role in influencing well-being as it is stated in the theoretical framework. The analysis of socioeconomic factors can motivate the design or the characteristics of each sharing initiative of proposals in chapter 5 because each proposal will aim to serve and be suitable for the relevant socioeconomic characteristic for each area. For each pair of factors, the Pearson Chi square was found with the help of MAXQDA, which will be further explained in the next subchapter 3.3. As the relationships of these factors is explained based on graphs created in Microsoft excel, the Pearson Chi square value was found but it will not be presented. Only the p value will be explained in this chapter as it is used to validate if variables have statistically significant correlation in a population (Frey, 2018). The p – value between these 5 socioeconomic factors (age, education, area, income and location) was found to be lower than 0.05 in this study, which is the threshold that decides if variables have a a statistically significant relationship (Frey, 2018). The relationships will contribute to propose tailored solutions on how the sharing economy can be implemented in Gothenburg's areas to enhance the citizens' well-being.

3.3 Answering research question 2

In this thesis, under the frame of constructivism and researcher's engagement on interpreting the results, the qualitative research method of grounded theory will be selected to understand different perspectives (based on the different answers on the open-ended question). By following it, none of the general standards are accepted, such as the definition of well-being by neoliberalism. Charmaz's type of grounded thoery is useful when the researcher is aware of changing context or compteting perpectives (Singh & Estefan, 2018). In the case of this thesis, growth's (*or neolibelaism's*) intepretation of well-being is challenged as it descibes inadequately the social relatioships among citizens in two general ways. Firstly, neoliberalistic growth's intepretation of well-being tries to perceive citizens as a consumer so it weakens their societal profile and dynamics of well-being which has to do with buidling bonds and trust throughtout the local community. The former sentence can be motivated by the well-being chapter 2.2. Secondly, this interpretation utilizes economical indicators to count well-being, as a result it creates conceptual gaps and vagueness in its validity to indicate precisely what well-being is. The thesis follows an abductive form of grounded thoery by fitting already existed theories about sharing economy and well-being to citizens' answers, which leads to constructive theoretical understanding of people's experiences and their interpretations (phenomena explained and experienced) (Timmermanns & Tavory, 2012).

After the patterns among socio-economic characteristics and between them and the reason to use sharing economy (1-5,9,12) have been established, the answers of citizens in open-ended question "what comes in your mind when you hear the term sharing economy" will be coded to identify if the answers are connected to a utilitarian and monetized perception or to a more social definition of sharing economy or both. Afterwards, the same answers will be coded into "positive", "negative" and "neutral" codes to analyse people's approach towards sharing economy. It is assumed that people willing to participate in sharing economy are perceiving their participation and usage of sharing economy as an enhancement in their life (based on the fact people are thinking rational in markets and on social exchange theory), as well as in their well-being. Following this assumption, their interpretation of sharing economy can indicate how do they describe its contribution to their well-being and eventually what elements ("utilitarian"/ "social"/" both") of well-being can contribute to. By this distinction ("positive"/" negative"/" neutral") it is indicated if sharing economy is contributing to their well-being and by the coding of utilitarian or prosocial perception of sharing economy, how well-being is perceived. For the coding procedure, for the creation of code map and the statistical correlation between codes, answers of reasons using the sharing economy and socioeconomic factors the software MAXQDA was used.

MAXQDA is a program that can be used in a qualitative analysis of data as it can provide options and tools to code many kinds of data, for example videos, pictures and text ,analyse them statistically and produce figures and tables as it is presented in the later chapters of the research (see for examples Figure 4.12 and Tables 4.35 & 4.36) (MAXQDA | All-In-One Qualitative & Mixed Methods Data Analysis Tool, n.d.).

A more detailed explanation of how coded was conducted will be discussed in this paragraph. Based on the sharing economy's theoretical framework (reasons to use sharing economy and its definitions) and under the guidelines of an abductive approach (Bryant & Charmaz, 2019; Silver & Lewins, 2017) of grounded theory the answers were coded into three codes (utilitarian/social/both).

The answers of respondents were in majority less than 10 words (73,3% of answers) and had a mean value of 10.05 words per answer. Due to this limited usage of words per answer, the coding was conducted for each segment or response of each person. The first step was to delete from the coding procedure answers that were irrelevant with the study. These answers were divided and coded into 3 separate categories. The first code, "Do not know", included all the answers that were related to ignorance about the sharing economy such as "I don't know", "Nothing" or "I don't have a clue". The second code, "Shared finances" were deleted from the qualitative analysis of next stages (first group of codes and second), whose answers were connected to another topic, shared finances (how money or wages are allocated in the family or between people of a household) and not sharing economy so there was no point in including them as there were reflecting another irrelevant topic. The last category of answers which were coded as "Irrelevant" were deleted from the coding procedure because they were answers that were political biased or heavy influenced by ideologies, this category of answers included answers like "Left thing", "socialism", "communism", "environmentalists", "the green party", as a result these answers were not considered as appropriate and valid to represent an objective answer.

The first group of codes was created to indicate that the answer is associated with either social or utilitarian elements or from both aforementioned categories. For answer to be coded as "social", an answer should include words that were associated with "people", "relationships", "cooperation", "collaboration" and when the word "share" had been used, it should not be followed by the word "thing" but by "with" instead. If an answer was including only words associated with utilities like "carpool", "share things", "rent", "own" or "resources" then this answer was coded as "utilitarian". If answers included words from both codes or were including "share thing with…" then these answers were coded as "both". Answers that were including words that were only adjectives were not coded as it is impossible to figure out if these adjectives were related to social, utilitarian or elements from both categories.

The second group of codes that was created aimed to investigate if sharing economy was perceived positively, negatively or in a neutral way by the respondents. To do so the answers were coded based on the adjectives that targeted sharing economy itself. If an answer was including words like "collaboration", "sustainable" or "recycling" without being accompanied with words that show positive signs such as "good", "better", "interesting" or "wise" or the answer was describing the functionality of sharing economy without making comments about it then the answer was coded as "neutral". Answers that were describing sharing economy as something bad or had included only negative words like "problem", "stupid", "not good", "unfair", "meaningless" were coded as negative. Answers that were picturing sharing economy as good or were including only positive words such as "good",

"better", "interesting" or "wise" then these answers were coded as positive. In addition, more examples of full answers by respondents were showed in Table 3.1 and 3.2 for first and second group of codes respectively.

Table 3.1 Examples of coding for the first group of codes ("social" /" utilitarian" /" both")

Codes	**"social"**	**" utilitarian"**	**" both"**
Answers	"Social"	"Reuse"	"Share things with others"
	"Friendship"	"Carpool"	"Own together with others"
	"Share with someone else"	"Share things"	"Several people own gadgets"
	"To show solidarity and help each other for the economy to function in a sustainable way."	"Reduced consumption"	"You share tools, car, help each other, etc."
	"Collective"	"To share tools, for example, instead of buying new"	"Peer-to-peer (P2P) based activity of acquiring, providing, or sharing access to goods and services that is often facilitated by a community-based or online platform."

Table 3.2 Examples of coding for the first group of codes ("positive" /" negative" /" neutral")

Codes	**"positive"**	**"negative"**	**"neutral"**
Answers	"Good"	"Not my thing"	"Car"
	"Quite positive"	"Problem"	"Share"
	"Very good! Reduce waste of resource."	"Not for me"	"That you share things"
	"That you, together with others, contribute to a more sustainable society."	"Problem. Who should pay for things to be destroyed or lost? I have to have boring discussions with strangers."	"Buy a car together with co-workers"
	"A way to reduce unnecessary consumption and buying hysteria and in the long run hopefully reduce unnecessary production. We save the earth's resources by using what has already been produced in an efficient way."	"Uncertain working conditions, gig economy, loss of income due to no VAT, the rich own and let others rent, i.e., the rich get richer and the poor poorer."	"Several households share a product"

3.4 Answering research question 3

Codes interrelations were investigated based on their values of Phi and Cramer's V (Frey, 2018) with the 5 socioeconomic factors that were analysed in depth and the answers given for the common reason to use sharing economy. These two numbers (Phi and Cramer's V) are used for statistics and are used for indicating the correlation between two variables (Frey, 2018). More specifically the value of Phi is used when the variable can have only two values, so it fits the specific case, indicate how the coded answers in the open-ended question and socioeconomic factors of respondents are correlated (Frey, 2018). Phi number can vary from 0-1 and can indicate a correlation for bigger values than 0.19, a weak correlation is indicated within 0.2-0.29 and lastly, bigger values are indicating stronger correlations (Frey, 2018). However, in this thesis no value above 0.29 was observed and that is why stronger correlation scales will not be described. Due to the fact that the research's socioeconomic factors were not only dichotomous but also categorical, Cramer's V, which measures the correlation of categorial variables, was also used to measure the correlation between the socioeconomic factors and codes that had been created (Lee, 2016). The interpretation of Cramer's V according to (Lee, 2016) is that for a (Cramer's V) value below 0.1 the correlation is negligible, for a value between 0.1-0.2 is weak and between 0.2-0.4 is moderate. There were not any correlations above 0.4 but it can be said that Cramer's V can take values between 0-1 and when its value is increased then correlation is increased as well (Lee, 2016).

Lastly, a code map where the frequency of the linkages between the codes was represented, was created to help answering research question 3. In that way it could be seen when sharing economy is perceived as positive, what socioeconomic factors do the respondents of coded answers as "positive" have and what are the elements of the proposed initiatives should be according to the groups of codes.

The research question 3 can be answered by the help of the former analysis and addition of suggestions from practices or principles of degrowth. The third research question will be answered in the chapter of "Proposal based on degrowth and results".

4. Results - Analysis

4.1 Relationship between factors and answers given

For the factor of gender men are dominating answer 5 ,9, 12 and females 1, 2, 3, 4 as it can be observed in Table 4.2 (the percentages for this factor are derived and constructed as explained in methodology by Table 4.1).

Table 4.1 Number of each answer according to gender

	1	2	3	4	5	9	12
Men	205	251	160	63	28	18	102
Female	216	321	173	99	16	6	70
Total	421	572	333	162	44	24	172

Table 4.2 Frequency of respondents' gender for each answer

	1	2	3	4	5	9	12
Men	0.49	0.44	0.48	0.39	0.64	0.75	0.59
Female	0.51	0.56	0.52	0.61	0.36	0.25	0.41

For the factor of age, the Table 4.4 shows that 30-49 years old group have the highest contribution in all answers except 9, in which the age group 50-64 years old has the same percentage as 30-49 and 12, in which people above 65 years old is the most dominant age group that choose this answer. Answer 2 is the most preferable for all age groups as it can be seen in Table 4.5. Table 4.3 is the matrix table based on which Table 4.4 and 4.5 were calculated as described in methodology.

