



# Renting household items in Finland

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## ABSTRACT

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Globalization, digitalization and trust between people are three major reasons for increasing amounts of online products, services and renting which are becoming the new era of the 21<sup>st</sup> century. In the past decade we are seeing businesses like Airbnb, the largest accommodation provider which does not own any real estate, or Uber, the largest taxi company which does not own any vehicles.

The author of this thesis gathered data by conducting a survey. The objective was to figure out, would people mainly in Finland see potential in a renting application and if so, what elements should it consist of and why.

In this thesis, a qualitative and quantitative survey served as a primary data-collection method. In addition to this, a comprehensive conceptual framework and interview gave an overview of key findings, concepts and developments in relation to the studied topic. Based on the information gathered from the survey, suitable suggestions could be proposed.

As a result, the findings emphasized; renting agreements must be based on law, renting platform has to be simple, easy to use and have a rating system. In addition, items which are drastically affected by hygiene were mentioned several times.

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Key words: renting, household items, sharing economy

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**GLOSSARY**

Household items / Household goods

Own property

Refers to e.g. grill, skis, books, cutlery, clothing, furniture, bicycle, toys, etc...

Other items can refer to anything of ones' own property or imagination.

## 1 INTRODUCTION

This Bachelor's Thesis aims to discover possible solutions for a renting platform to enhance its use and simplicity. In the near future, various renting platforms will enable an "everybody sells" concept. This thesis provides some background information on relevant topics and discusses development possibilities.

This thesis is made to form a clear structure for conducting a business research. The author has written his bachelor's thesis in which the research will be taking place and analysed. The thesis is part of the author's studies in International Business and the entire process took place during autumn 2019 and winter 2020.

The thesis consists of six different sections. The first part introduces the background, research methods, objectives and purpose of the thesis. The second part covers the conceptual framework which explains the sharing economy and consist of an overview of businesses which function with a similar concept. The third part goes through methodologies, their approach, data acquisition methods and the survey itself. The fourth part lays out all the survey results and other input from respondents. The fifth part is left for discussion of the results with an interview included, whereas the sixth and final part goes through the conclusion and explains the authors own thoughts and contribution.

### 1.1 Background

The author of this research heard about an interesting idea from his older brother Hans-Peter Siefen who has organized among others Nordic Business Forum Sweden which in the 2019 seminar had a theme on leadership and marketing. One speaker called Marco Bertini had an interesting presentation called "the ends game" where he talked about globalization and digitalization and how they have shaped the world already. Marco mentioned an already-functioning business called Trringo, which is a tractor and farm equipment rental business located in India. This concept created an idea in Hans-Peter who then later shared the idea

with the author. The idea in creating a renting community in Finland for all kinds of items, specifically household items (Bertini, Nordic business forum 2019).

The consumer market in Finland as well as in the entire world has changed during the past decade and will be changing throughout the future. The globalization, digitalization and trust between people have been three major reasons for this. Increasing amounts of online products, services and renting are becoming the new era of the 21<sup>st</sup> century (Bloomberg 2018, Kopp 2015, Thagard 2018 & Stan 2016).

No one really knows what the next big thing within the consumer market is going to be, but if we look back only one decade we can see a similarity with some big businesses such as Airbnb, the largest accommodation provider which does not own any real estate, Alibaba, the most valuable retailer which owns no inventory and Uber, the largest taxi company which does not own any vehicles (Goodwin, 2015).

The author is currently studying at TAMK and sees potential in a platform which allows any person to rent household items for income which is why the author would like to do this as a research, before moving on to a business plan in the future. The author has seen the evolution of new applications which offer people all over the world the possibility to earn income despite of their education, gender or background. The survey is the first step in the process of conducting a research on the topic.

## **1.2 Research methods**

The research was conducted by using Microsoft forms as a tool to create a survey. The primary source of data was received from the respondents who took part in the survey, this was crucial since it gave valuable information to the author. The data was analysed using both quantitative and qualitative research, since the survey has questions which require answering in literature form. The second method was to research similar concepts, how they work and function to widen

perspective and enhance knowledge on the subject. The final source of information was received from an interview between a person who uses Airbnb to rent his apartments on a weekly basis, this data was analysed qualitatively.

### **1.3 Objective & Purpose**

The main objective of the thesis is to come to a conclusion whether or not there is potential for a renting platform in Finland. The author wants to conduct a research on the behaviour and interests/opinions of people in Finland. The main question for the research is “would you rent household items for income?” and various sub-questions that fall under the topic of the main question to give a better overall understanding.

This thesis also aims to achieve possible solutions to lower doubt in people renting household items and to increase renting in general. Thus, this thesis focuses on the aspects of eco-friendliness and a larger renting community which would one day become more sustainable.

Based on the results, the main purpose is for the author to see would there be potential in creating a business plan out of this. The thesis concludes the results of the survey and compares the data to already existing businesses with the similar concepts, to see would the authors idea of a renting platform in Finland have potential in the consumer market. This is the first step which gives direction and knowledge to the author.



## **2 CONCEPTUAL FRAMEWORK**

This part of the thesis discusses the theoretical topics which this study is based on, and which theories form the base for the empirical studies. This thesis focuses on the aspect of what is required for a renting platform to function with the least amount of problems and suspicion.

The author analyses and presents two business which function with a similar concept as the topic of this thesis. In addition to this, globalization, digitalization, trust and the sharing economy of the 21<sup>st</sup> century is discussed first. After analyses the author applies some similarities from the mentioned businesses into the topic to see would people in Finland see potential in a similar concept, only with a different target. The object of the authors thesis is household items.

### **2.1 Globalization, Digitalization & Trust**

Digitalization refers to the use of digital technologies to change a business model and provide a new revenue and value-producing. It is the process of moving to a digital business, whereas globalization is the spread of products, technology, information and jobs across national borders and cultures. In economic terms, it describes an interdependence of nations around the globe fostered through free trade. When combined, new innovations and concepts arise that shape society (Bloomberg 2018 & Kopp 2019).

Adriana Stan (2016) stated “What’s striking about the shared economy is not the technology that has made it possible, but the vast changes it has triggered in society. It has brought a renewed sense of community, engendered more collaboration, sparked new thinking and put a premium on trust, tapping into a need that transcends boundaries and is still rife with opportunity. If you’re not working to build and demonstrate it, then the future might be about to leave you behind, as trust is quickly becoming the global — and most-valued — currency of modern time.”

Trust is a central part of all human relationships, including romantic partnerships, family life, business operations, politics and medical practices. If one does not trust his customer, for example, it is much harder to benefit from their professional advice. To simplify, firm belief in the reliability, truth, or ability of someone or something (Thagard 2018).

In this new world, our “trust score” will be the only metric that people need in order to make decisions on with whom or how to do business. It effectively becomes the new credit score (Stan 2016). These three factors have opened the sharing economy to another level.

## **2.2 The sharing economy**

According to Schlagwein, Schoder and Spindeldreher (2019) who together analysed 125 sources regarding their definitions, conceptualizations and explanations of the “sharing economy” stated that “the sharing economy is an IT-facilitated peer-to-peer model for commercial or non-commercial sharing of underutilized goods or service capacity through an intermediary without transfer of ownership.” To simplify, the sharing economy refers to a set of organizational and business models based on sharing.

Owning things was the marker of the middle class in the last century. Those who had more money could own more things. Things started to change after manufacturing became less expensive, the barrier to owning lots of things was lowered. Nowadays, many people living at or even below poverty level own plenty of things, but it isn't a good indicator of their wealth (Marr 2016).

## **2.3 Trends of the sharing economy**

During the past decade the sharing economy has changed enormously, not many would have guessed the increasing potential of the sharing economy ten years ago. According to April Rinne the founder of April Worldwide at the same time, the sharing economy has lost some of its original pull. In the early days, it was

rare not to have a conversation about how the sharing economy could responsibly lower hyper-consumption and truly build community connections. These benefits have not disappeared, but nowadays it is difficult to find sharing platforms that practice these principles in reality. The focus has shifted towards convenience, price and transactional efficiency.

Uneven growth, the year 2019 saw first sharing economy IPOs, and it might see the first large-scale bankruptcies in the years to come. In 2019, both Lyft and Uber filed to go public. Uber was valued at \$120bn and Lyft at \$15bn. Changes to ownership structures that reflect the reality of today's workforce, particularly the gig economy, are much-needed tools to address equitable wealth distribution (Rinne 2019).

At the other end of the spectrum, especially in China, some sharing economy superstars are struggling. Bikesharing unicorn Ofo was reported to be on the verge of bankruptcy, while other platforms had been inundated by customers demanding refunds of their deposits. The rush to scale the sharing economy in China was unprecedented in the world; the Chinese government wants it to account for 10% of national GDP in 2020 (Rinne 2019).

#### SHARING ECONOMY SECTOR AND TRADITIONAL RENTAL SECTOR PROJECTED REVENUE OPPORTUNITY

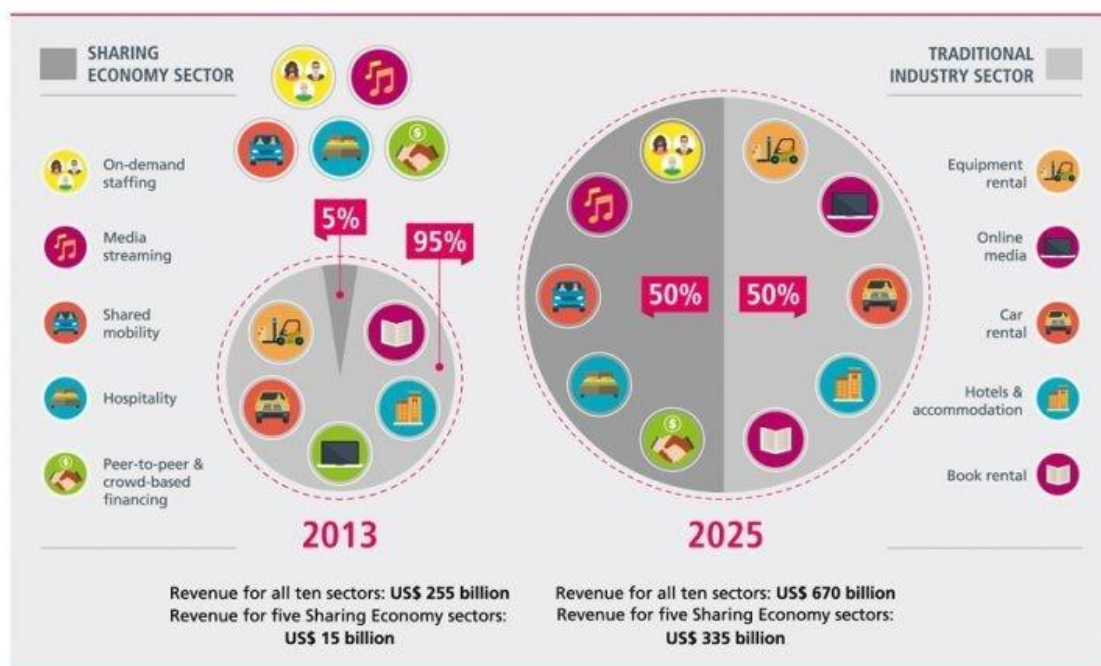


Figure 3: Illustrative revenue potential across five traditional and Sharing Economy sectors; Source: PWC – The Sharing Economy

Figure 1. Sharing economy (PWC – The sharing economy 2019)

Demographic diversity plays a big role now. In the future, the sharing economy will be driven increasingly by demographics that have played a more supporting role to date which are according to Rinne (2019) the emerging middle class, women and the elderly.

For the first time in human history, the middle class represents the majority of the global population. This is projected to double in the next 10 years, to 5.2 billion people. Women are expected to be responsible for two thirds of the rise in all disposable income in the next decade. Meanwhile, there are larger numbers of ageing residents in the US, Japan across Europe and beyond (Rinne 2019).

In 2012, Rinne suspected the need for policy-makers and sharing economy platforms to work together, and that outdated rules and policies would prove a sticking point. The ensuing years proved this true on a regular basis, and at times it was very difficult. The future will be more challenging for regulators (Rinne 2019).

Cities are learning that the sharing economy requires them to be proactive, in terms of both appropriate regulation and the harnessing of local economic development. Rinne stated that “no city has figured it out or developed a fully integrated strategy, though some cities have banded together and issued a declaration of common principles and commitments for sharing cities” (Rinne 2019).

There is also a challenge with the terminology of sharing economy, many companies using the term because it sounds fascinating, not because there is sharing involved. People tend to confuse the sharing economy and gig economy, to no one’s benefit; although there is some overlap. The gig economy is based on flexible, temporary, or freelance jobs, often involving connecting clients or customers through an online platform. Both the sharing and gig economy platforms help people earn income, but in different ways. This confusion raises discussions on critical issues such as the future of work (Chappelow & Rinne 2019).

“On the upside, the sharing economy is increasingly seen simply as part of the economy. This may be the ultimate sign of the sharing economy’s success”, states Rinne (2019).

### **3 TRRINGO & AIRBNB**

This part of the chapter and analyses two existing companies called Trringo and Airbnb. It explores what these companies practice and why they have had an impact on society. In addition to this, key elements to their success as well as why they have a connection to this research is discussed.

#### **3.1 Trringo**

TRRINGO is a tractor and farm equipment rental business located in India. It aims to raise the level of mechanization in Indian farming through the power of technology and a strong franchise network to make farm mechanization easily accessible, affordable and reachable to farmers across India. The truth of the situation in India is that not every farmer can afford his own tractor (Trringo 2017).

Small farmers ask for tractors from the few who own them, leading to uncertainty, compromise on quality of tractors or equipment, and often disappointment. This is where Trringo can play a part: Whenever a farmer needs a tractor or any equipment, they can simply call Trringo, or use its mobile app, and place their order. They receive a well-maintained tractor along with a professional driver with utmost ease. Not only can they get their work done in a stress-free manner, with consistent use of mechanization, their productivity increases too (Trringo 2017).