Table 4.3 Number of each answer according to age

Age	1	2	3	4	5	9	12
18-29	61	63	34	15	11	1	8
30-49	157	197	114	57	18	8	30
50-65	112	159	96	48	7	8	54
65<	91	153	89	42	8	7	80
Total	421	572	333	162	44	24	172

Table 4.4 Frequency of each age group's contribution in each answer

	1	2	3	4	5	9	12
18-29	0.14	0.11	0.10	0.09	0.25	0.04	0.05
30-49	0.37	0.34	0.34	0.35	0.41	0.33	0.17
50-65	0.27	0.28	0.29	0.30	0.16	0.33	0.31
65<	0.22	0.27	0.27	0.26	0.18	0.29	0.47

Table 4.5 Frequency of each answer's contribution in every age group

	1	2	3	4	5	9	12
18-29	0.34	0.35	0.19	0.08	0.06	0.01	0.04
30-49	0.28	0.35	0.20	0.10	0.03	0.01	0.05
50-65	0.23	0.33	0.20	0.10	0.01	0.02	0.11
65<	0.20	0.33	0.19	0.09	0.02	0.02	0.17

Centre as a location have the highest contribution in percentages for answers 1-5, whereas the Southwest area is where the most of selections come for answer 9 as it showed in Table 4.7.

For answer 12, Hisingen seems to contribute more selections than other areas as it can be seen in Table 4.7. Among all answers, answer 2 is the most favourable for all areas, as it can be seen in Table 4.8. Table 4.6 acts as the matrix table for the calculation of frequencies for the factor of area in Tables 4.7 and 4.8 as described in methodology.

Table 4.6 Number of each answer according to area

	1	2	3	4	5	9	12
Centre	132	188	108	57	16	6	33
Hisingen	104	143	84	40	8	5	50
Northeast	76	95	55	27	9	3	40
Southwest	109	146	86	38	11	10	49
Total	421	572	333	162	44	24	172

Table 4.7. Frequency of each area's contribution in each answer

	1	2	3	4	5	9	12
Centre	0.31	0.33	0.32	0.35	0.36	0.25	0.19
Hisingen	0.25	0.25	0.25	0.25	0.18	0.21	0.29
Northeast	0.18	0.17	0.17	0.17	0.20	0.13	0.23
Southwest	0.26	0.26	0.26	0.23	0.25	0.42	0.28

Table 4.8 Frequency of each answer's contribution in every area

	1	2	3	4	5	9	12
Centre	0.24	0.35	0.20	0.11	0.03	0.01	0.06
Hisingen	0.24	0.33	0.19	0.09	0.02	0.01	0.12
Northeast	0.25	0.31	0.18	0.09	0.03	0.01	0.13
Southwest	0.24	0.33	0.19	0.08	0.02	0.02	0.11

The factor of education is divided into 0, 1, 2, 3 where each number is respectively corresponded to answers of "no selection", primary school or equivalent", "high school or equivalent" and "post-secondary education/ college or university or similar". As for the factor of education, it can be seen in Table 4.10 that the 3 level of education (secondary and above) contributes most compared to other levels in all answers. In Table 4.11, people with level 2 and 3 of education choose to answer 2 mostly and people with level 1 of education preferred mostly the answer 12 as their choice. Table 4.9 acts as the matrix table for the calculation of frequencies for the factor of area in Tables 4.10 and 4.11 as described in methodology.

Table 4.9 Number of each answer according to level of education

	1	2	3	4	5	9	12
0	1	1	1	1	0	1	0
1	15	25	14	5	1	2	34
2	112	132	83	44	18	10	61
3	293	414	235	112	25	11	77
Total	421	572	333	162	44	24	172

Table 4.10 Frequency of each level of education's contribution in each answer

	1	2	3	4	5	9	12
0	0.002	0.002	0.003	0.006	0.000	0.042	0.000
1	0.036	0.044	0.042	0.031	0.023	0.083	0.198
2	0.266	0.231	0.249	0.272	0.409	0.417	0.355
3	0.696	0.724	0.706	0.691	0.568	0.458	0.448

Table 4.11 Frequency of each answer's contribution in every level of education

	1	2	3	4	5	9	12
0	0.200	0.200	0.200	0.200	0.000	0.200	0.000
1	0.156	0.260	0.146	0.052	0.010	0.021	0.354
2	0.243	0.287	0.180	0.096	0.039	0.022	0.133
3	0.251	0.355	0.201	0.096	0.021	0.009	0.066

For the factor of trust, Table 4.14 shows that all answers came from people who choose level 2 as their level of trust, except 9 in which people from 3 level of trust contribute the most. According to Table 4.13, it is noticeable to say that for answers 5 and 12, the contribution of second place selections came from level 1 trust people in contrast with all the other answers that their second-place contribution comes from people with level 3 of trust. As for which is the most preferred answer according to each level, is 2 for all levels of trust as it is showed in Table 16. Table 4.12 acts as the matrix table for the calculation of frequencies for the factor of area in Tables 4.13 and 4.14 as described in methodology.

Table 4.12 Number of each answer according to level of trust

	1	2	3	4	5	9	12
0	7	8	6	0	0	1	4
1	70	71	50	16	12	5	67
2	218	282	171	79	20	8	75
3	126	211	106	67	12	10	26
Total	421	572	333	162	44	24	172

Table 4.13 Frequency of each level of trust's contribution in each answer

	1	2	3	4	5	9	12
0	0.017	0.014	0.018	0.000	0.000	0.042	0.023
1	0.166	0.124	0.150	0.099	0.273	0.208	0.390
2	0.518	0.493	0.514	0.488	0.455	0.333	0.436
3	0.299	0.369	0.318	0.414	0.273	0.417	0.151

Table 4.14 Frequency of each answer's contribution in every level of trust

	1	2	3	4	5	9	12
0	0.269	0.308	0.231	0.000	0.000	0.038	0.154
1	0.241	0.244	0.172	0.055	0.041	0.017	0.230
2	0.256	0.331	0.200	0.093	0.023	0.009	0.088
3	0.226	0.378	0.190	0.120	0.022	0.018	0.047

The factor of income is divided into 8 categories from level 0 to 7 and each category is relatively corresponding to salary per month after tax as follows: 0 → "no selection", 1→ Less than 10000 SEK, 2 → 10-20000 SEK, 3 → 20-30000 SEK, 4 → 30-40000 SEK, 5 → 40-50000 SEK, 6 → 50-60000 SEK, 7 → > 60000 SEK. The factor of income in order to be easier to be analysed, it has been separated into 2 different categories as showed in Table 4.18. For people whose incomes level were 0-3 and 4-7 a sum was calculated (derived from Table 4.15) to decide which of these two categories does contribute more for each answer. As a result, for answers 1-5 the percentage in contribution from the low incomes (0-3) was higher compared to high income whereas the opposite happened for answers 9 and 12. As for the most preferred answers of each level of income, the answer 2 is the most favourite as showed in the Table 4.17. Table 4.15 acts as the matrix table for the calculation of frequencies for the factor of area in Tables 4.16-18 as described in methodology.

Table 4.15 Number of each answer according to level of income

	1	2	3	4	5	9	12
0	13	18	11	1	4	1	7
1	18	20	14	5	2	4	13
2	73	92	48	31	4	7	36
3	69	106	65	33	9	3	40
4	68	96	50	24	4	6	23
5	80	92	55	33	12	2	18
6	56	78	40	20	7	1	17
7	44	70	50	15	2	0	18
Total	421	572	333	162	44	24	172

Table 4.16 Frequency of each level of income's contribution in each answer

	1	2	3	4	5	9	12
0	0.03	0.03	0.03	0.01	0.09	0.04	0.04
1	0.04	0.03	0.04	0.03	0.05	0.17	0.08
2	0.17	0.16	0.14	0.19	0.09	0.29	0.21
3	0.16	0.19	0.20	0.20	0.20	0.13	0.23
4	0.16	0.17	0.15	0.15	0.09	0.25	0.13
5	0.19	0.16	0.17	0.20	0.27	0.08	0.10
6	0.13	0.14	0.12	0.12	0.16	0.04	0.10
7	0.10	0.12	0.15	0.09	0.05	0.00	0.10

Table 4.17 Frequency of each answer's contribution in every level of income

	1	2	3	4	5	9	12
0	0.24	0.33	0.20	0.02	0.07	0.02	0.13
1	0.24	0.26	0.18	0.07	0.03	0.05	0.17
2	0.25	0.32	0.16	0.11	0.01	0.02	0.12
3	0.21	0.33	0.20	0.10	0.03	0.01	0.12
4	0.25	0.35	0.18	0.09	0.01	0.02	0.08
5	0.27	0.32	0.19	0.11	0.04	0.01	0.06
6	0.26	0.36	0.18	0.09	0.03	0.00	0.08
7	0.22	0.35	0.25	0.08	0.01	0.00	0.09

Table 4.18 Percentages of sum of low (0-3) and high incomes (4-7) contribution in each answer

	1	2	3	4	5	9	12
Low incomes (0-3 level)	0.41	0.41	0.41	0.43	0.43	0.63	0.56
High incomes (4-7 level)	0.59	0.59	0.59	0.57	0.57	0.38	0.44

For all answers except 9 those who share their house contributed most as showed in Table 4.20. Answer 3 was most preferable for those who did not select any option in this factor and for those that was either live alone or share their house answer 2 was the most preferable one as showed in Table 4.21. Table 4.19 acts as the matrix table for the calculation of frequencies for the factor of area in Tables 4.20 and 4.21 as described in methodology.