##### **3.1.1 Organizational Structure**

After being established, Trringo resides in India and has offices in five states which cover about half of the country's area. India's foremost organized rental services for tractors and agricultural equipment and part of the USD 19 billion Mahindra Group, recently announced the successful completion of 1 lac (100000) hours of farm mechanization rental, post operationalization of the service in October 2016. Through rapid expansion into key states, Trringo has clocked over 100,000 hours of work covering more than 1,000 villages by the beginning of

2018. Moreover, it has touched the lives of farmers in the states of Karnataka, Maharashtra, Gujarat, Rajasthan and Madhya Pradesh with over 100 Trringo hubs (Bawada 2018).

Trringo has incorporated a new platform in September 2017, with several enhancements. Its digital disruption has been recognized across various platforms namely, IDC Digital Transformation Award, Assocham India Africa Biz Award and the SABRE Awards South Asia 2017 (Bawaba 2018). According to Atindriya Bose, CEO of Trringo "We are excited to have begun 2018 by clocking more than 1 lac hours of farm mechanization. This marks a significant milestone in Trringo's journey of increasing farm productivity and driving rural prosperity. Since its inception, Trringo has played a three-fold role by making farm mechanization accessible for all farmers, generating employment for tractor operators and creating business opportunities for the rural businessman."

### **3.1.2 Strategy**

The key strategy that makes Trringo stand out is the ability to provide pay-per-use farm mechanization to farmers and corporates and having the capability to rent tractors, implements or self-propelled equipment to anyone who needs them using the power of digitalization for the Indian agriculture.

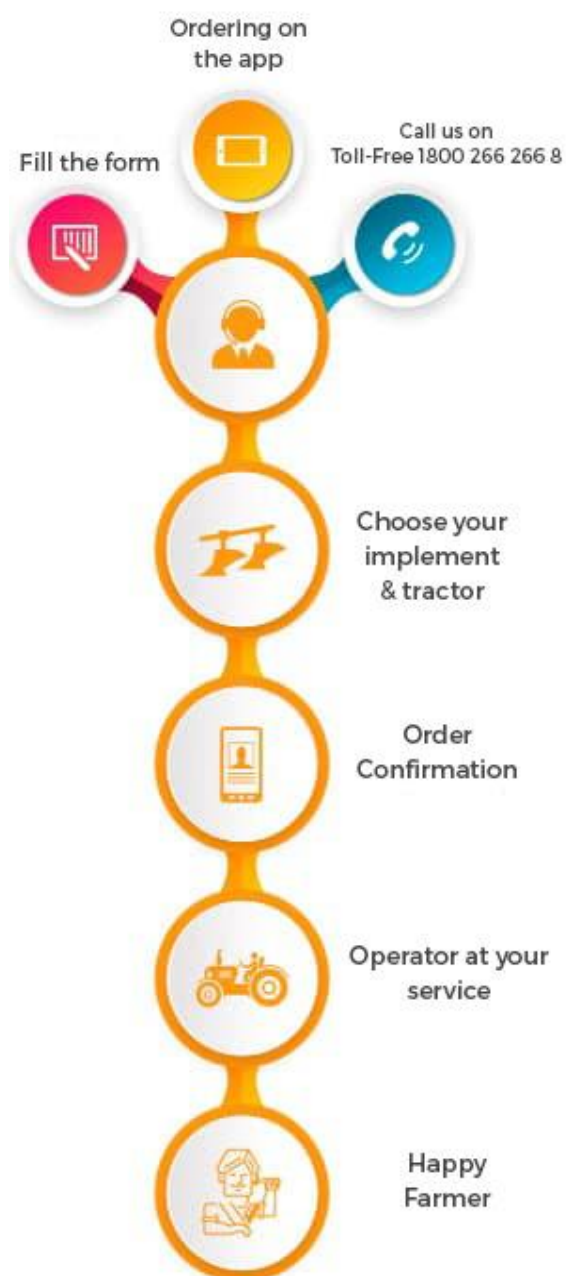


Figure 2. How Trringo works (Trringo)

### 3.1.3 Outcome

Today, Trringo is the preferred choice for the agricultural community in India, as it has reached out directly to the farmers and enabled them to deploy mechanization technology on a pay per use basis without having to invest in the asset. It has also helped bridge the gap between requirement and availability, offering farmers easy access to a wide variety of tractors and other farm equipment. With

Trringo, the farmers in India are now empowered to order tractors and avail timely services, compared to earlier when they faced problems while ordering tractors in the unorganized market. Trringo's brand proposition is "Ab tractor call karo" meaning clarion call for Trringo, ensuring the farmer's right to mechanization with ease (Bawaba 2018).

### **3.2 Airbnb**

AIRBNB is a community built on sharing; it is an online marketplace that connects people who want to rent out their homes with people who are looking for accommodations in that location. For hosts, participating in Airbnb is a way to earn some income from their property, but with the risk that the guests might do damage to the same (Folger 2019).

Renting, and its' purposes have been around for decades, if not for centuries, it has also evolved. As the world keeps changing and developing, approaches, theories and ideas change too (Cox & Followill 2018). In this thesis, to keep the information as up to date as possible, latest literature from successful businesses nowadays has been sought out and implemented in the research.

According to Daniel Guttentag (2019), Airbnb is one of the most significant recent innovations in the tourism sector. A survey found that the majority of Airbnb research has been published quite recently, often in tourism/hospitality journals, and the research has been conducted primarily by researchers in the USA and Europe region. Based on Guttentags' content analysis, the papers were divided into six thematic categories: Airbnb guests, Airbnb hosts, Airbnb supply and its impact on destinations, Airbnb regulation, Airbnb's impact on the tourism sector and the company itself. Consistent findings have begun to emerge on several important topics, including guest's motivations and the geographical dispersion of listings. However, many research gaps remain, so numerous suggestions for future research are provided. As renting can also be applied to something totally different than real estate, this research only demonstrates and summarizes knowledge and prior research on the topic. More elaboration is further discussed in the following chapters.



### **3.2.1 The story**

Airbnb got started when Brian Chesky with his friend Joe Gebbia decided to turn their house into bed and breakfast during the industrial designer event in San Francisco in October 2007. Chesky and Gebbia were in a shortage of rental money and came up with a solution to rent their three air mattresses to overnighting guests in a city where all the hotel rooms were sold out on the conference website. By this arrangement they got enough money to pay their rent and created the idea which turned out to be worth of multimillion dollars: Airbnb (Friedman 2013, Olson & Kemp 2015, 20, Sundararajan 2016, 7 - 8.)

According to Geron (2013, 2), Chesky said that they never thought about taking part in the new economy - they just needed to solve their own problem and understood only afterwards that there were many others interested about it. Instead of building new hotels around the world with huge investments, Geron and Chesky found out the way to utilize the rarely used apartments and spare rooms all over the world (Sundararajan 2016, 8).

### **3.2.2 Organizational structure**

Despite not owning almost any real estate, Airbnb's organization only consists of a handful of offices in each country it offers its services in. Airbnb has homes in 34,000 cities in 192 countries. In addition, to "normal" rooms or apartments, these Airbnb homes include wide variety of properties from castles, caves, water towers, glass houses, igloos to treehouses ready to accommodate adventurous travellers (Friedman 2013). Residence owners can list their property for free. Airbnb organizes the professional photographer at their expense to take the photos needed. Hosts have access to their property's online calendar and that way they can control the availability (Stephany 2013, 47). When you book your stay via Airbnb, you need to sign up first and then just look for a suitable accommodation via search site. After paying your accommodation by credit card you are one step away from being ready, which is getting the keys.

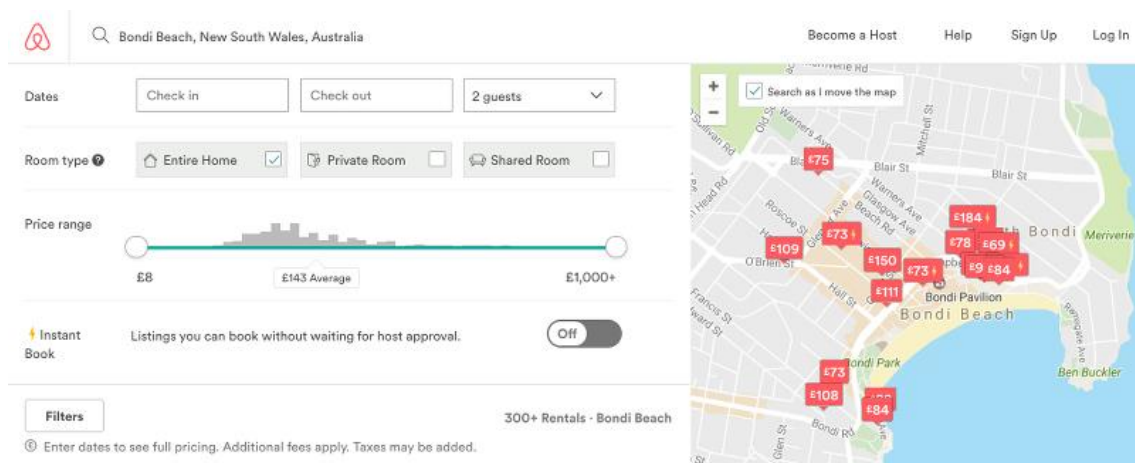


Figure 3. Airbnb search site (Airbnb)

### 3.2.3 Strategy

Airbnb charges 3 % of the payment from the host and 6 to 12 % from the traveller. Travellers and hosts may connect their Facebook profiles and verify e-mail addresses and phone numbers, and eventually after the travel rate each other on Airbnb site (Friedman 2013). Airbnb has enabled with the help of advanced Internet technology hosts fluently to write descriptions and add photos of their spaces, be in touch with customers, and accept bookings and payments. Airbnb hosts have the access free of charge to tourism accommodation sector with clients from all over the world. Anyone with the spare room can start to compete with the traditional accommodation companies (Guttentag 2015, 1195).

### 3.2.4 Outcome

Airbnb started to grow considerably since 2011. With 600,000 listings at the end of 2013, it reached one million after one year. The number of listings has had an upward trend ever since with 2016 reaching 2 million listings and more than 3 million in 2017 (Golden, 2017). Thus, up until December 2016, a total of 140 million guests have arrived at Airbnb listings since 2008. Furthermore, nearly 80 million guests used Airbnb in 2016, which was two times the number of guests in 2015 (Airbnb, 2017).

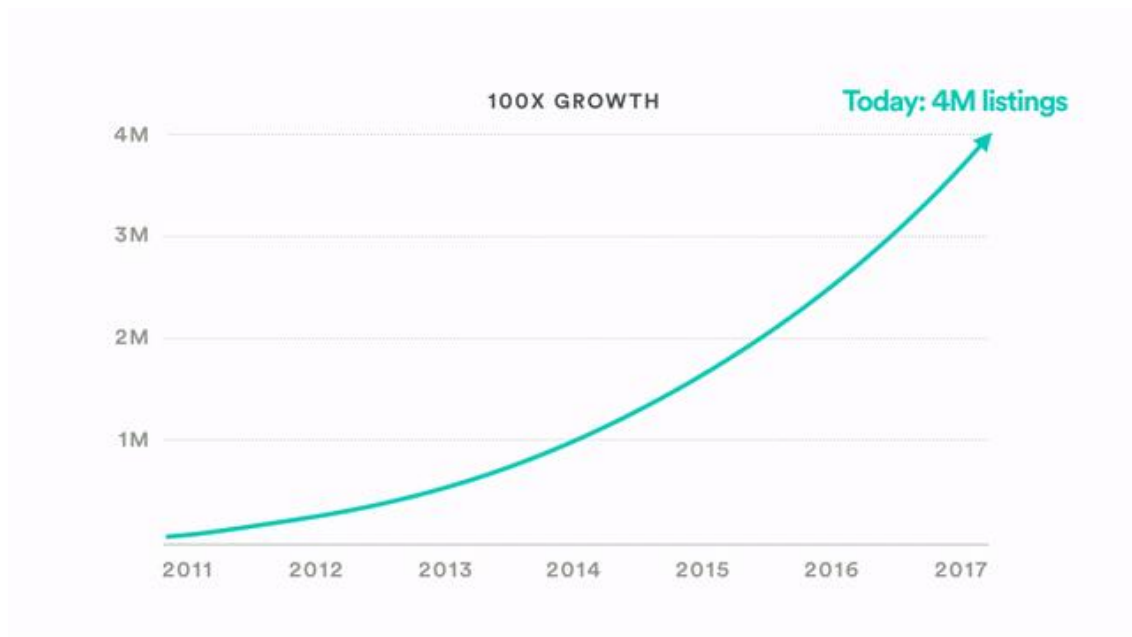


Figure 4. Airbnb listings growth (Golden, 2017)

The revenue generated by travel and tourism sector is USD 7.2 trillion which is almost 10 percent of the global GDP. With the continuous expansion in the market, the generation that have been quicker in embracing the peer to peer accommodation platforms have been the millennials and generation Z. These younger adult generation will account for 75 percent of consumers by 2025 in the US alone. Currently around 60 percent of the guests who have ever booked on Airbnb are millennials and the growth has been 120 percent in 2015. With support from residents towards allowing residents to rent extra spaces on Airbnb, especially in key markets in the US, 85 percent were millennials. More than 50 percent of the millennials admit to “most likely willing”, to support elected officials who favour home sharing (Airbnb, 2017).

### 3.3 Elements that played part in success

In this chapter the author investigated what specific elements played part in making Uber, Airbnb and Trringo successful, focusing more on Airbnb as its concepts is similar to the topic. The author analysed a set of things which turned only a handful of companies into multi-billion dollar companies.