Table 4.19 Number of each answer according to whether people live themselves or not

	1	2	3	4	5	9	12
No selection	5	10	11	5	1	3	10
Live myself	134	194	109	58	14	12	61
Share the house	282	368	213	99	29	9	101

Total	421	572	333	162	44	24	172

Table 4.20 Frequency of contribution of whether people live by themselves or not in each answer

	1	2	3	4	5	9	12
No selection	0.01	0.02	0.03	0.03	0.02	0.13	0.06
Live myself	0.32	0.34	0.33	0.36	0.32	0.50	0.35
Share the house	0.67	0.64	0.64	0.61	0.66	0.38	0.59

Table 4.21 Frequency of each answer's contribution in every type of living (whether people live by themselves or not)

	1	2	3	4	5	9	12
No selection	0.11	0.22	0.24	0.11	0.02	0.07	0.22
Live myself	0.23	0.33	0.19	0.10	0.02	0.02	0.10
Share the house	0.26	0.33	0.19	0.09	0.03	0.01	0.09

For the factor, type of accommodation, all answers got their selections mostly from people that live in an apartment as showed in Table 4.23. For people that choose other accommodation, or they have not selected anything in this factor, answer 3 was the most favourite whereas for those that choose villa or apartment as their choice, answer 2 was mostly preferred as Table 4.24 describes. Table 4.22 acts as the matrix table for the calculation of frequencies for the factor of area in Tables 4.23 and 4.24 as described in methodology.

Table 4.22 Number of each answer according to type of accommodation

	1	2	3	4	5	9	12
Other accommodation	1	3	4	1	0	0	3
Villa	109	159	84	41	12	5	47
Apartment	308	407	241	117	31	18	119
No selection	3	3	4	3	1	1	3
Total	421	572	333	162	44	24	172

Table 4.23 Frequency of contributions of types of accommodation in each answer

	1	2	3	4	5	9	12
Other accommodation	0.00	0.01	0.01	0.01	0.00	0.00	0.02
Villa	0.26	0.28	0.25	0.25	0.27	0.21	0.27
Apartment	0.73	0.71	0.72	0.72	0.70	0.75	0.69
No selection	0.01	0.01	0.01	0.02	0.02	0.04	0.02

Table 4.24 Frequency of each answer contribution in every type of accommodation

	1	2	3	4	5	9	12
Other accommodation	0.08	0.25	0.33	0.08	0.00	0.00	0.25
Villa	0.24	0.35	0.18	0.09	0.03	0.01	0.10
Apartment	0.25	0.33	0.19	0.09	0.02	0.01	0.10
No selection	0.17	0.17	0.22	0.17	0.06	0.06	0.17

All answers except 9 (rent their flat) got the most of their contribution in percentages by those who own their flat as Table 4.26 depicts. Answer 2 was the most favourable for each category of this factor as Table 4.27 presents. Table 4.25 acts as the matrix table for the calculation of frequencies for the factor of area in Tables 4.26 and 4.27 as described in methodology.

Table 4.25 Number of each answer according to whether people rent of own their house

	1	2	3	4	5	9	12
No selection	10	17	7	5	0	4	10
Own	240	348	208	93	24	7	94
Rent	171	207	118	64	20	13	68
Total	421	572	333	162	44	24	172

Table 4.26 . Frequency of contribution of whether people rent of own their house per answer

	1	2	3	4	5	9	12
No selection	0.02	0.03	0.02	0.03	0.00	0.17	0.06
Own	0.57	0.61	0.62	0.57	0.55	0.29	0.55
Rent	0.41	0.36	0.35	0.40	0.45	0.54	0.40

Table 4.27 Frequency of each answer's contribution related to whether people rent or own their house

	1	2	3	4	5	9	12
No selection	0.19	0.32	0.13	0.09	0.00	0.08	0.19
Own	0.24	0.34	0.21	0.09	0.02	0.01	0.09
Rent	0.26	0.31	0.18	0.10	0.03	0.02	0.10

All the answers except 9 got the most of their contribution in percentages by people whose household consist of two adults as Table 4.29 presents. All categories in this factor chose answer 2 as their most favourable as showed in Table 4.30. Table 4.28 acts as the matrix table for the calculation of frequencies for the factor of area in Tables 4.29 and 4.30 as described in methodology.

Table 4.28 Number of each answer according to number of adults per household

	1	2	3	4	5	9	12
No selection	37	50	35	14	5	3	15
1 adult	134	194	109	58	14	12	61
2 adults	226	291	165	79	23	8	83
3 or more adults	24	37	24	11	2	1	13
Total	421	572	333	162	44	24	172

Table 4.29 Frequency of contribution of number of adults per household in each answer

	1	2	3	4	5	9	12
No selection	0.09	0.09	0.11	0.09	0.11	0.13	0.09
1 adult	0.32	0.34	0.33	0.36	0.32	0.50	0.35
2 adults	0.54	0.51	0.50	0.49	0.52	0.33	0.48
3 or more adults	0.06	0.06	0.07	0.07	0.05	0.04	0.08

Table 4.30 Frequency of each answer's contribution for the number of adults per household

	1	2	3	4	5	9	12
No selection	0.23	0.31	0.22	0.09	0.03	0.02	0.09
1 adult	0.23	0.33	0.19	0.10	0.02	0.02	0.10
2 adults	0.26	0.33	0.19	0.09	0.03	0.01	0.09
3 or more adults	0.21	0.33	0.21	0.10	0.02	0.01	0.12

All the answers got the most of their contribution in percentages by people who have not any children as it can be seen in Table 4.32. All categories in this factor chose answer 2 as their most favourable as Table 4.33. Table 4.31 acts as the matrix table for the calculation of frequencies for the factor of area in Tables 4.32 and 4.33 as described in methodology.

Table 4.31 Number of each answer according to number of children per household

	1	2	3	4	5	9	12
No children	294	402	236	113	30	20	150
1 child	50	71	43	11	6	2	9
2 children	60	78	45	30	8	2	11
3 or more children	17	21	9	8	0	0	2
Total	421	572	333	162	44	24	172

Table 4.32 Frequency of contribution of number of children per household in each answer

	1	2	3	4	5	9	12
No children	0.70	0.70	0.71	0.70	0.68	0.83	0.87
1 child	0.12	0.12	0.13	0.07	0.14	0.08	0.05
2 children	0.14	0.14	0.14	0.19	0.18	0.08	0.06
3 or more children	0.04	0.04	0.03	0.05	0.00	0.00	0.01

Table 4.33 Frequency of each answer's contribution for the number of children

	1	2	3	4	5	9	12
No children	0.24	0.32	0.19	0.09	0.02	0.02	0.12
1 child	0.26	0.37	0.22	0.06	0.03	0.01	0.05
2 children	0.26	0.33	0.19	0.13	0.03	0.01	0.05
3 or more children	0.30	0.37	0.16	0.14	0.00	0.00	0.04

The results of Tables 4.1- 4.33 have been presented and analysed in order to answer research question 1 (What are the socio-economic factors related to reasons of people using sharing economy?). Some of socioeconomic factors do have an impact on the answers given in the question "What are the 3 most common reasons to use sharing economy". Answer number 9 is related to gender, as it is men that dominate this answer, area (Southwest), age (50-65 age group), trust (third level), income (low income, sum of 0-3 levels of income), and to factors related to people that they rent their homes, live by themselves and there is one adult in the household. For answers 1-5 the socioeconomic factors are the same except 5 for gender where is dominated by men (so 1-4 are dominated by women). The factors that the respondents choose for answers 1-5 in higher percentages among other choices were the Centre area, 3 level of education, 30-49 age group, share their house, the type of their accommodation is apartment, in their household two adult and no children were living, they own their house, their trust was level 2, and their incomes were high (sum of 4-7 levels of income). For answer 12, the respondents chose in higher percentage Hisingen for area, men for gender, 3 level of education, 2 level of trust, lower income (sum of 0-3 levels of incomes), sharing of their house, owning their house, their type of house was apartment and there were no children and 2 adults. All the above summarization of results and their relationships with socioeconomic factors and reasons to use sharing economy are presented in the following Table 4.34. The Table 4.34 is giving a summarized version of answer to research question 1 (What are the socio-economic factors related to reasons of people using sharing economy?).

Answer 2 was the dominant answer in all socioeconomic factors' categories except level 1 of education which favoured 12 answers, and "no selection" in whether people live by themselves or not, "no selection" and "other accommodation" in the factor related to type of accommodation, which had selected answer 3 as the most preferable.

Table 4.34. Relationships of reasons to use sharing economy and respondents' socioeconomic factors.

	1	2	3	4	5	9	12
Sex	female	female	female	female	men	men	men
Age	30-49	30-49	30-49	30-49	30-49	50-64 and 30-49	>65
Area	Centre	Centre	Centre	Centre	Centre	Southwest	Hisingen
Education level	3	3	3	3	3	3	3
Trust	2	2	2	2	2	3	3
Income	High	High	High	High	High	Low	Low
Living by themselves or sharing their house	Sharing	Sharing	Sharing	Sharing	Sharing	Themselves	Sharing
Renting or owning their house	Own	Own	Own	Own	Own	Rent	Own
Type of accommodation	Apartment	Apartment	Apartment	Apartment	Apartment	Apartment	Apartment
No. adults	2	2	2	2	2	1	2
No. children	0	0	0	0	0	0	0

4.2 Relationships between socioeconomic factors

To extend our knowledge depth about the relationships within the socioeconomic factors and due to the literature associated with well-being and sharing economy it was chosen to select 5 out 11 socioeconomic factors to analyse in more depth. As a result, age, education, income, trust and location were analysed in pairs to identify if they were correlated.

The comparison between education and trust is described in Figure 4.1 and 4.2 and shows that when the education level rises in the people under study then the level of trust is increased among them as well. On the other side, as trust rises from 0 to 2 level the education rises as well but when there is an increase from 2 to 3 level of trust the education is decreased. That shows that education does contribute to the increase of trust in people, but it has a threshold and cannot push people to raise their level of trust by itself.