According to Tom Slee (2018, 4-5) there were a set of things that had to be put into place a few years before 2008, each of which was needed for Uber, Airbnb and Tringo and Tringo to take off:

- Broad-band internet. Many homes had computers, and many people were increasingly comfortable with the Internet as a part of their daily lives.
- Online payments. People were getting used to using credit cards on the Internet to pay for their purchases at Amazon, eBay and other early successes.
- Mobile computing. Beyond that, we were entering the era of the smartphone. The iPhone was released in 2007 and Uber, for one, could not have been invented before the smartphone.
- Social media. In the early years, pseudonyms and anonymity were the norm on the Internet. But starting with Facebook in 2006, many people were getting used to the idea of using real names. Both Uber and its' competitor Lyft hooked into Facebook's user identification system as a part of their business model, and Airbnb and others used Facebook accounts as proof of identity.
- Rating systems. The use of ratings, particularly for Netflix movies and Amazon books, had spread and the five-star rating that is now ubiquitous was becoming common.
- Cloud computing. Starting in 2006 Amazon started renting out computer usage from its own massive data centres at bargain prices, starting the era of cloud computing. This meant that new companies could start up without buying expensive hardware.
- Crowdsourcing. The basic computing architecture of the Sharing Economy is the "platform" where the company itself runs the software, but those who provide the content come from outside. The success of Wikipedia showed this could be done. YouTube was and continues to be a remarkable example of this crowdsourced structure.

Even though these were all present, the Sharing Economy brought with it the shock of the new. Simplicity, such as pressing a button on your phone and seeing a car appear seemed impossible, and booking to stay in somebody's house half way around the world opened up new possibilities for travel. The novelty of the

experiences gave the new services an aura of cool, and many people immediately thought that it was the future (Slee 2018).

### **3.4 The connection of Airbnb & Trringo to this research**

At the moment, both Airbnb and Trringo provide an application to customers to rent and place an order for renting. These transactions can be made with only a smartphone. In addition, Airbnb provides a website for these functions, whereas Trringo's website provides instructions of how the process works.

Furthermore, as Airbnb and Trringo both aim to keep its revenue growing, essential value delivering stages were taken into consideration such as the platform customers use. For a customer, the first interaction and experience they get comes from the app or website which they visit. For this research, information about these factors were important as they shaped the ideology to a more logical manner. In addition to this, as technology is shaping application software, new opportunities arise continuously.

For the author, studying Airbnb and Trringo was important, since they function in a similar way as renting platform for household items in Finland would, the purpose of them is the same and they benefit both parties. Studying them gave conceptual backing and evidence that the sharing economy is growing tremendously around the world.

## **4 METHODOLOGY**

As mentioned earlier this research used Microsoft forms as a tool to create the survey. The primary source of information were the answers received from the respondents. This research used mixed methods to collect data. This means that both qualitative and quantitative data were used. Mixed methods differ from multi-method by allowing qualitative and quantitative methods to be mixed, whereas multi-method focuses on either qualitative or quantitative methods (Saunders, Lewis & Thornhill 2009).

Mixed methods can be divided in to two subsections, “mixed method research” and “mixed model research” (Saunders, Lewis & Thornhill 2009). The author will conduct a survey which is why the research is going to use a mixed model research because it allows the different data to be combined whereas the mixed method research does not. This research requires both qualitative and quantitative data to be combined in order to answer the research questions. In addition, it will give a better understanding to the author why the participants responded in the way that they did.

### **4.1 Methodological approach**

According to Abi Bhat (2019) a survey is defined as a research method used for collecting data from a previously defined group of respondents to gain information and insights on various topics of interest. In this case, the author wishes to use a survey as a primary source of data to see how open mindedly people in Finland react to renting household items. Surveys have a variety of purposes and can be carried out in many ways depending on the methodology chosen and the objectives to be achieved (Bhat 2019).

The data is usually obtained by the use of standardized procedures whose purpose is to ensure that each respondent is able to answer the questions at a playing field level to avoid biased opinions that could influence the outcome of the research or study. A survey involves asking people for information through a

questionnaire, which can be distributed on paper, although with the arrival of new technologies it is more common to distribute them using digital media such as social networks, email, QR codes or URLs (Bhat 2019).

## **4.2 Data acquisition methods**

There will be three acquisition methods for the data, like mentioned before the primary source will be the data gathered from the survey. The various questions and the significant number of participants is the reason for it being the primary source. Other sources for data are gathered from books and the internet. The final source of information was an interview held with an Airbnb host, who frequently rents apartments to people.

The other objective is to gather information via survey on the topic from as many individuals as possible. Data will be thoroughly analysed in order to get an understanding of the participants answers and why they answered the way they did.

## **4.3 Survey**

The author decided that creating a survey will be the fastest and most efficient way of gathering data on the topic. Excluding the language, age, gender and occupation of the participant, the survey consisted of eleven questions. The authors goal was to reach at least one hundred people. When sending out the survey the participants had the possibility to choose between English and Finnish language.

The goal of the survey was to analyse which people are most likely to choose renting over purchasing. Combining results from multiple answers gives a better overview on whether there is potential in creating a business plan afterwards, who would most likely use it and what items would be favoured in renting.

### 4.3.1 Platform

The survey was created using Microsoft forms since it was a suitable platform to get the most out of the survey and provided good tools in creating a survey the author desired. In addition, it showed the analytics in the responses section very clearly which facilitated and simplified analyses.

### 4.3.2 Questionnaire questions

The survey and other feedback can be found in the appendices in both languages. The research questions have been stated below:

Main question:

- Do you think people would be interested in renting items?

Sub questions:

- Would you prefer renting items over buying them?
- Would you rent items for income?
- Would you rent items from others if it becomes cheaper than owning the same?
- Would you trust people in general, if the renting is based on a signed contract?
- Would you rather rent your own items or rent items from others?
- How much trust would you have in renting items through app with valid user info?
- If there was a renting app for household items in Finland could you imagine using it?
- In your opinion what type of items would be the most “popular” in renting? NAME 2 or more
- What type of items would you not rent? NAME 2 or more
- Anything you would like to add? Feedback? Own ideas?



### **4.3.3 Acquisition methods**

The author posted the survey on Facebook, LinkedIn and sent the survey via Email or direct message depending on the relationship with the individual. The message consisted of a small summary and explanation on the topic and purpose. The author sent out the following text to reach people “I am doing a research on property renting potential here in Finland for my thesis. I will conduct a research which requires answering a survey. I would gladly appreciate if you would do the survey, it is short (3-5min). It provides me and my thesis with essential information on the topic.”

There was no specific target group who the author aimed at, participants were from all ages, gender, occupation and background which made the analysis very wide and interesting. One of the main reasons the author had such versatile responses and participants is because the survey was also shared on Facebook. This made it possible to get responses from an even wider range of all the previously mentioned groups.

### **4.3.4 Analysis methods**

After getting more than one hundred replies from the survey, it was time to thoroughly go through the data which provided essential information to the author. This part required the most effort, since it was important to understand the replies from the participants' perspective. In the next phase, it vastly helped in presenting the results and the discussion.

All the quantitative data analyses were created via charts and graphs. This gave a clear picture of such aspects as the potential of a renting community, trust between individuals and renting versus purchasing in Finland. In addition, it showed the age and gender of the respondents.

The survey consisted of questions which gave the participants the possibility to answer the question in writing by giving comments, opinions or general feedback. This represented qualitative research. The qualitative data was required going

through a different kind of process, where the author arranged the comments based on the replies and organized them into groups. The groups were determined by the comments' similarities and differences.

## **5 SURVEY RESULTS**

This chapter presents the results of the survey, discussion and interpretation of the results will follow in the next chapter. The survey created with Microsoft forms which was held during a five-day period from the 9<sup>th</sup> to the 13<sup>th</sup> of December received 116 responses. Out of these responses 41 were submitted using the English survey and 75 using the Finnish survey. Many of the responses comprised written feedback such as thoughts and ideas, these can be found from the appendices. The list of the questions gave the author as well as the participants a good overall idea whether a renting platform in Finland would have potential.

### **5.1 Participant information**

Participant information analyses the information given by each individual who took part in the survey. The information has been gathered and calculated from Microsoft forms into Microsoft Words' using Words' chart system to help in visualization. The survey received information of respondents such as gender, age and occupation, personal information such as name and date of birth remained anonymous. Respondents who answered in Finnish were translated into English by the author. Most of the upcoming questions and results consume an entire page to make the thesis reader-friendly.

### 5.1.1 Gender

The gender question was the first question of the survey. Out of the 116 responses received 60 were female, 53 were male and three unidentified.

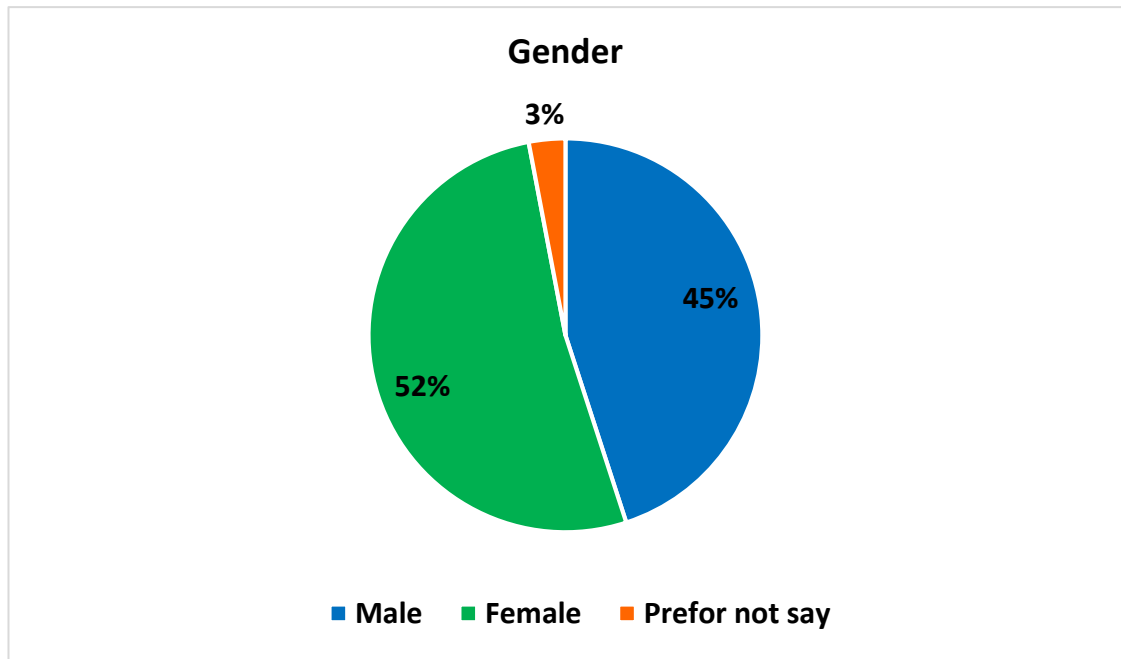


Figure 5. Sex of respondents.

### 5.1.2 Age

The vast majority of responses were from participants of the age 18 to 25 years, the amount being 64. The least was from the age group of 25 to 40 years old, an amount of only 18. The last group was from participants being age 40 or more, the amount being 30.

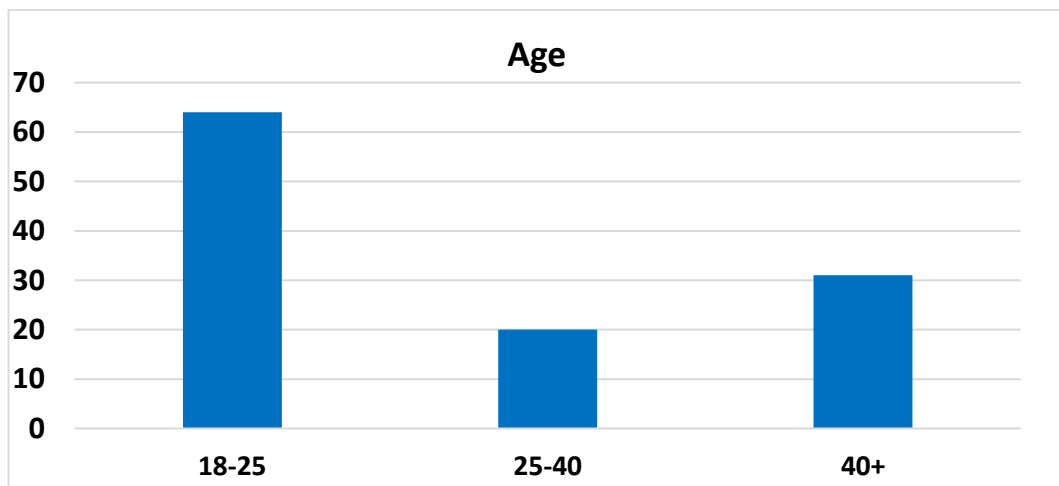


Figure 6. Age chart.

### 5.1.3 Occupation

The two major response groups were employees and students. The score from employees was 48 and from students 49. Nine responses were from entrepreneurs and five were from the unemployed.