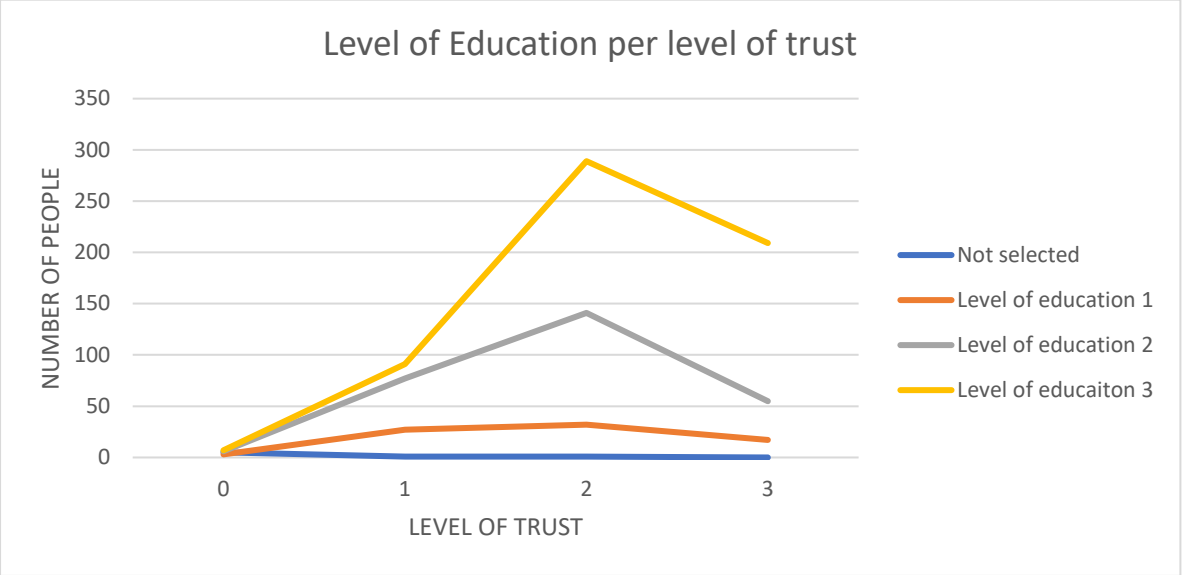

Figure 4.1 *Grphical respesentation of relatioship between education and trust levels*

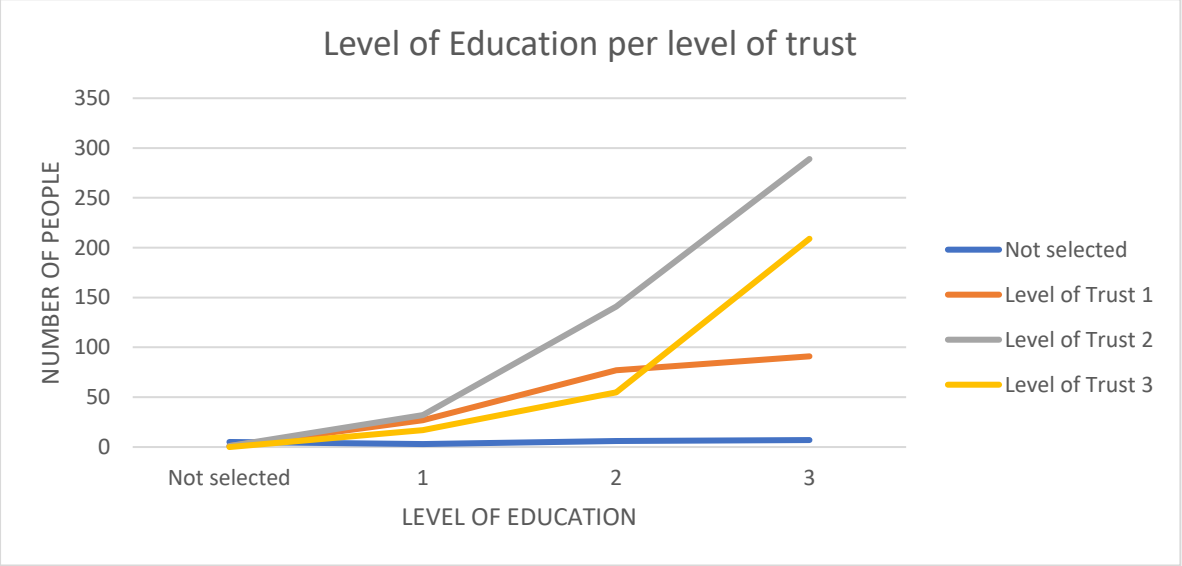

Figure 4.2 *Grphical respesentation of relatioship between education and trust levels*

The comparison between education and age is presented in Figure 4.3 and shows that low educated people are usually belong to 65< years old group (56%) and medium level of education is mostly observed in people that are 50-64 years old (37%) and the group with the most contribution in highly educated people is that one with an age between 30-49 years old (34%). There are not many people who belong to the first level of education, and they belong to the 18-29 age group (4%).

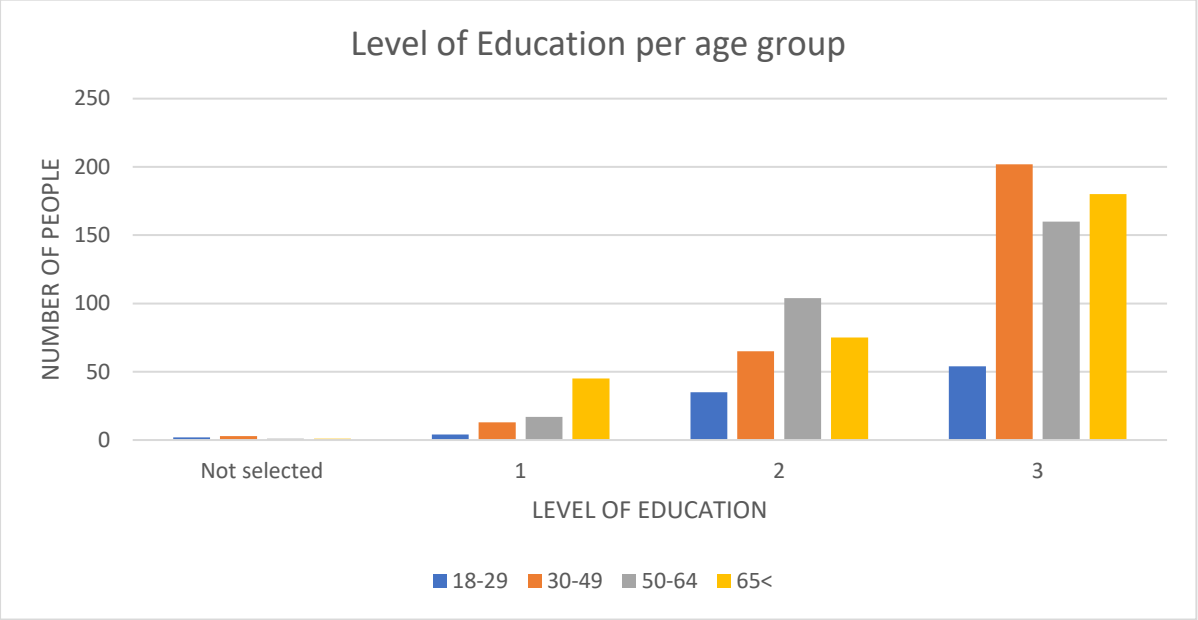

Figure 2.3 *Grphical respesentation of relatioship between education levels and age groups*

The comparison between education and income is described in Figure 4.4 and shows that except the first level of income all the others were dominated by highly educated people. As the income increased from 2 to 7 level the difference between highly educated people and the lowest level of education was getting bigger. This fact tells us that income can increase the level of education.

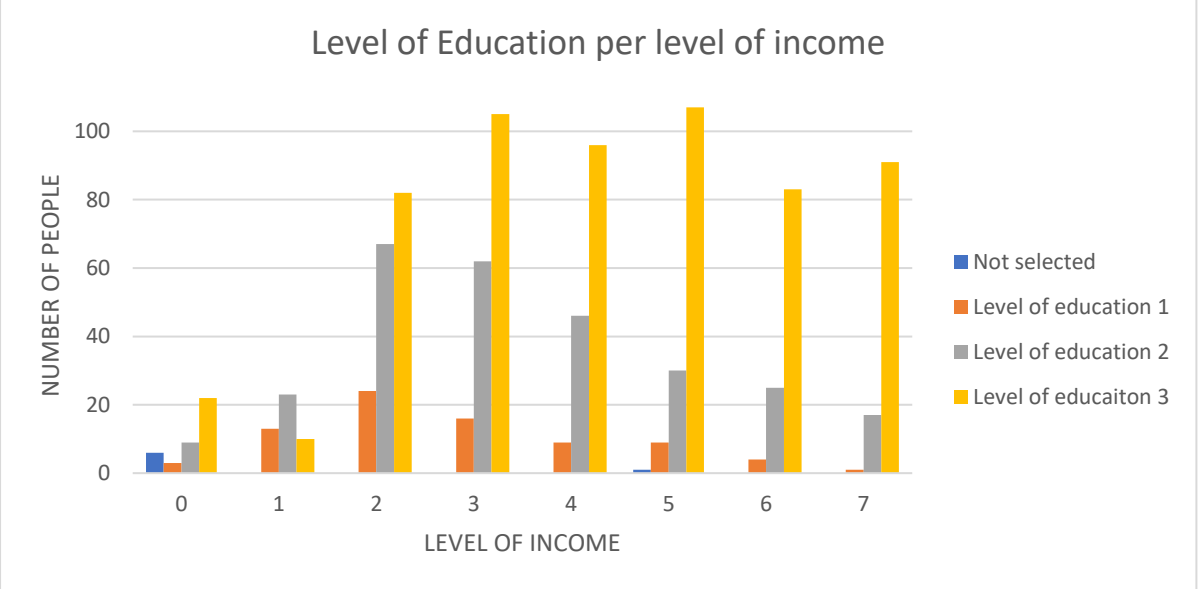

Figure 4.4 *Grphical respesentation of relatioship between education and income levels*

The comparison between age and trust showed in Figure 4.5 indicates that level 2 of trust is the most dominant level for all age groups. Based on the contribution of percentages to each level of trust, people that trust the most belong to the eldest group whereas people that trust the least belong to the 50-64 years old group.