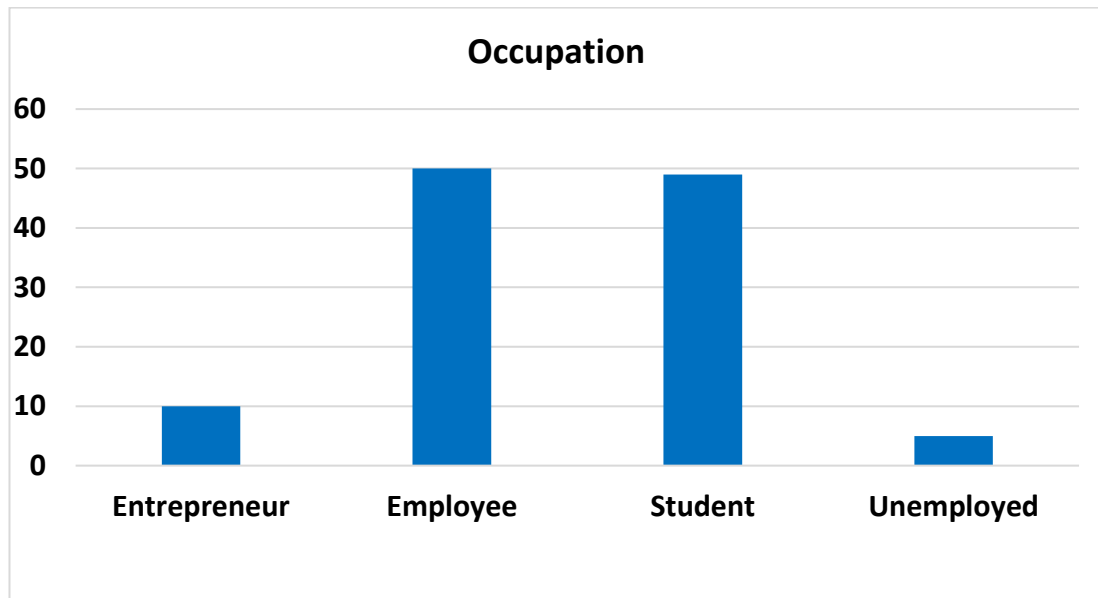


Figure 7. Occupation chart.

## 5.2 Research questions

The survey consisted of 11 research questions. “Do you think people would be interested in renting items?” being the first and main question of the topic. Eight of the questions were multiple choice questions with each having three or more choices of answer. The three last questions had to be answered in writing giving more flexibility to the research and enhancing ideas.

At the beginning of the survey, participants had the possibility of reading a chart to give a better understanding of what was meant by “items”. In addition, it explained that the “other” field is for adding own comments etc.

The beginning of the survey concluded the following “1. ITEM(S) = refers to: e.g. household items grill, skies, books, cutlery, clothing, furniture, bicycle, toys etc.. Other = Comments, ideas, etc..”

The author combined similar answers and gathered them together into tables to examine always when the respondents answered something in the “other” field. These tables can be found from the appendices.

### 5.2.1 Main research question

From the main research question 97 respondents answered “yes” meaning that they would be interesting in renting items. Out of the total amount 11 respondents answered “no” and 7 answered “other”. In addition, the main research question was also split to indicate the sex and age group of the respondents.

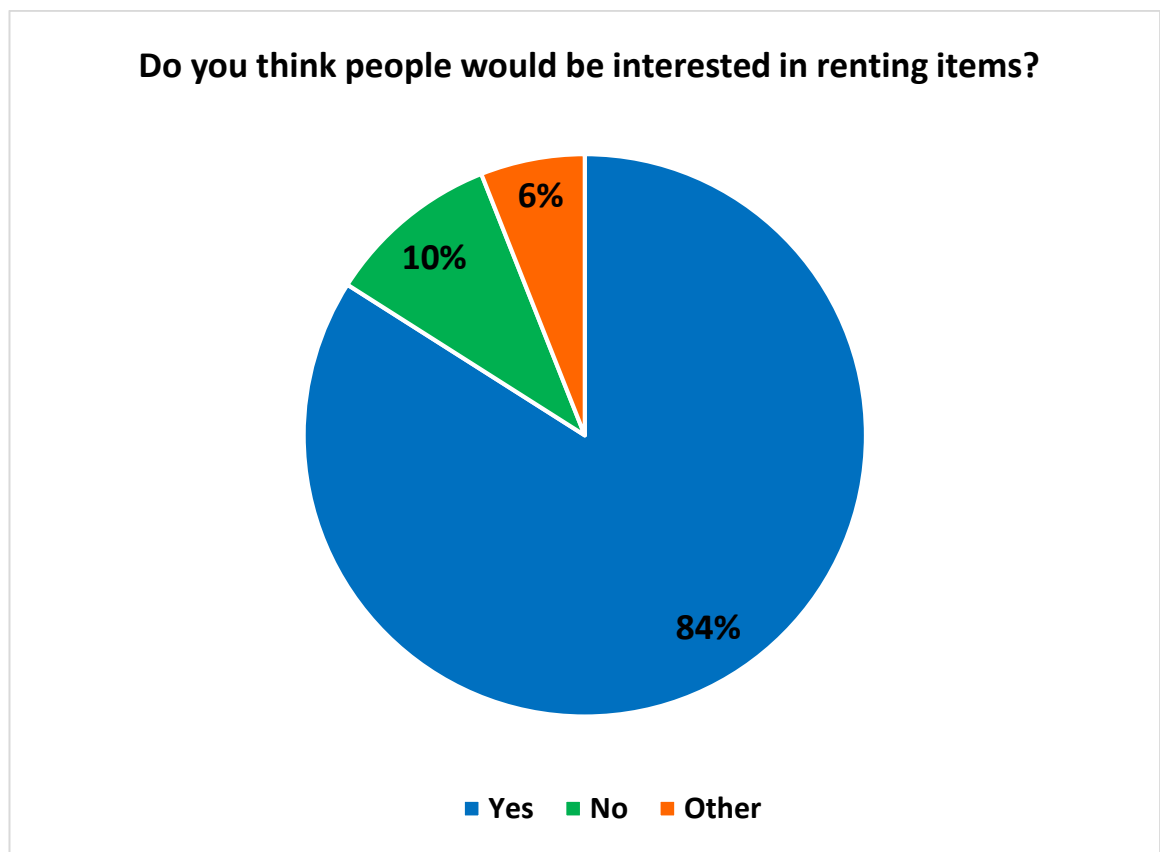


Figure 8. Main question statistics.

The ~85% who responded yes, 50 of them were female, 44 were male and the prefer not to say were 3. Furthermore, out of the ~10% who responded no, 7 were female, 7 were male and zero were from the prefer not to say. The leftover 5 chose the option other.

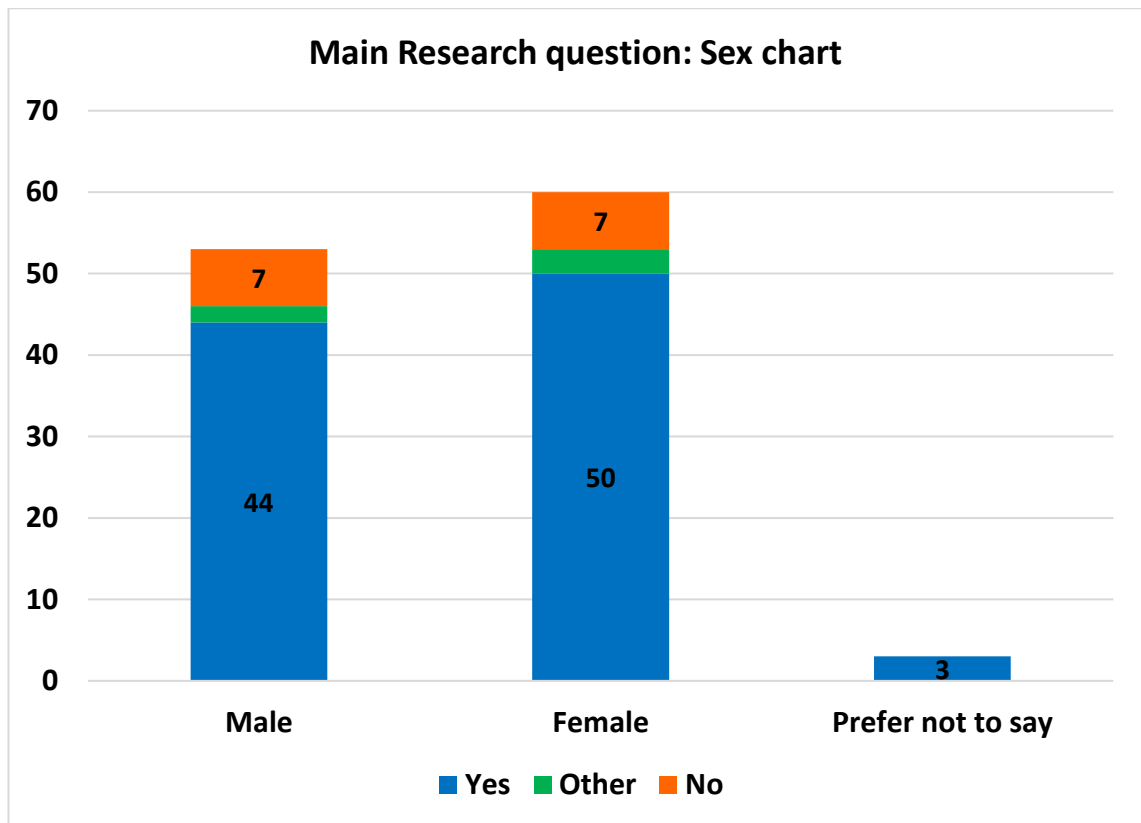


Figure 9. Main research question, sex.

The next charts indicate the amount, sex and age group of the respondents. This was divided into three charts to make visualisation easier. One of the respondents could not be included since they did not respond their age, despite this the respondent was a male who responded “yes”.

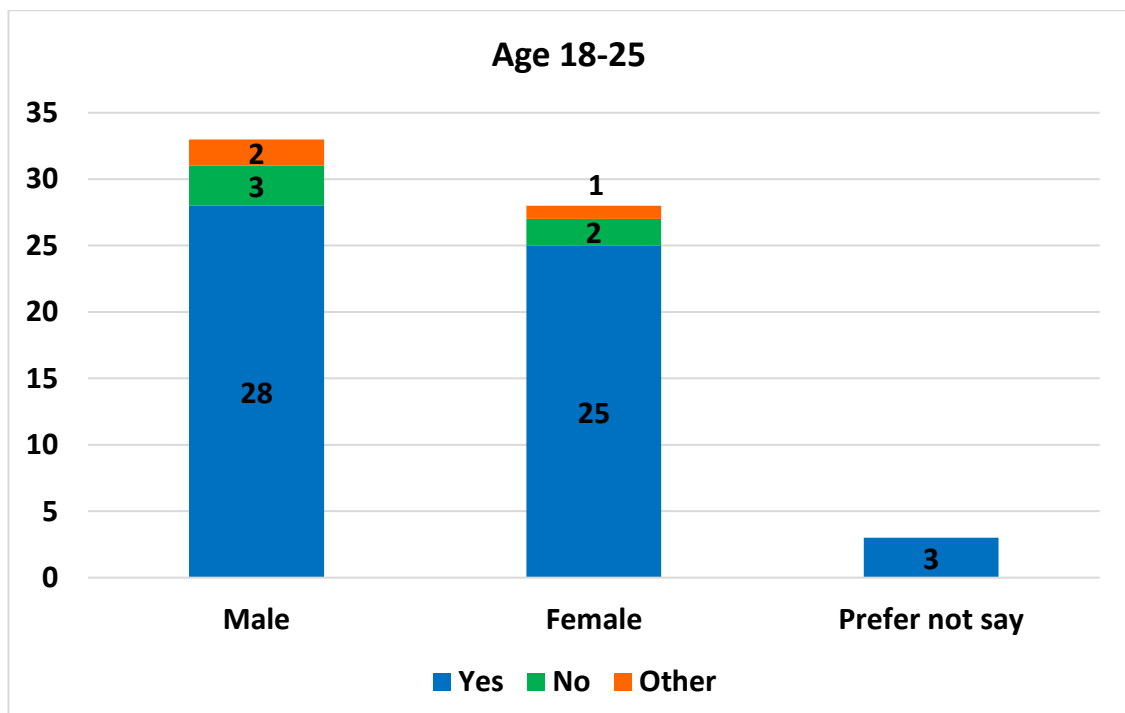


Figure 10. Main research question, age (18-25).

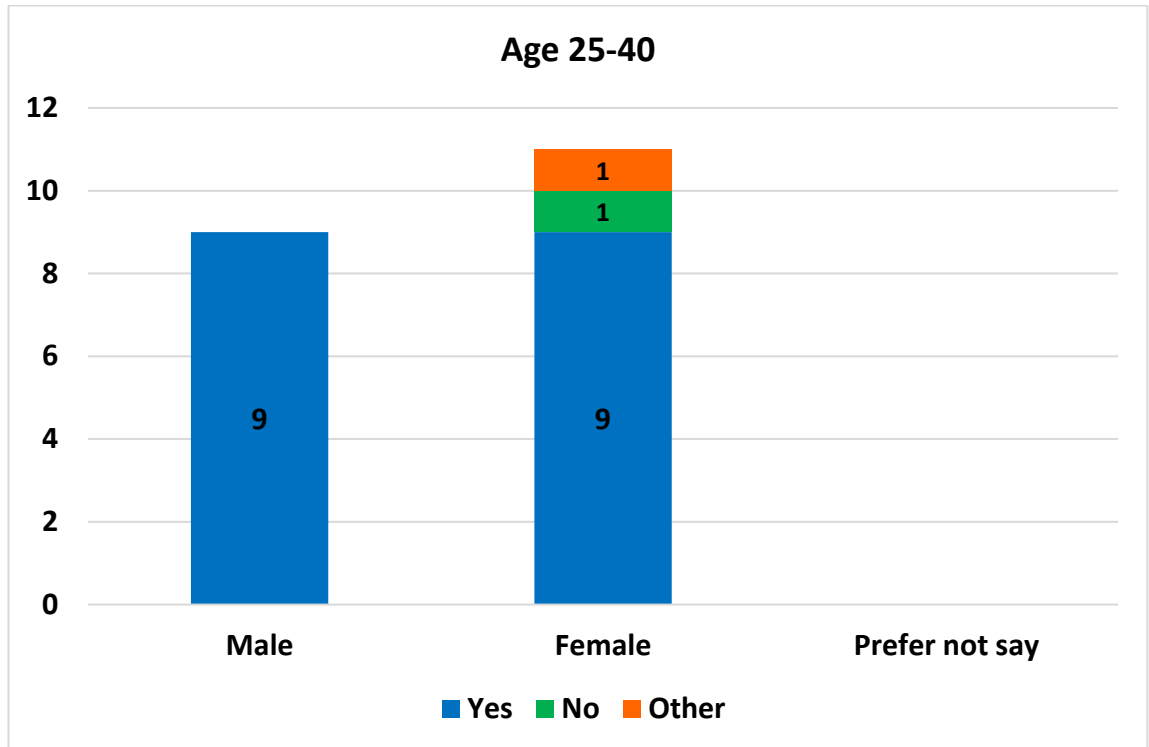


Figure 11. Main research question, age (25-40).