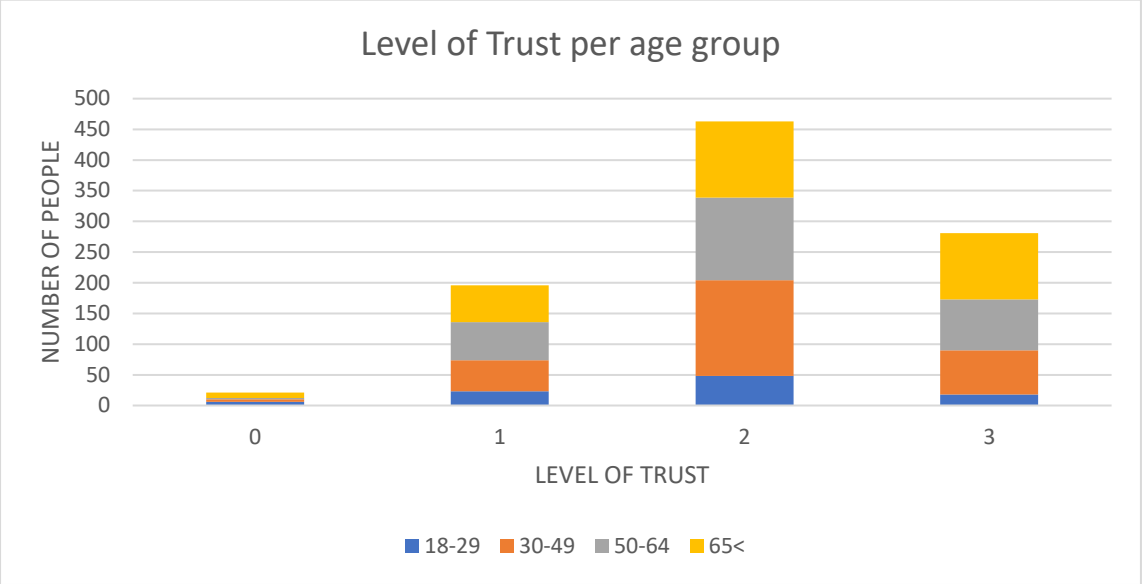

Figure 4.5 *Grphical respesentation of relatioship between trust levels and age groups*

By analysing Figure 4.6, which shows the comparison between income and trust, a useful insight is obtained, which was that people who chose trust level 1 had lower income (from 0-3 level - 55%) than those that choose trust level 3 (from 4-7 level 59%).

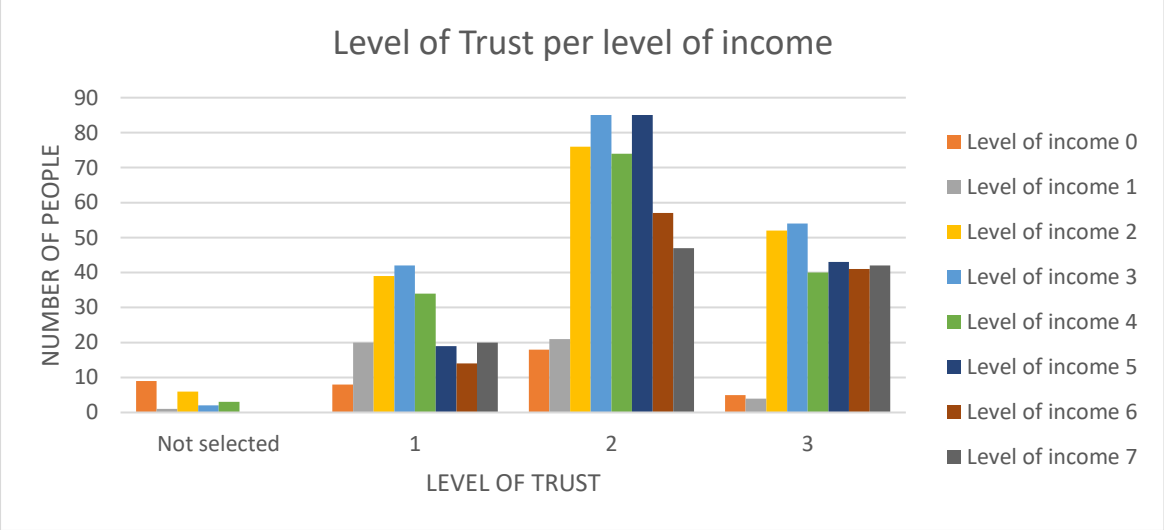

Figure 4.6 *Grphical respesentation of relatioship between income and trust levels*

The comparison between area and trust is showed in Figure 4.7 in which it can be observed that the Centre area is dominating in percentage contribution to 2 and 3 level of trust and level of trust 1 is dominated by the contribution of Hisingen and Southwest comes second in percentage contribution for trust level 1. Based on Figure 8, all areas are dominated by the 2 level of trust.

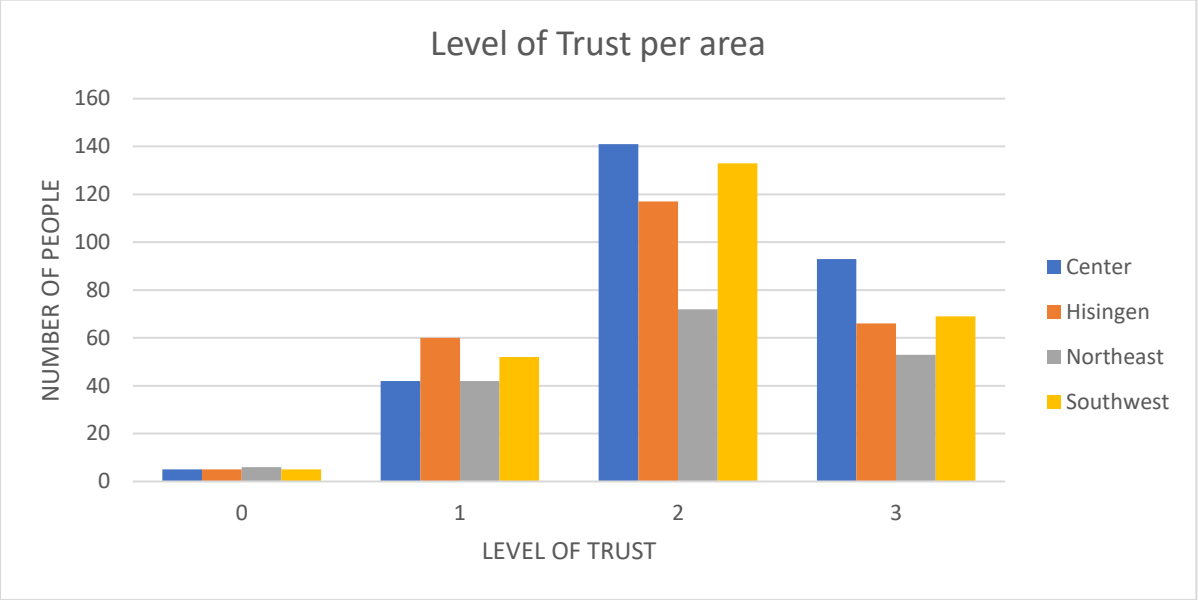

Figure 4.7 *Grphical respesentation of relatioship between trust levels and areas*

As for the relationship between age and income which is described in Figure 4.8, it can be observed that the oldest and youngest age group have less income than 30-49- and 50-64-years old groups.

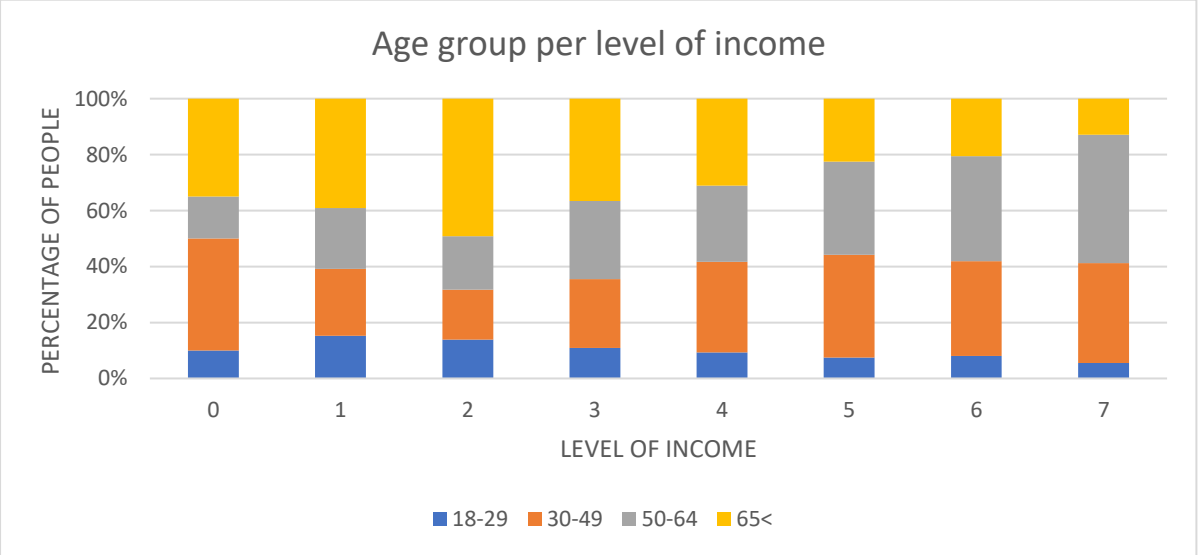

Figure 4.8 *Grphical respesentation of relatioship between age groups and income levels*

In Figure 4.9 it can be observed that Centre (56%), Hisingen (59%) and Southwest (54%) have more people with higher income (sum of number of people who have income from 4-7 level) whereas for Northeast area the opposite occurs (57% - low incomes – sum of number of people who have income from 0-3 level)

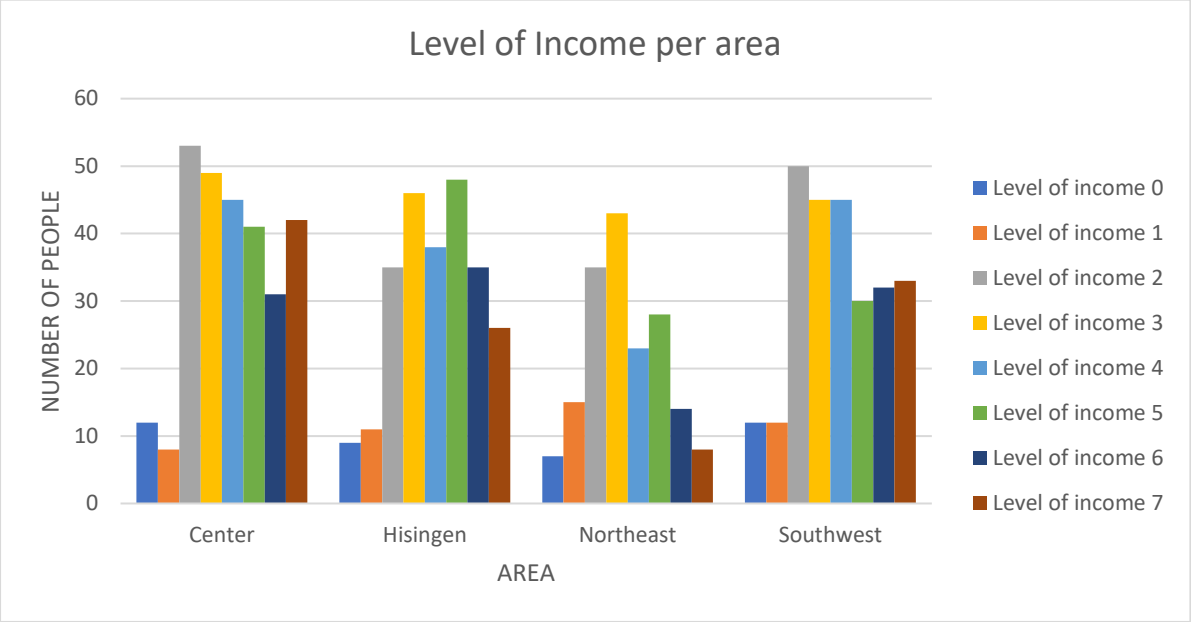

Figure 4.9 *Grphical respesentation of relatioship between income levels and areas*