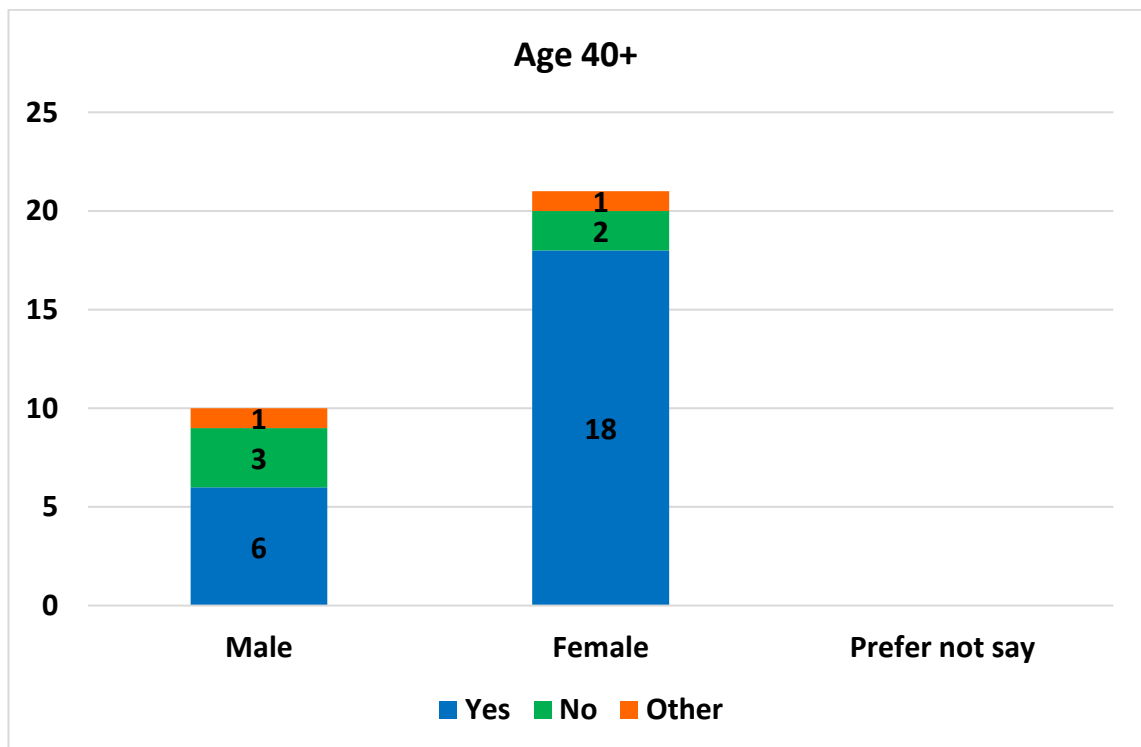


Figure 12. Main research question, age (40+).



### 5.3 Research questions

The author went through the next 10 questions in the order they were presented in the survey. Each question analysed the quantity and quality of responses using the previous methods. The exact feedback from respondents can be found from the appendices.

The first sub question received the most even analytics out of the all the questions in the survey. Out of all the respondents 31 answered “yes”, 50 answered “no” and 35 answered “other”. A large variety of different answers were submitted when the respondents chose “other”.

#### 5.3.1 Question one

The first sub question received the most even analytics out of the all the questions in the survey. Out of all the respondents 31 answered “yes”, 50 answered “no” and 35 answered “other”. A large variety of different answers were submitted when the respondents chose “other”.

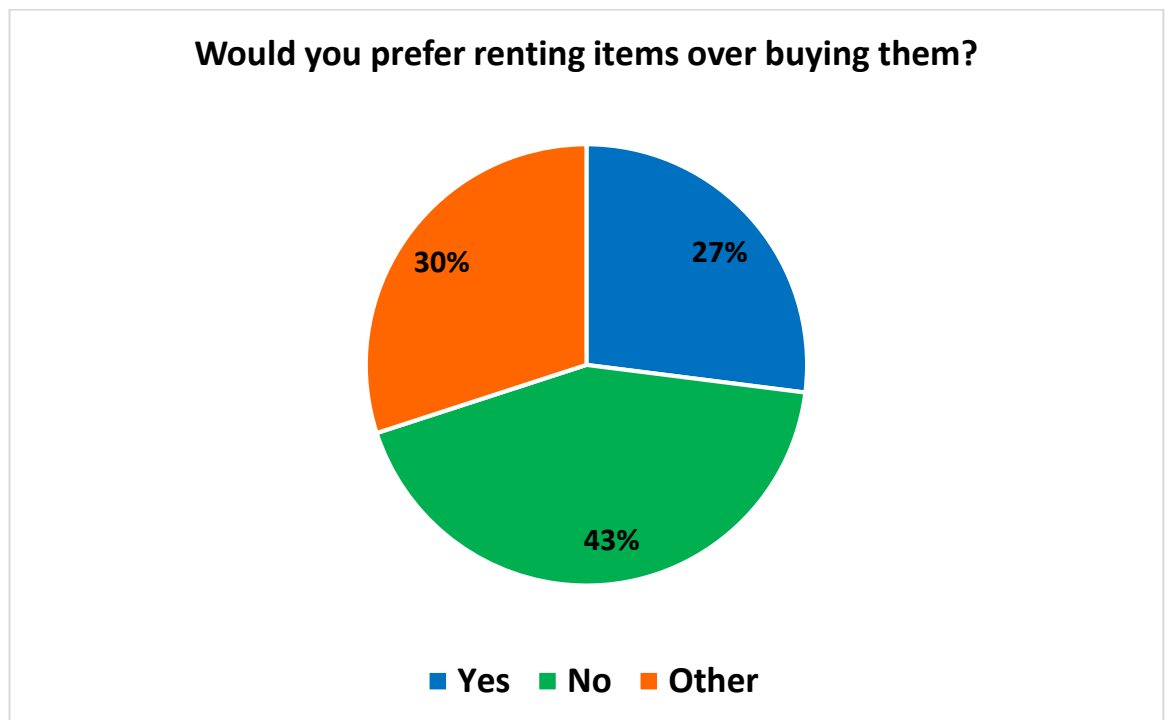


Figure 13. Respondent chart on renting vs. buying items.

### 5.3.2 Question two

The second sub question asked respondents would they rent items for income. 81 respondents answered “yes”, 17 answered “no” and remaining 18 answered “other” which is more elaborated in the chart and table.

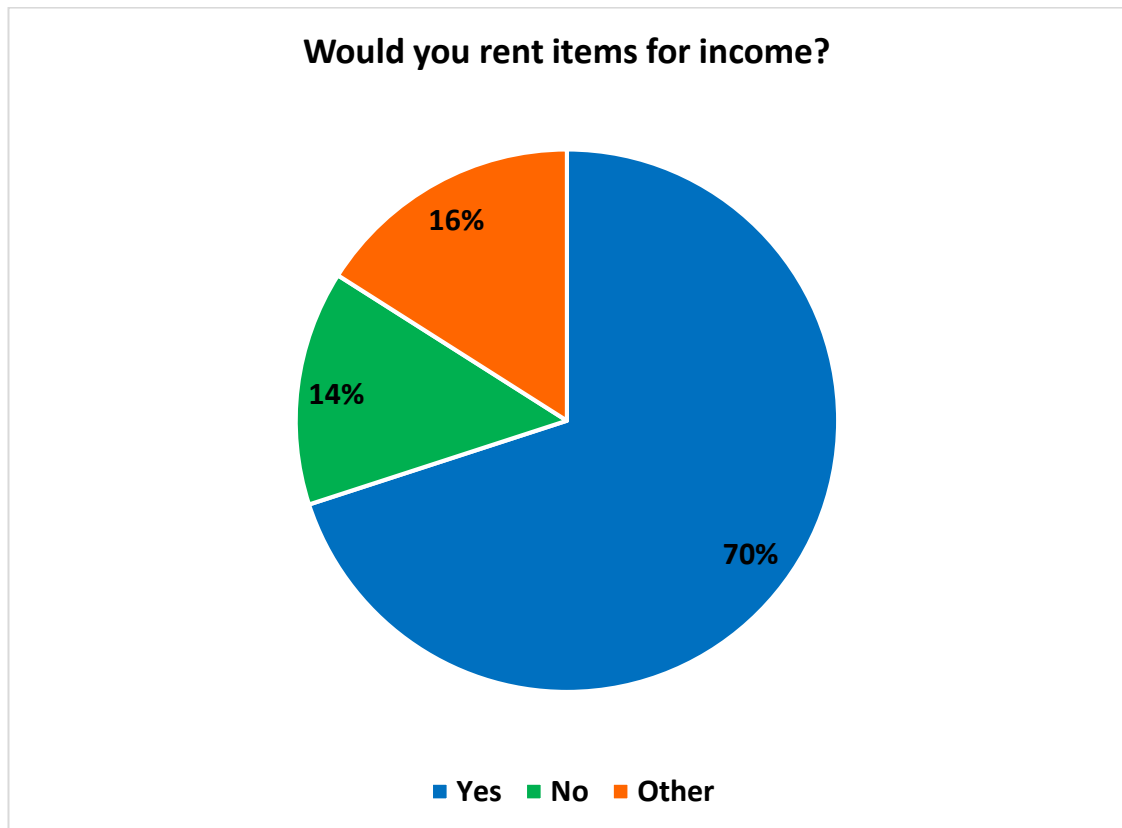


Figure 14. Respondent chart renting for income

### 5.3.3 Question three

The third sub question compared whether an individual would rather rent items from others if it was cheaper than owning the same item. 83 respondents answered “yes”, 16 answered “no” and the remaining 17 answered “other”.

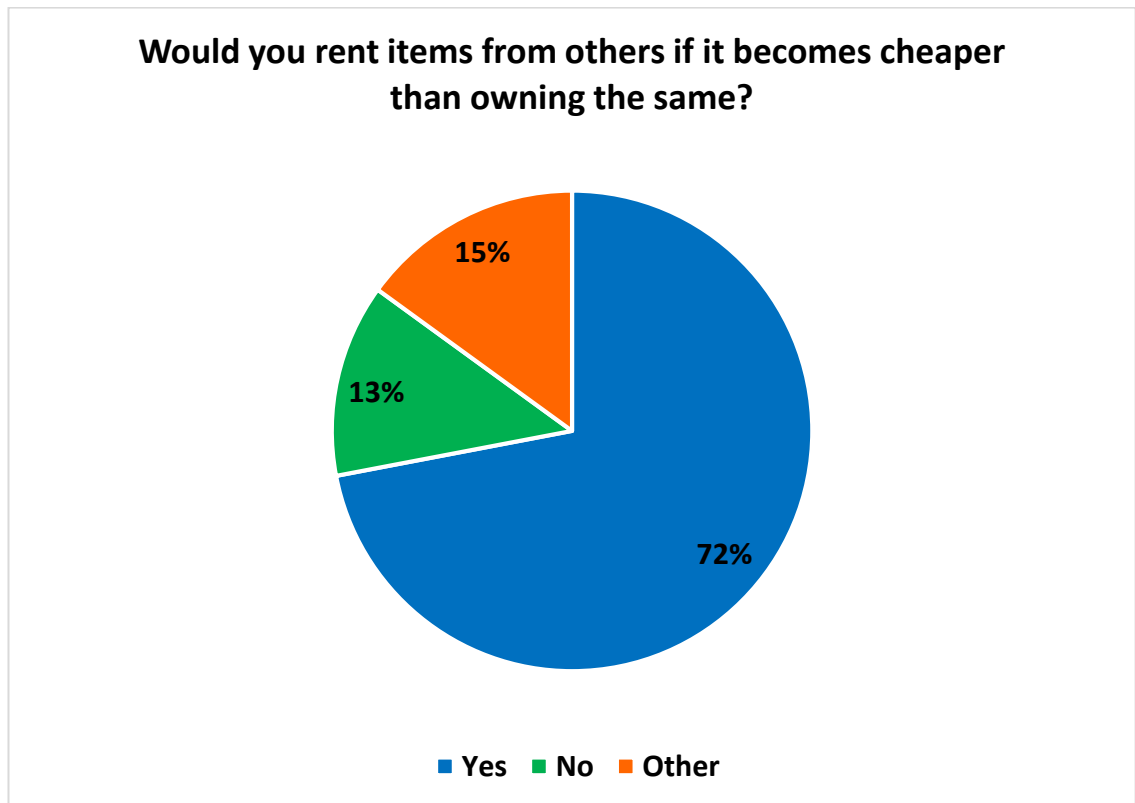


Figure 15. Respondent chart renting vs. owning.

### 5.3.4 Question four

The fourth sub question asked respondents whether they would trust people, if the renting is based on a signed contract with valid customer information. 95 of the respondents answered “yes”, 12 answered “no” and the remaining nine answered “other”.