The following Figure 4.10 shows that the oldest group of people is dominant Southwest area whereas Centre is where the most people are from the youngest age group. Hisingen also as an area has the lowest contribution from people that belong to the youngest age group

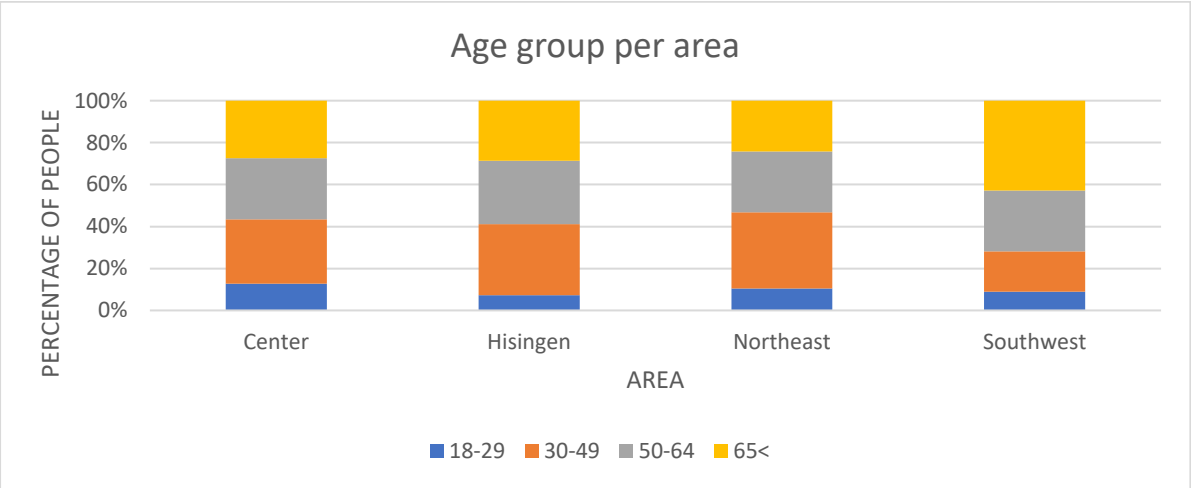

Figure 4.30 *Grphical respesentation of relatioship between areas and age groups*

Figure 4.11 shows the relationship between each area and level of education. From Figure 11, it can be said that Southwest and Centre areas have more people with higher level of education compared to areas of Hisingen and Northeast.

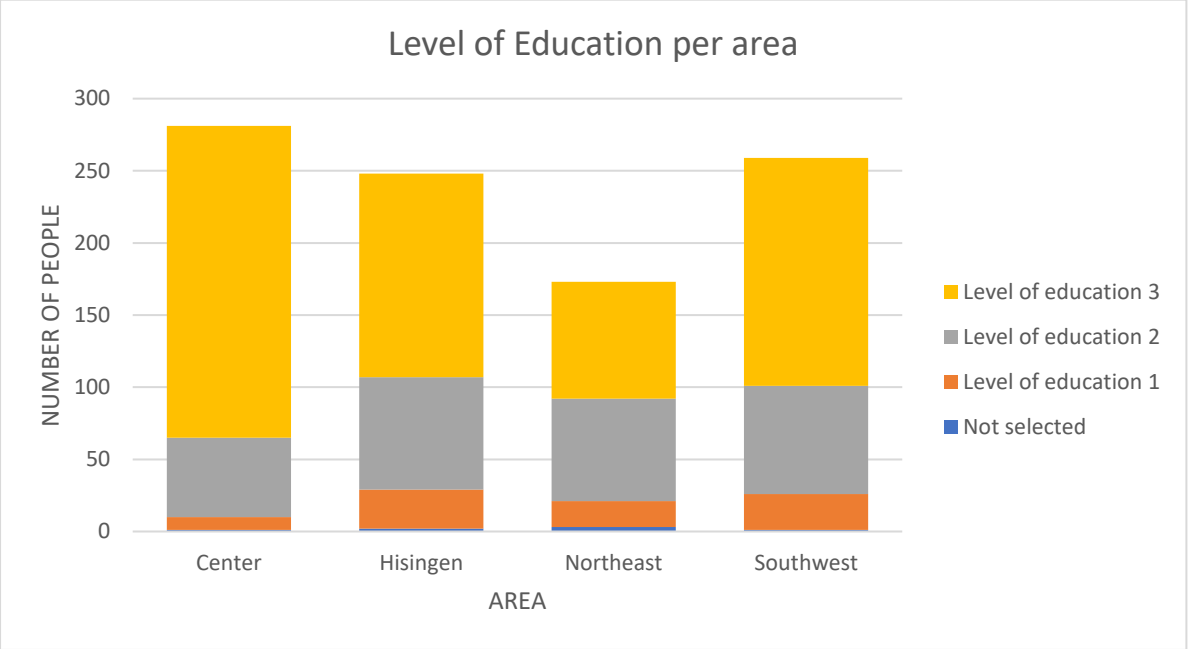

Figure 4.11 4 Grphical respesentation of relatioship between education levels and areas

4.3 Coding Results

In this chapter the analysis of codes will be presented. This analysis helps the researcher to answer research question 2 (How does the description and the attitude towards sharing economy are affecting the perception of citizen's well-being in Gothenburg?). The first part of the research question, the description of sharing economy is answered by the first group of codes whereas the second, the attitude is answered through the second group of codes. Both group of codes and the former results in subchapters 4.1 and 4.2 will help in answering research question 3. Firstly, the relationships between codes and reasons of using sharing economy will be presented. Secondly, the relationships between codes and socioeconomic factors that had been analysed in more depth (age, education, trust, area, income) will be presented. There will be also Tables 4.36 and 4.37 that summarize the relationships between the groups of codes and socioeconomic factors or reasons to use sharing economy. Lastly, a code map is presented where the linkages between the codes can be observed and how many times does each code connect with another one. The number of answers that were coded from 960 can be seen in in the following Table 4.35. The sum of codes from the first group and deleted answers is 960 but the sum from first group of codes and deleted answers is 883 because answers that were only adjectives (77) were not coded.

Table 4.35 Number of answers being coded

Codes	Social	Utilitarian	Both	Positive	Negative	Neutral	Irrelevant	Shared finances	Do not know
No. answers	33	111	362	102	48	433	63	44	271
Sum	506			583			377		

4.3.1 1st group of Codes against answers

The code "social" was analysed against the answers under study (1-5, 9, 12) but no significant correlation was found (Phi value > 0.2). The answers with the highest correlation 0.074 was answer 3 with a p value of 0.0359.

The code "utilitarian" was analysed against the answers under study (1-5, 9, 12) but only one significant correlation was found (Phi value > 0,2) and this one was with answer 2 (Phi = 0.24 with a p value of 0,0000). Answer 12 was also nearly weakly correlated to this code (Phi = 0.183 with a p value of 0.0000). People who gave an answer and it was coded as utilitarian is more likely to choose 2 as their answer and not choose reason 12 as their answer.

The code "both" was analysed against the answers under study (1-5, 9, 12) but no significant correlation was found (Phi value > 0,2). Only answers 4 and 5 had statistically significant p value (0.05) but their correlation with the code was extremely weak 0.09 and 0.08 respectively.

4.3.2 1st group of Codes against socioeconomic factors

The code "social" was analysed against the 5 socioeconomic factors that were studied in the previous chapter (age, area, income, trust, education) but none other than area factor had p value less than 0.05. Code "social" seem to be more frequent in area of Centre (Cramer's V = 0.165 moderate correlation).

The code "utilitarian" was analysed against the 5 socioeconomic factors that were studied in depth in the previous chapter (age, area, income, trust, education). As a result, education, trust, income and area factor had p value less than 0.05. Code "utilitarian" seem to have the highest correlation amongst the 4 factors (Cramer's V for the factors: trust – 0.0101, income 0.145, area – 0.012, education 0.0191) with education and specifically with level 3.

The code "both" was analysed against the 5 socioeconomic factors that were studied in depth in the previous chapter (age, area, income, trust, education) but none other than area factor had p value less than 0.05. Code "both" is correlated with area factor (Cramer's V = 0.092 weak correlation) and the highest contribution in percentages per area comes from Southwest (50/188 answers coded as "both") and Centre.

The following Table 4.36 is summarizing the relationships that have been identified for the first group of codes, socioeconomic factors and answers 1-5, 9,12. Area plays a role in all codes and reasons to use sharing economy are not correlated to any of codes except 2 which is the most dominant reason in the survey. It can be concluded that area is affecting the most in describing in a certain way sharing economy and by extend its contribution to citizens' well-being as the research question 2 asks (How does the description and the attitude towards sharing economy are affecting the perception of citizen's well-being in Gothenburg?), but education, income and level of trust are also affecting the respondents whose answers were coded as "utilitarian".

Table 4.36 1 Summarization of relationships between the first group of codes, socioeconomic factors and answers of reasons to use sharing economy

	Socioeconomic factor (Cramer's V)	Answers 1-5,9,12 (Phi > 0.2)	Answers 1-5,9,12 (Phi < 0.2)
"social"	Area (0.165)	None	3 (0.0359)
"utilitarian"	Education (0.191) Trust (0.101) Area (0.012) Income (0,145)	2 (0.24)	12 (0.183)
"both"	Area (0.092)	None	4 (0.09), 5(0.08)

4.3.3 2nd group of Codes against answers

The code "positive" was analysed against the answers under study (1-5, 9, 12) to find if there was any significant correlation (Phi value > 0.2). The answers that showed correlation but less than 0.2 were 2, 4, 12, the highest correlation was observed with answer 2 (Phi value = 0.126 with a p value of 0.0001).

The code "negative" was analysed against the answers under study (1-5, 9, 12) to find if there was any significant correlation (Phi value > 0.2). All answers except 9 showed correlation but less than 0.2. The one with the highest correlation to observe with, was answer 12 (Phi value = 0.192 with a p value of 0.0000).

The code "neutral" was analysed against the answers under study (1-5, 9, 12) and significant correlation was found in two answers 2 and 12 (Phi value > 0.2). All answers except 9 and 5 showed correlation but less than 0.2. The one with the highest correlation observed was answer 2 (Phi value = 0.265 with a p value of 0.0000), followed by answer 12 (Phi value = 0.248 with a p value of 0.0000).

4.3.4 2nd group of codes against socioeconomic factors

The code "positive" was analysed against the 5 socioeconomic factors that were studied in depth in the previous chapter (age, area, income, trust, education) but two of them (income and education) was not found to be statistically significant. The other 3 factors had p value less than 0,05. Code "positive" seem to be more frequent in area of Centre (Cramer's V = 0.108 moderate correlation), gets the highest contribution in percentages 3 level of trust (Cramer's V = 0.101 moderate correlation) and people between 30-49 seems to prefer it more compared to the percentages with other age groups (Cramer's V = 0.105 moderate correlation with a p-value 0,0130).

The code "negative" was analysed against the 5 socioeconomic factors that were studied in depth in the previous chapter (age, area, income, trust, education) but only one of them (trust) was found to be statistically significant. Code "negative" seem to be more frequent in people that choose level 1 of trust (Cramer's V = 0.098 moderate correlation with a p-value 0.0225).

The code “neutral” was analysed against the 5 socioeconomic factors that were studied in depth in the previous chapter (age, area, income, trust, education) and only one of them (age) was found not to be statistically significant. Code “neutral” showed the highest correlation with education (Cramer’s V = 0.194 moderate correlation with a p-value 0.000) and area (Cramer’s V = 0.148 moderate correlation with a p-value 0.001). Centre and level 3 of education contribute most to the code “neutral” compared to their sums of level.

The following Table 4.37 is summarizing the relationships that have been identified for the first group of codes, socioeconomic factors and answers 1-5, 9,12. In answering research question 2 “How does the description and the attitude towards sharing economy are affecting the perception of citizen’s well-being in Gothenburg?”, based on Table 4.37 positive attitude is related with area (Centre), trust (level 3) and age (30-49) whereas negative attitude is more correlated with low levels of trust. These facts can be seen more clearly in Figure 4.12.

Table 4.37 Summarization of relationships between the second group of codes, socioeconomic factors and answers of reasons to use sharing economy

	Socioeconomic factor (Cramer’s V)	Answers 1-5,9,12 (Phi > 0.2)	Answers 1-5,9,12 (Phi < 0.2)
“positive”	Area (0.108) Trust (0.101) Age (0.030)	None	2 (0.0359) ,4 (0.098) ,12 (0.090)
“negative”	Trust (0.098)	None	12 (0.192)
“neutral”	Education (0.194) Area (0.148)	2 (0.265), 12 (0.248)	4 (0.09), 5(0.08)

4.3.5 Code map

The following Figure 4.12 it has been created with the usage of MAXQDA software and describes how often does the codes connected. In more detail, by the number of connections that nodes-codes have which are presented in Figure 4.12, are indicating how many answers of respondents in the question “What comes to your mind when you hear the term sharing economy” were coded with the combination of the nodes connected. For example, the number of answers that were coded “both” and “neutral” at the same time are 74. The number in brackets on the right side of each code is representing how many answers were coded with the specific code and they are the same number presented previously in Table 4.35. As it can be observed positive code is closely connected with “both” and with the most linkages and the code “negative” is only correlated with the code “utilitarian”. Moreover, the quantity of answers that had been coded can be seen.

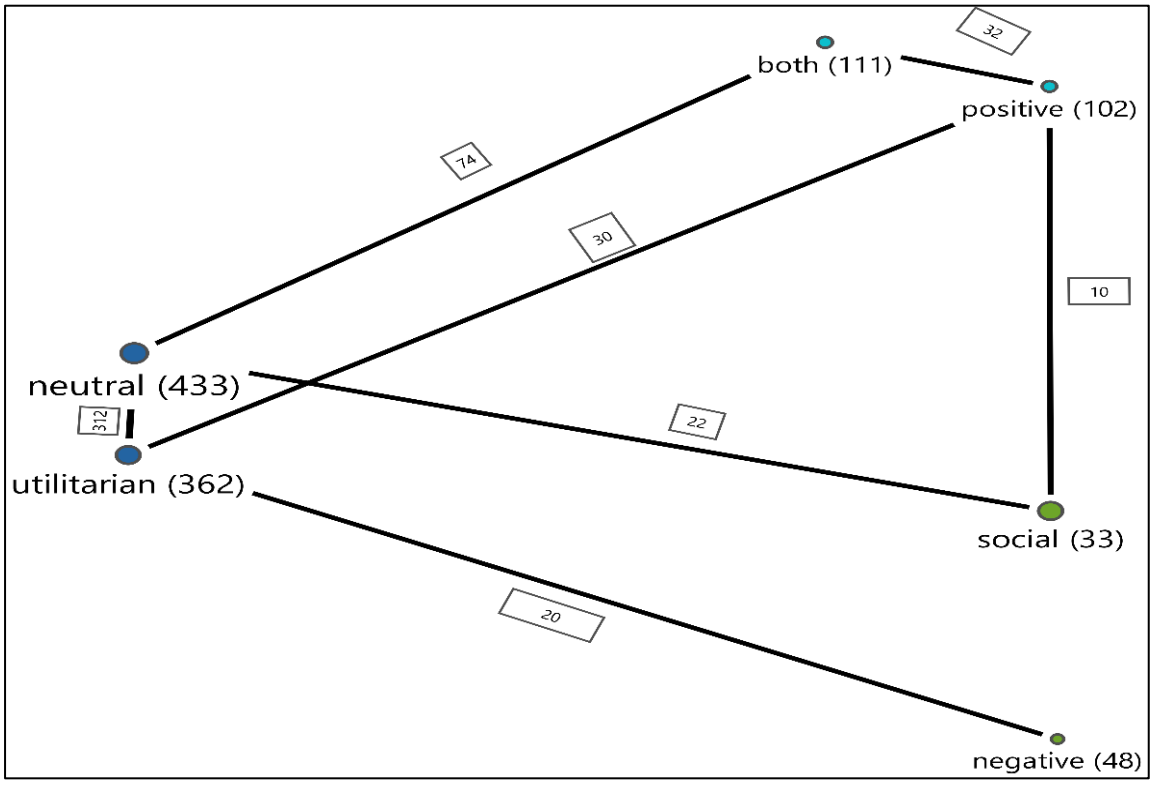

Figure 4.12 Code map of linkages between 1st and 2nd group of codes (number in brackets represents how many answers were coded with that code and the number in the rectagular is representing the amount of times that one answer were coded with both codes that the line connects.)

5. Proposal based on degrowth and results

In order to propose solutions for the sharing economy initiatives based on the degrowth principles, the idea and the aim of the concept of degrowth should be presented. Degrowth's aim is not only to reform economy and society and to empower social structures within communities but also try and diminish existed structures that degrades social relationships and the environment (Buch-Hansen & Nesterova, 2021; Nesterova, 2020). A radical shift of values is proposed from degrowth and that is the substitution of competition and autonomy with cooperation and collaboration (Nesterova, 2020). Degrowth movements are aiming to a voluntarily and democratic downscaling of economies to reach a sustainable level of environmental impact (Khmara & Kronenberg, 2020). The previous principles and aims of degrowth are aligned with sharing economy and can be promoted through it. Degrowth's thesis on well-being is that it cannot be indicated by GDP because in that way well-being is only reflected by the satisfaction of needs that they are subject to individual preferences or related to human basic needs (Andreoni & Galmarini, 2014; Büchs & Koch, 2019). As a result, the following recommendations are based on both degrowth principles, and the results of socioeconomic factors of respondents that are connected to each reason of using sharing economy and the description and attitude towards it that by extend reflects citizens' perception of well-being and capability of enhancing it.

5.1 1st approach – Amplifying well-being based on "positive" and "both" codes

If it is selected that degrowth practices should be introduced based on specific factors that are associated with positive attitude of citizens towards sharing economy and its contribution to their well-being (so code "positive" will act as a compass), then the Centre should be chosen as an area where the highest level of trust is connected with low preference in answer 12. Also in the same area, level 3 of education is observed which is connected with preference in all answers except 12. By attempting to connect the codes and the results from chapter 4.1, the answer 4 (I want to benefit others with or without payment) is being associated with codes "positive" and "both" so the sharing initiatives must have characteristics or services to help and benefit other people. According to answers for research question 1, females compared to men are dominant in answer 4 so if it is possible, this gender must be aimed in some way. An approach of amplifying sharing economy or introduction of it where the socio-economic characteristics are allowing to do so, is described by (Alharthi et al., 2021) who argues that when collective values are evident then sharing economy has high participation and through this procedure their values and production of knowledge (Khmara & Kronenberg, 2020) can be altered (Büchs & Koch, 2019) and eventually progress can be achieved because people who have a high well-being is more likely to contribute to the socio-economic development (Wu et al., 2022). One example of closely related sharing initiatives to degrowth practices is the "Bike Kitchen" that its operation is based on contributions and its focus is put on meeting people and learning by experience, based on ethic of sharing and common (Bradley, 2018). A participatory and discursive process (Deriu, 2012) which take place in "Bike Kitchen" due to the high level of trust that the people will have can lead the way to a more sustainable welfare system because the emphasis will transform from a hedonic-utilitarian basis to a social-humanistic one (Büchs, 2021). "Bike Kitchen" acts as a conviviality tool that can cultivate and expand practices that allow well-being enhancement (Bradley, 2018). High social capital of the area will help the community to be more coherent through Bike Kitchen (Deriu, 2012) and even lead to more active political participation (Pansera et al., 2019).

As a second choice to amplify sharing initiatives the area of Southwest is selected that is associated with the code "both" and shows not the highest level of trust (but it is consist of the most 65< years old people). In parallel, this area shows preference in answer 9 (It is fun to meet new people) and as the answers of research question 1 provide, this area is probably with adults who live by themselves, maybe not owning the flat, with 1 adult in their household and many low incomes since this area have high contribution in the oldest age group. Under these conditions, the degrowth practices would aim to meet people without any other specific utilitarian or requirement in exhausting physical activities due to their age and not have any charge of participation due to their low incomes. Through their participation in sharing initiative with the previous characteristics people will enhance their sense of community (Cicognani et al., 2008; Wu et al., 2022) and thus their well-being. The locality aspect will positively contribute to the creation of social relationships and bonds under a

cultural context that is common (Romano, 2012) that maybe could help us avoid problems of societal isolation because citizens in this area are old and living alone.