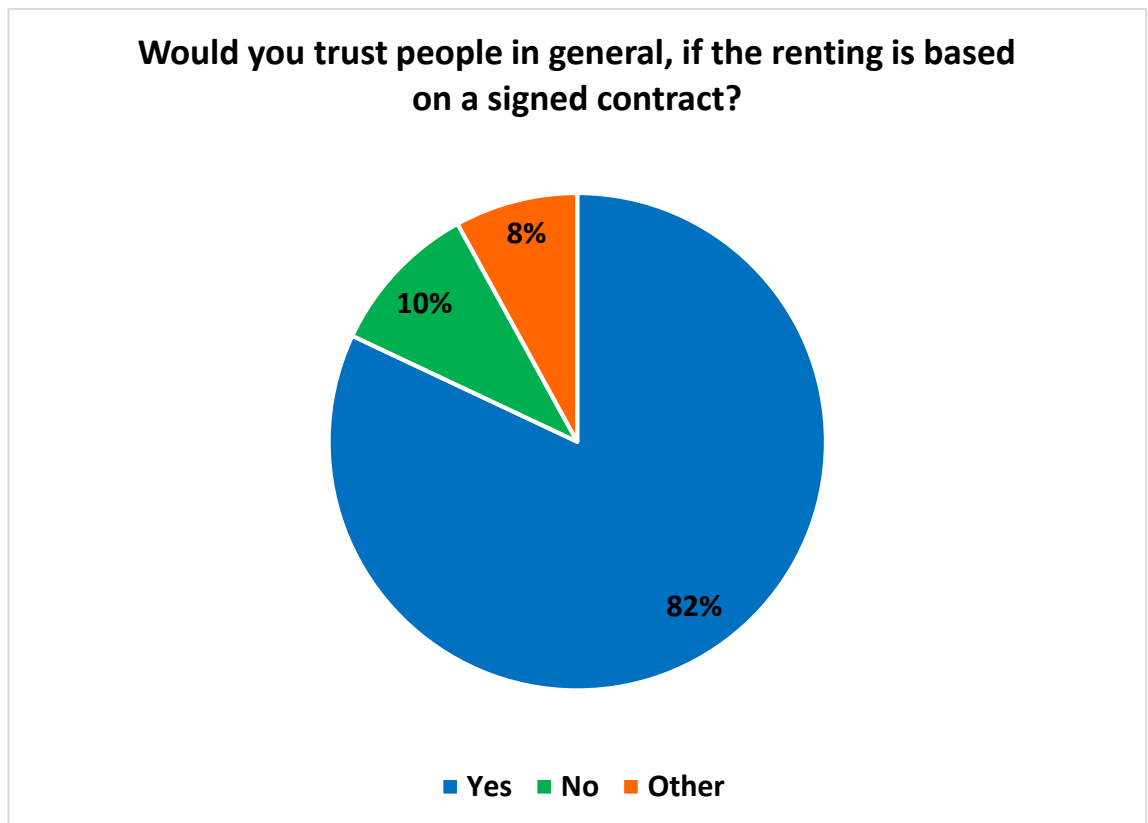


Figure 16. Trust in respondents.

### 5.3.5 Question five

The fifth question gave participants four options in terms of response. The question asked whether you would rent your own items or rent items from others. 22 respondents answered, “rent own items”, 46 answered “rent items from others”, 45 answered “both” and the remaining two answered “other” having nothing substantial to add.

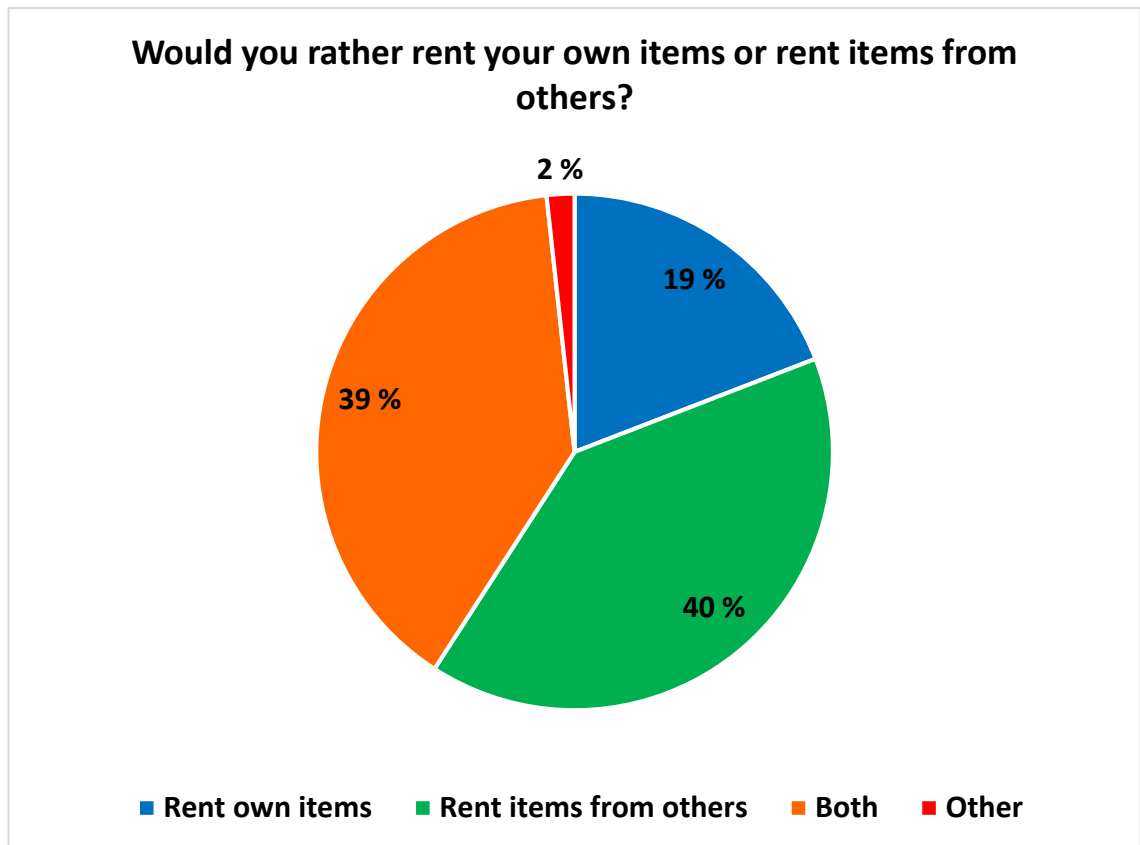


Figure 17. Preference of respondents.

### 5.3.6 Question six

The sixth question asked participants how much trust they would have in an app which enables people to rent items. One option could be selected from a total of six options, a scale of 5-1, five being 100% trust and one being zero percent trust. In addition, there was an “other” option as well.

The two major response groups were four and three, even option five got a relatively high selection. The score from participants was 114, only two participants chose “other”.

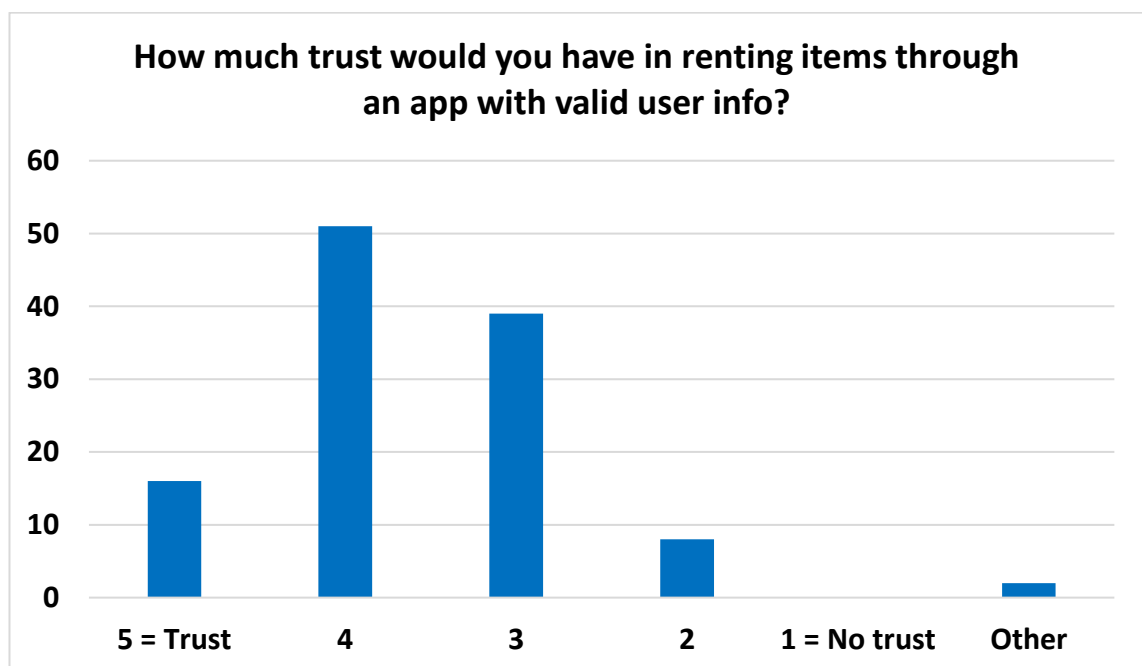


Figure 18. Trust in respondents.

### 5.3.7 Question seven

The seventh question was the final statistical question of the survey which asked an essential question to the author “would a renting app have potential in Finland?”. 78 respondents answered “yes”, 13 answered “no” and the leftover 24 answered “other”. In addition, there was one respondent who did not answer at all.

**If there was a renting app for household items in Finland  
could you imagine using it?**

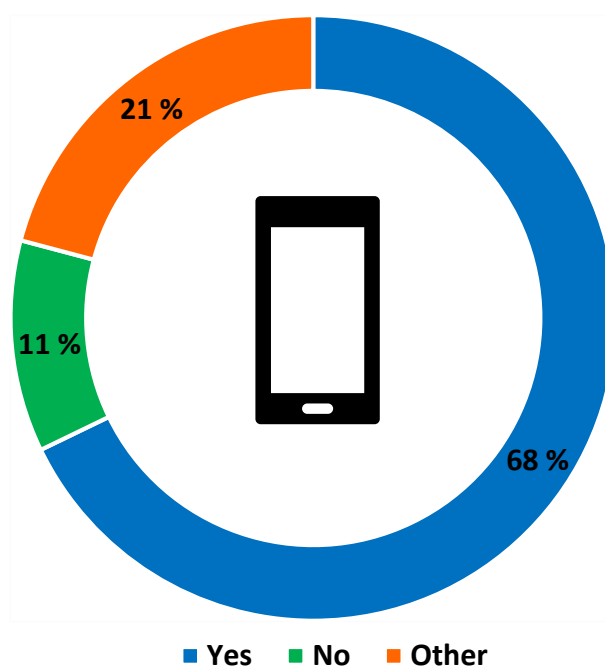


Figure 19. Using an app.

### 5.3.8 Question eight

Question eight was the first question in the survey which required answering in writing. The question asked to name at least two items which would be popular among renting. 107 out of 116 respondents responded to the question. Respondents came up with over 50 different items that could be used in renting. Out of the 50 different answers the author combined and added the same answers into a group and calculated the total amount of names from respondents, resulting in 235. The author decided to separate these items into different categories to help in analysing and getting a better overview of popular items and what category they were related to.

Popular indoor items consisted of some of the following answers: “cutlery, games and furniture.” Popular outdoors items consisted of: “ski equipment, supp board, gardening equipment and cars.” Some of the following items that could be used in both scenarios were: “apartments, cameras, clothes, toys and books.”

**In your opinion what type of items would be the most “popular” in renting? NAME 2 or more**

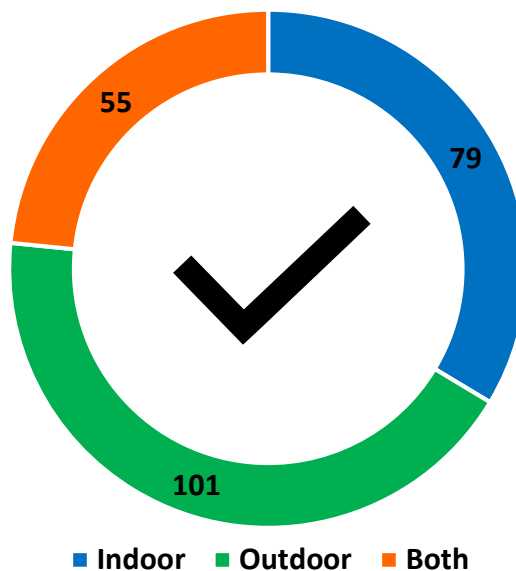


Figure 20. Category of items.



### 5.3.9 Question nine

Question nine was the second question in the survey which required answering in writing. The question was the opposite of the previous question asking the participants to name at least two items which they would not rent. 104 out of 116 respondents filled the question. Respondents came up with over 30 different items that they would not rent. Out of the different answers the author combined and added the same answers into a group and calculated the total amount of names from respondents, resulting in 153. The author decided to separate these items into different categories as in the previous question.

Indoor items that respondents would not rent consisted of some of furniture such as sofas, beds and overall anything with padding. Outdoor items consisted of vehicles such as cars and motorcycles. Items categorized as both were mainly clothing such as intimate wear, underwear, shoes and swimming suits, but also items which are personal and have sentimental value. In addition, sheets, textiles, games, tvs and items used regularly were categorized as “both” and were among one the most named.