5.2 2nd approach – Attempting to alleviate negativity towards sharing economy

If code "negative" is taken as a start for our approach to try and change the picture about sharing economy and its contribution to well-being, the area where the emphasis should be put is Hisingen. Code "negative" is correlated positively with answer 12 (I do not want to use Sharing economy) and Hisingen is the area where most of these answers come. The results showed that the level of trust is the lowest, the education in this area is low compared to other areas but incomes are high and maybe that is why the perception of sharing economy that is not connected to monetary/utilitarian reasons is unjustified and incapable of contributing to their well-being. Answer 12 is dominated mainly by men and usually people from the oldest age group, but Hisingen have a lot of people 30-49 years old which is not the age group where answer 12 is favourite. As a result, this specific age group should be aimed to be served by sharing initiative which will not demand any complex intellectual and cognitive abilities to participate due to the low education and will reduce the amount of money being spent if the service was not in the form of sharing initiative. In that way, the utilitarian aspects that influences their perception of well-being will be maybe decreased and substituted with an alternative increase in their social well-being, which is correlated also with a positive attitude towards sharing economy. It should be noted that this service in the perspective of degrowth will be more of a relational good or form of collective consumption than a total utilitarian service of an impersonal transaction with no social interaction. Since there is not a fertile ground for a total and "radical" degrowth practice, it is argued that this type of more conventional solution in terms of promoting sharing economy will build a strong social capital in this area and be the key for a sustainable consumption (Tsurumi et al., 2021) and set the proper conditions for a more "radical" degrowth practices to come.

6. Limitations and Assumptions

First of all, the number of respondents must be mentioned as a limitation in this study that can cause implications in the motivations of the proposals in chapter 5. Although socioeconomic factors being analysed seems to follow the characteristics of each area in Gothenburg, level of income per area which shows particularly high incomes for the area of Hisingen, seem to be the contrary. Another limitation of the study is that the number of answers analysed in the question were a small part compared to the total questions that the survey included (some of them had been mentioned in subchapter 3.1. There were other questions in terms of sustainable consumption that their analysis in combination with this thesis could conclude to an even deeper and detailed knowledge about people's opinion on sustainable consumption and sharing economy.

The assumption that if a person perceives something as good then by its usage his/her well-being will be enhanced is logical but not academically motivated. For this reason, the social

exchange theory was used in combination with the principle of rationality in decision in the context of market. Utilizing the former elements (theory and principle) the attitude towards something (positive or negative) can decide if this thing can enhance or deteriorate the well-being of a person. In order to overcome theoretical gaps in this relationship of attitude towards something and its impact in well-being this thesis introduced the codes "both" and "neutral" to indicate that there is a grey area or, in other words, people, that on them, this rule or relationship between attitude and impact is not applicable.

7. Conclusion

In this thesis sharing economy's contribution to citizens' well-being in Gothenburg was investigated. To do so, plenty of parts were assembled carefully to create a concise, deep and constructive outcome. The methodology included qualitative and quantitative approaches of analysis. The research questions have been set to help the research have clear path to its goal which was to evaluate sharing economy's contribution but to enhance it as well.

Research question 1 (What are the socio-economic factors related to reasons of people using sharing economy?) lead the research and by answering it the socioeconomic factors and reasons to use sharing economy were distinguished. The top three reasons were focusing on its positive environmental impact, its cost-effectiveness and its accessibility and convenience but there were other reasons that were selected by citizens which were associated with well-being literature especially social well-being. In addition, since well-being and its perception and the reasons of using sharing economy had relationship with the socioeconomic factors that the respondents have, these factors were analysed in pairs and against reasons given to observe whether there were associations or not.

However, this analysis was not enough and holistic so in order to clarify if citizens' description and attitude towards sharing economy was and thus contributes to their well-being a qualitative analysis was conducted. By doing so, the former research question 2 (How does the description and the attitude towards sharing economy are affecting the perception of citizen's well-being in Gothenburg?) was answered, by introducing two group of codes, the first one ("social"/"utilitarian"/"both") to help on analysing the description of the sharing economy by respondents and the second group of codes ("positive"/"negative"/neutral") to help on analysing the attitude towards the sharing economy by the respondents. It was found out that "social" and "both" codes were connected more with the code "positive" and "utilitarian" with the codes "negative" and "neutral" so specific descriptions are resulting in specific attitudes and are further can be correlated with socioeconomic factors and the reason that the respondents select in the survey. Socioeconomic factor of area is correlated with all the codes of the first group and reason 2 is correlated weakly with "utilitarian" code. For the second group of codes high level of trust is correlated with "positive" code and on the other side low level of trust and a preference in not participating in sharing economy is correlated with code "negative".

By combining the results from answering the previous research questions, aspects and principles of degrowth literature research question 3 is answered (How can the sharing economy's services, under the help of degrowth principles, be introduced to enhance the

well-being of citizens). Propositions were stated in order to provide tailored solutions based on specific socioeconomic characteristics and reasons of people to enhance sharing economy and their well-being. There were two approaches recommended, the first one was based on the code “positive” and its strongest correlations with socioeconomic factors and the second was based in trying to minimize the negativity towards sharing economy, so it was using the code “negative” as a compass. In the first case two recommendations were made, the first proposal was to amplify initiative like “Bike Kitchen” in the area of Centre due to the f socioeconomic factors of inhabitants living there (30-49 age group, high level of education and trust). In the second case, other characteristics were presented and a type of sharing initiative to be implemented was proposed but not a particular which is already existed. In the second approach, a non-radical sharing service was proposed based on relational goods that will foster social interaction between people (not yet under degrowth principles of conviviality) acting also as a transitioning stage for more changes to come.

This attempt is an effort for a sustainable and better future where well-being is a compass for economy like the well-being economy policies that were adopted in New Zealand, Scotland and Ireland (Cook & Davíðsdóttir, 2021). Sharing economy and its solidaristic spirit that resembles primal aspects of human beings (Laamanen et al., 2018) can act as a start for degrowth since their ethic core is something that have in mutual (Hobson & Lynch, 2016). To initiate and amplify such an effort it would take a transformation in societal norms and culture (Riedy, 2020) that in time will dethrone growth from our moral standards and life goals and will give us a hope for a sustainable future.

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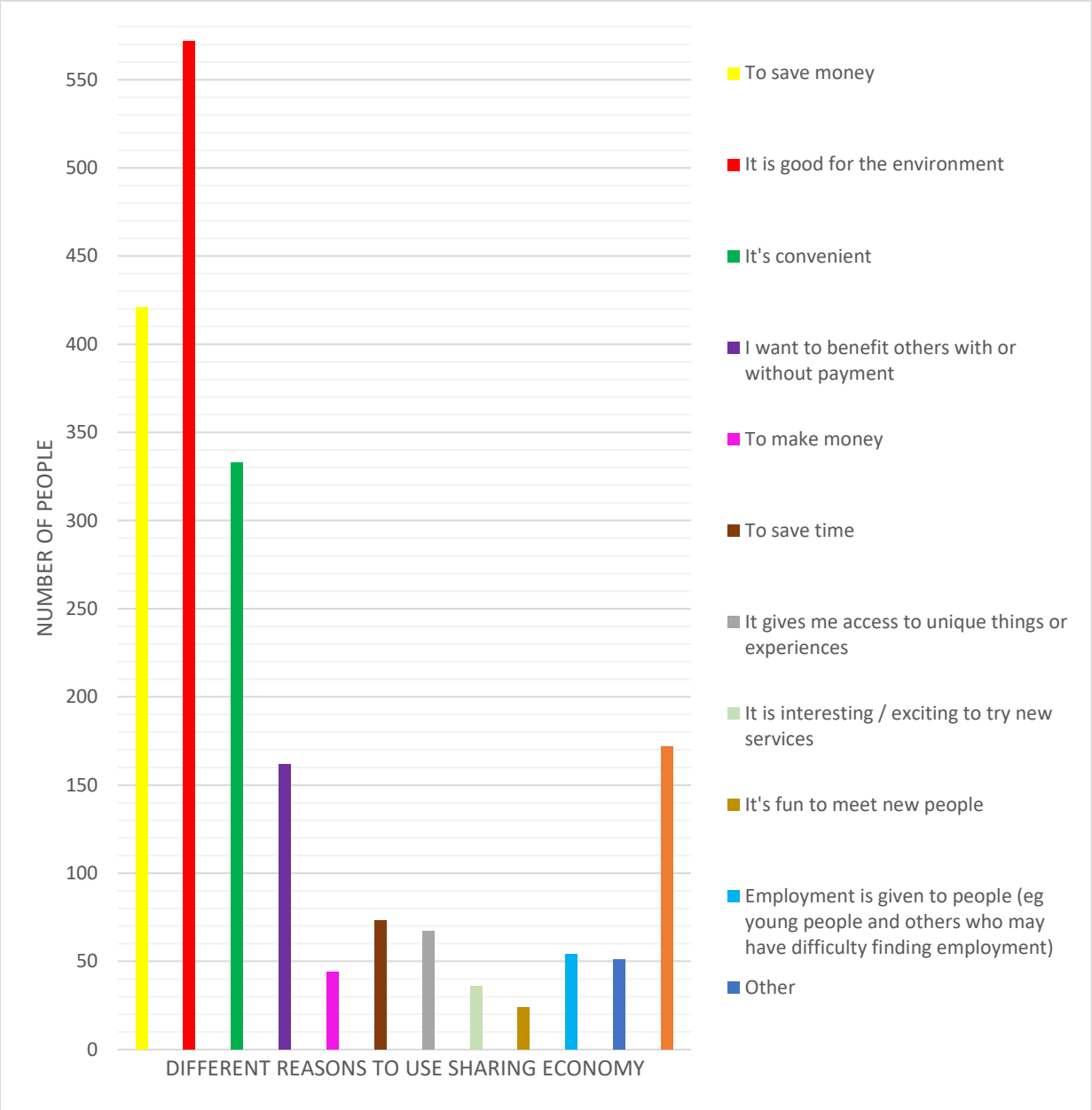

Figure 7.1 *5 All reasons of question "What are the most common reasons you want to use sharing services?"*

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