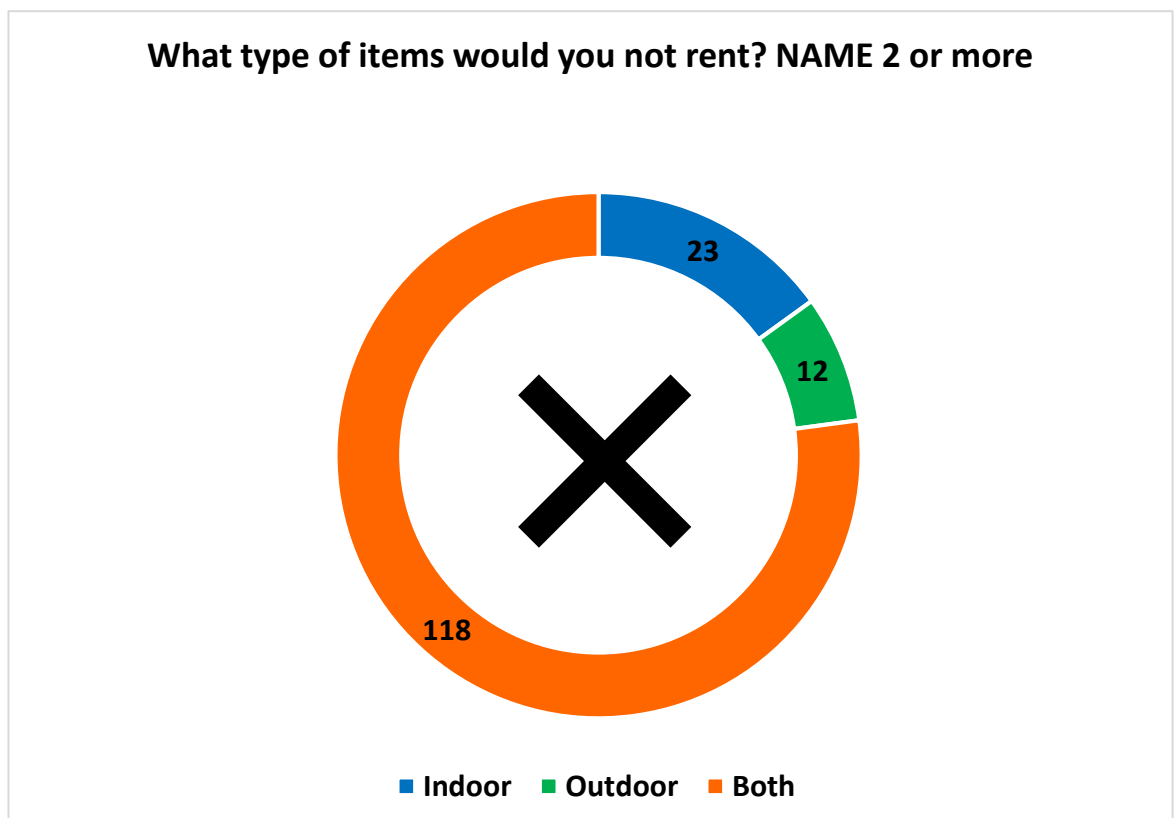


Figure 21. Items respondents would not rent

### 5.3.10 Question ten

Question ten was the final question in the survey which also was in literature form, it was not a mandatory question. The question gave respondents the possibility in commenting, giving own ideas and feedback in general. Out of the 116 respondents a staggering amount of 36 answered the final optional part of the survey. The question itself was “Anything you would like to add? Feedback? Own ideas?” and the author divided the responses into two categories which can also be found from appendices.

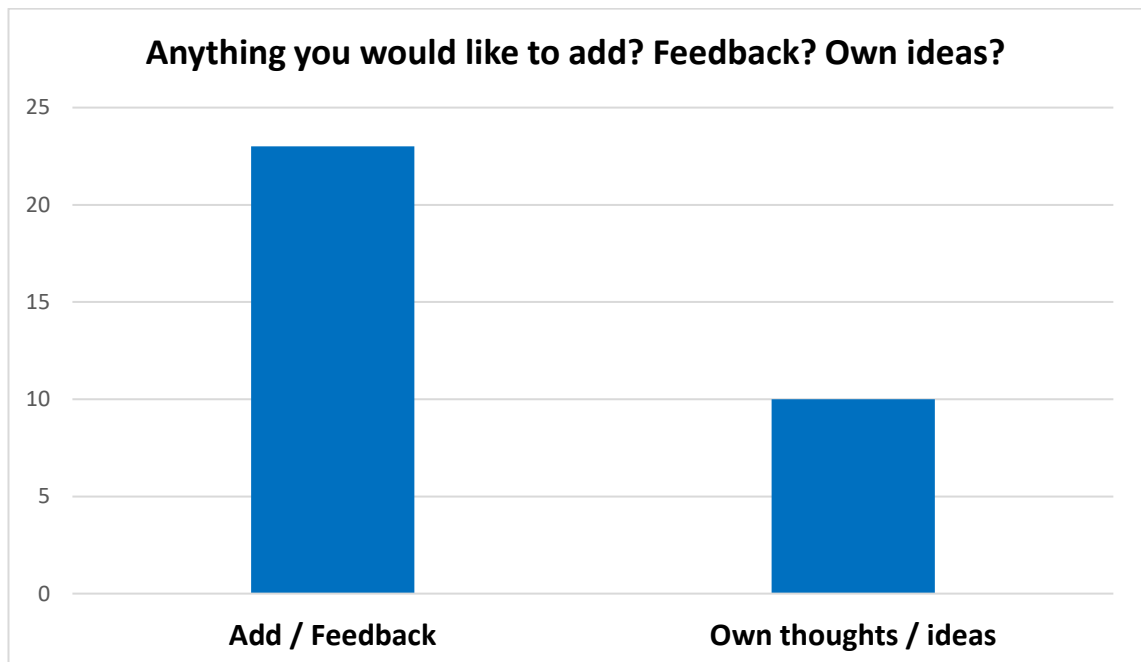


Figure 22. Optional question.

## 6 DISCUSSION

The goal of this thesis is to find possible potential in a renting application to enable people to rent household items mainly in Finland. Background research on similar concepts and one survey was created to gather relevant information. The survey provided by Microsoft forms was created in two languages in order to give participants the possibility to choose the language they desired, rather than forcing them to take the survey in a language which is not that familiar to them.

The conceptual framework explained the sharing economy and its impact on society. The two companies that have a connection to this thesis are Airbnb and Trringo, their functions and concepts were somewhat similar to the authors research topic. Their main working platforms are the internet and mobile application. To also get a result of their popularity in society a listings growth figure was analysed. This gave a better understanding to their current state in society, excluding Trringo which only functions in India (Airbnb & Trringo). The survey was popular in both languages, where over one third of respondents answered it in English and less than two thirds in Finnish. Therefore, the author of this thesis has translated the Finnish responses into English but left the English responses including typographical errors untouched.

For the sake of anonymity, respondent names and birth-dates were not questioned. As the research was done through a three-part structured survey, responses flowed smoothly, and relevant questions got various responses. The first part of the survey asked participant information, whereas the second part consisted of multiple-choice answers, whereas the third part focused in getting responses in writing. In this way, relevant questions, ideas and issues can be pursued more in detail.

All responses received and consisted of both selected responses and answers in context form. The surveys last question was not mandatory and gave respondents possibilities to answer anything they want. In addition, some respondents

seemed to be very interested and exciting of the topic since some questions received additional responses that were not asked in the specific question. The author is also satisfied to see how evenly both sexes participated in the survey.

Respondents came up with over 30 different items that they would not rent. Out of the different answers the author combined and added the same answers into a group and calculated the total amount of names from respondents, resulting in 153. The author decided to separate these items into different categories for each question to help in the visualization of responses. For detailed item listings, see appendices three.

Furthermore, the author interviewed Daniel Schmidt, a frequent Airbnb user (host) who rents his apartments to people. This interview will be more opened up when finding solutions for the discussed issues in the upcoming chapter “Law, Warranty and trust”.

## 6.1 Analysis of relevant data

Focusing on the most relevant areas is essential. Analysing the data to identify data that is most relevant to the topic. Combining the data into themes, summarizing and presenting the themes and findings as a research conclusion (Gibson & Brown 2009). Finally creating a hierarchical chart based on the surveys’ responses to help visualization as follows.

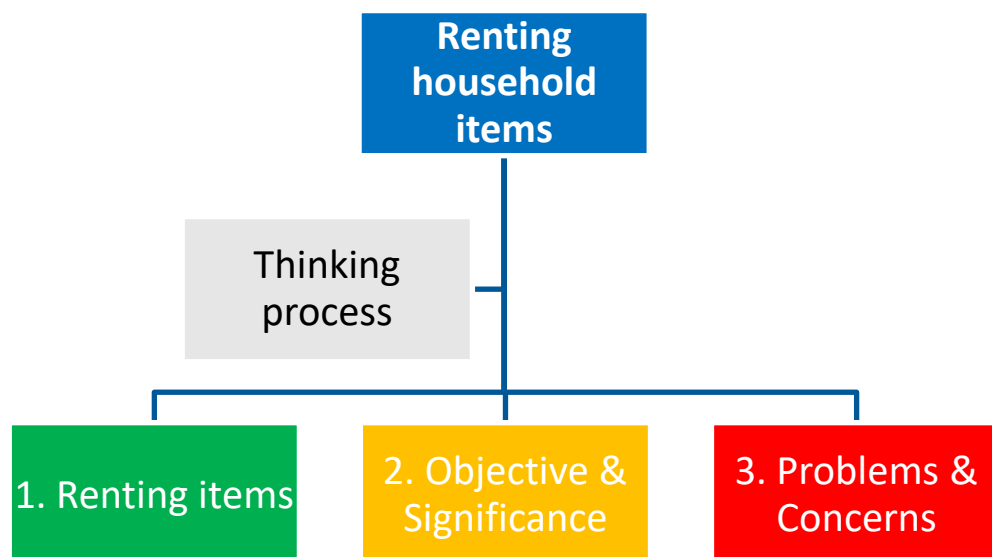


Figure 23. Hierarchical graph of research topic.

# 1. Renting items

## A) Renting own items

- Items that are rarely in use
- Extra income
- More space

## B) Renting items from others

- Cheaper instead of buying
- Save money

# 2. Objective & Significance



## A) Objective

- Creating an app
- Easy to use, simple
- Rating system
- ID verification



## B) Significance

- Enhances green & sharing economy
- Everybody has the possibility to rent
- All in one application

# 3. Problems & Concerns



## A) Problems

- Insurance
- Warranty
- Law



## B) Concerns

- Trust
- Hygiene
- Damage, breach of contract

Figure 24. List of relevant topics.

## 6.2 The findings

Based on the survey, renting household items would be welcomed – where an application supporting its functions with all the processes would be remarkable. Further, possibilities that would hinder the use of the app would be trust among individuals, simplicity of the app itself and law.

As a renting app would primarily run on users, it will take some time until it can be utilized optimally. When all relevant issues would be answered and proven logically, a renting app could gradually have some use in Finnish society.

The findings from the survey will be divided into three parts:

1. Items that came up in the majority of responses
  - Popular items among renting
  
2. Items that came up in the majority of responses
  - Unpopular items among renting
  
3. Concern's, thoughts and ideas
  - Law
  - Functionality and simplicity
  - Trust, guarantee and warranty

The following chapters discuss the findings. Each part has its own heading. Extracts from the survey will act as additional sources of information alongside relevant topics. After examining the findings, suggestions will be drawn.

## 6.3 Hot topics

Even though the responses have somewhat different answers and opinions, similar issues and topics from all genders and age groups came up in each response. As in-depth surveys may sometimes provide relatively different opinions and discussions, clear connections and generalizations may be challenging to make.

Fortunately, this was not the case with the survey created by the author, emerging topics are relatively easy to identify.

### **6.3.1 Popular items**

Out of the popular responses 43 percent consisted of outdoor related items, 34 percent of indoor items and 23 percent that fell into both categories. The most mentioned items that respondents chose are:

1. Machinery, tools, drill etc...
2. Vehicles, cars, motorcycles etc...
3. Winter equipment, skis etc...
4. Clothes, valuable dresses, tuxedo, suit etc...

### **6.3.2 Unpopular items**

Out of the popular responses 77 percent consisted of both related items, 15 percent of indoor items and 8 percent outdoor items. The most mentioned items that respondents chose are:

1. Intimate clothes, underwear, socks etc...
2. Personal items, phone, wallet etc...
3. Furniture, sofa (that have textile) etc...
4. Hygiene items and sheets/blankets received the same amount of responses

## **6.4 Subjects to consider**

Items that would and would not be used in renting was a subject which was discussed several times in the survey, this gave several new ideas to help understand would a specific item be rented. In addition, important aspects regarding the app, law and warranty were analysed.

### 6.4.1 What items and why

The question which asked participants to name popular items among renting received various responses. One respondent from the survey added “Expensive and not easily stored items one needs only for a relatively short period of time. Maybe stuff for baby, a grill, skis & snowboard etc... PlayStation, lawnmower, Christmas decorations etc...”, (anonymous respondent 2019). This suggests that it is not only the item itself, but factors such as price and size of the item also affects its popularity among renting.

Furthermore, when respondents were asked to name items they would not rent, one respondent added “Household items used in kitchen (for allergy and hygiene reasons), furniture with padding/ any other than pure wooden furniture (for hygiene reasons)”, (anonymous respondents 2019). This suggests that items which can be affected by the users’ hygiene would not be popular in renting.

### 6.4.2 Simplicity

The survey did not ask participants any specific information on the application itself, like what things would have been necessary in it or not, for individuals to use it more likely. Despite this, few responses mentioned that the app would need to be easy-to-use and simple. This is rather logical since a surprising amount of responses came from the age group of 40 or more. According to one respondent “If the app is practical and simple then definitely” (anonymous respondent 2019).

Furthermore, one respondent suggested that the application should include a rating system. The respondent stated “ranking system for both, the one renting own items and for the one renting items from others” (anonymous respondent 2019).



### 6.4.3 Law, warranty & trust

Among one of the big topics were the rules and law applying to a renting application. Some respondents found it somewhat problematic and that solutions must be found in order to use such an app. The following extract points out thoughts about law, warranty and trust.

“Renting must be based on some kind of law for me to have trust” (anonymous respondent 2019).

“I would not take responsibility if the items get damaged during renting” (anonymous respondent 2019).

“How would we make sure that the renter’s items would remain unharmed (still usable and would not make the renter pay for repairing broken items) and who would take responsibility if the item goes to rent and is broken, without it causing too much trouble for either party. Renting items would need to be profitable for both parties” (anonymous respondent 2019).

These points from respondents are all essential and something that must be researched thoroughly. For now, possible solutions to tackle these issues can be applied from Airbnb and Trringo to see how they overcome these problems.

## 6.5 Interview

The author interviewed Daniel Schmidt via phone call an Airbnb host who rents his apartments on a weekly base in Tampere, Finland. The conversation was held in Finnish language. The following extract points out the question and answer received from Daniel.

What policies and applications does Airbnb use to enhance trust and warranty between the host and customer? (Question, Kim Siefen 08.01.2019)

[...] The first thing is full personal information, for example I do not rent to people who do not have their address, email, phone number or a confirmed ID. Airbnb posse's user ID if you give it to them, which goes into their confidential database. Airbnb shows me, has the user provided Airbnb with the ID. For example, when reservations are made and if I get a uncomfortable feeling from the conversation with the individual or some other reason, Airbnb lets me cancel the reservation which is usually not allowed in other platforms. A profile picture is of course something which increases trust as well. The more information of the customer the better the situation, like a travel plan, guests travelling along and their contact information, so contact information and an official ID card, payment by online bank or credit card and definitely no cash payments with unknown people. When making the reservation, you must tick a box to confirm to obey the house rules. Anyone can send a reservation request directly without requesting, and on the other hand deny un-ranked user reservations. Of course, public reviews and ranking awake trust as well. [...] (Interview, Airbnb host 08.01.2019)

## **6.6 Possibilities to modify the process**

The previous chapter demonstrated what factors reduce risk of wrong use and enhance trust between individuals. It still did not answer questions considering law. For example, who takes responsibility if an item gets damaged or broken during the renting period. For now, the solution is to rely in the terms and agreements set by the yet uncreated app. The author decides to leave that issue for a different topic, since it would not have answered the research question.

## **6.7 For the future**

For now, the author thinks it best to leave the examining at this. The process of this thesis became extremely interesting and the learning has been substantial and eye-opening. All the results from the survey gave the author a positive feeling on the topic, nevertheless it showed great potential. This thesis gives an excellent base to pursue this topic after studies.

The author now knows that a renting application requires certain features in order to have use in the consumer market. Online identification, profile picture, easy-

to-use application and a ranking system were the main functions respondents were looking for. When these requirements are met, this survey proves that there is substantial potential for a renting platform to have use in Finland.

## **6.8 Validity**

The author thinks it is safe to say that the conceptual framework has reliable backing, since most of articles read were found from respected business and media companies such as Forbes. In addition to this, Airbnb is used all over the world, including in Finland with thousands of satisfied customers and hosts (Airbnb 2017). Trringo on the other hand is only used in India so far, despite this it has grown popular in their country benefitting both the poor and the rich (Trringo).

Furthermore, the survey was posted online as well as sent directly to close friends and relatives. This means it includes random participants who came from different sexes, ages and occupations. In addition, the majority of participants live in Finland, which targets the research question more accurately. The tool in creating the survey was Microsoft forms which means that the responses could not be tampered with. This enables the author to be confident that the answers from respondents are reliable. With these facts combined the validity of this research is not uncertain.

## 7 CONCLUSION

This bachelor's thesis aimed to discover possible potential for renting household items in Finland on a regular basis. As renting in general tends to depend on a variety of factors, this thesis focused on issues relevant for household items. Moreover, it provided background information on relevant topics and discussed responses from the survey, as well as developing solutions.

The objective of this thesis was to research whether or not people would rent items if there became a possibility for it, an app for both renting own items and renting items from others. As new applications are shaping today's environment, and technology enabling new solutions, similar concepts on the topic were examined.

The objective was reached, over one hundred responses were received and analysed, and a clear result was obtained. On the contrary, as the plan was also to find out what would prevent people in renting property, no direct solution to cover all issues could be found. Even though there are a variety of similar concepts out there, nothing directly gave answers to who would take responsibility if an item gets damaged or broken during use. Rules and law tend to form over time, and therefore cannot be modified instantaneously. As discussed in this thesis, examples how Airbnb deals with similar issues is presented, solutions which can certainly be implemented to a renting application.

Even though solutions for all issues at hand might not have been reached in this thesis, thoughts, ideas and feedback related to it were found. The survey and a phone call interview provided sufficient information both about the potential of the topic and the issues that would most likely occur. In addition, some improvement suggestions were also discussed based on the information gathered from the survey.

For the future, additional research in the Finnish law in property renting should be made, as well as with insurance companies to see would they take any part in

covering costs if accidents occur. After finding solutions for these issues, pursuing this idea as a business model might be worthwhile.

Even though the suggestions and discussed topics may sound easy to incorporate, implementing them into platform such as an application won't come without problems. Therefore, the importance of having a good team, software developer and motivation with the same vision is crucial. In addition, the application must be simple and easy to use and at the same time make the users realise it is an eco-friendly solution. A functional easy to use application for anyone to use.

Since the author is not and has never been working in an organization with a similar concept, the thoughts and observations were made from an "personal" perspective which also allowed the possibility for doubts. Based on the fact, that 84% of the participants answered "yes" to the main research question without any objectives with proper backing the author thought it is safe to say that a renting application would have potential in the Finnish market. With this in mind, at least in the author's opinion, there is potential in Finland for something like this.

With these words, the author wants to thank both the reader for reading, and the respondents for taking part in the survey. In addition, a special thanks to Daniel Schmidt for taking his time to answer the author's question.

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## APPENDICES

### Appendix 1. The authors' survey in English

1 (2)

# SURVEY: Household items

Language: English The survey consists of 15 parts and only takes a few minutes to complete.

1.ITEM(S) = refers to: e.g. household items grill, skies, books, cutlery, clothing, furniture, bicycle, toys etc.. Other = Comments, ideas, etc..

2.Gender

- Male
- Female
- Prefer not to say

3.Age

- 18-25
- 25-40
- 40+

4.Occupation

- Entrepreneur
- Employee
- Student
- Unemployed

5.Do you think people would be interested in renting items?

- Yes
- No
- 

6.Would you prefer renting items over buying them?

- Yes
- No
- 

7.Would you rent items for income?

- Yes
- No
- 

8.Would you rent items from others if it becomes cheaper than owning the same?

- Yes
- No

9. Would you trust people in general, if the renting is based on a signed contract?

 Yes No

10. Would you rather rent your own items or rent items from others?

 Rent own items Rent items from others Both

11. How much trust would you have in renting items through app with valid user info?

 1 (NO TRUST) 2 3 4 5 (TRUST)

12. If there was a renting app for household items in Finland could you imagine using it?

 Yes No

13. In your opinion what type of items would be the most "popular" in renting? NAME 2 or more

14. What type of items would you not rent? NAME 2 or more

15. Anything you would like to add? Feedback? Own ideas?

*Your thoughts would be much appreciated! After pressing SUBMIT the survey is over, thank you very much for your contribution! Have a good week!*

# KYSELY: Kotitalouden omaisuus

Language: Finnish Kysely koostuu 15:sta kohdasta ja sen tekemiseen menee vain muutama minuutti.

1.OMAISUUS = viittaa kodin tavaroihin esimerkiksi: grilli, sukset, kirjat, astiastot, vaatteet, huonekalut, polkupyörät, lelut jne..) OTHER (Muu) = Miksi? Kommentteja, ajatuksia, jne...

2.Sukupuoli

- Mies
- Nainen
- En mielelläni kerro

3.Ikä

- 18-25
- 25-40
- 40+

4.Tehtävänimike

- Yrittäjä
- Työntekijä
- Opiskelija
- Työtön

5.Luuletko ihmisten olevan kiinnostuneita omaisuuden vuokraamisesta?

- Kyllä
- En
- 

6.Haluatko mieluummin vuokrata toisten omaisuutta kuin ostaa itse vastaavaa omaisuutta?

- Kyllä
- En
- 

7.Vuokraisitko omaisuuttasi jos saisit tuloa?

- Kyllä
- En
- 

8.Vuokraisitko omaisuutta muilta, jos se tulisi edullisemmaksi kuin kyseisen omaisuuden omistaminen?

- Kyllä
- En
-

9. Luottaisitko yleisesti ottaen ihmisiin, jos vuokraaminen tapahtuu allekirjoitettuun sopimukseen perustuen?

- Kyllä  
 En

10. Haluaisitko mieluummin vuokrata omia tavaroitasi vai vuokrata tavaroita muilta?

- Antaa vuokralle  
 Vuokrata muilta  
 Molemmat vaihtoehdot mahdollisia

11. Kuinka paljon luotat omaisuuden vuokraamiseen sovelluksen kautta, jolla on voimassa olevat partneritiedot ja pelisäännöt?

- 5 - Luotan paljon  
 4  
 3  
 2  
 1 - En luota lainkaan

12. Jos Suomessa olisi tavarantoiminnan vuokraussovellus, käyttäisitkö sitä?

- Kyllä  
 En

13. Mitkä tavarat olisivat "suosituimpia" vuokraamisessa?

*Nimeä kaksi tai enemmän:*

14. Mitä tavaroita et vuokraisi?

*Nimeä kaksi tai enemmän:*

15. Haluatko lisätä jotakin? Palautetta? Omia ajatuksia?

*Arvostan suuresti ajatuksia aiheesta! Painettuasi "SUBMIT" kysely on ohi, kiitos paljon panoksestasi ja hyvää viikkoa!*

## Appendix 3. Respondents input in context form

Table 1. Do you think people would be interested in renting items?

<b>Answer of respondents (other)</b>	<b>Quantity</b>
Maybe / Depends	5
Yes, certain property which is not in daily use	1
To some extent yes	1

TABLE 2. Would you prefer renting items over buying them?

<b>Answer of respondents (other)</b>	<b>Quantity</b>
“Depends on the item”	12
“Maybe”	5
“Depends how regularly the item is used”	3
“Depends on the price”	3
“Depends how much money can be made from the item”	1

Table 3. Would you rent items for income?

<b>Answer of respondents (other)</b>	<b>Quantity</b>
Depends on the product	8
Not sure / maybe	5
For extra money	1
Agreeing in terms might require too much effort for small things	1
I have not yet thought about this	1
If the income would be good	1
I would not take responsibility if the items get damaged during renting	1

Table 4. Would you rent items from others if it becomes cheaper than owning the same?

<b>Answer of respondents (other)</b>	<b>Quantity</b>
Depends (on item)	6
Depends on how often I use them, but in general yes. I don't like to keep things home which I only use/need a few times a year	1
Yes, if renting is easy and I don't use the item regularly	1
New concept for me, I would have to think	1
If I only needed the item once	1
Rarely used items yes	1
Because I'm a student, yes. Renting is easy and eco-friendly	1
It is more about how often the item is in use, not the price	1
Expensive products yes, cheap ones no	1
Rarely used items yes	1
Yes, if it's for a short period of time and I don't accurately need it	1
Depends how much effort is required for this	1

Table 5. Would you trust people in general, if the renting is based on a signed contract?

<b>Answers of respondents (other)</b>	<b>Quantity</b>
If the contract covers everything relevant, e.g. What happens if the item gets broken or is not returned on time. Also the contract should require official identification/social security number so that the person can be confirmed to be who she/he is. If not, then I would not trust my items to strangers.	1
Would depend on the contract	1
Depends on people	1
I would need to evaluate the person, but in general yes	1
What do you mean?	1
I'm a little sceptical because I have bad experience in lending stuff	1
I might think is this trustworthy	1
Depends on the contract, guarantee and compensation	1
I am honest, but nowadays I would not have so much trust in renting my property	1

Table 6. Would you rather rent your own items or rent items from others?

<b>Answer of respondents (other)</b>	<b>Quantity</b>
Others	1
Unknown	1

Table 7. How much trust would you have in renting items through an app with valid user info?

<b>Answer of respondents (other)</b>	<b>Quantity</b>
Impossible to evaluate without knowing what kind of app is at question	1
Renting must be based on some kind of law for me to have trust	1

Table 8. If there was a renting app for household items in Finland could you imagine using it?

<b>Answer of respondents (other)</b>	<b>Quantity</b>
Other	8
Maybe	4
When necessary	2
Depends on the item	2
I will try if there is a thing I need	1
Not really since I live in Belgium	1
If it's free	1
I could try	1
Depends what's at rent and for what price and the quality of it	1
I could use it if I find it trustworthy	1
If the app is practical and simple then definitely	1
Maybe for gardening equipment	1



Table 9. What type of items would be the most “popular” in renting? NAME 2+

<b>Answer of respondents (name 2 or more)</b>	<b>Quantity</b>
Machinery: construction tools, drill, other tools	28
Vehicles: Car, motorcycle, scooter, camper, snowmobile	24
Ski / winter equipment, ice skates	23
Clothes: suit, dress, jackets, tuxedo	18
Sports equipment, gym equipment, roller skates	18
Bicycle	16
Outdoor equipment: furniture/jacuzzi, trampoline, canoe, grill	15
Games, play station, pc, board games, tv, music players	13
Cutlery	9
Baking equipment	9
Books	7
House, apartment, cottage, real estate	7
Gardening equipment, chainsaw, loan mower	7
Boat	7
Art	5
Supp paddle board	4
Textile cleaners	4
Indoor equipment: furniture, matt, decorations	3
Trailer	3
Cleaning equipment, robot vacuum cleaner	2
Sewing machine	2
Steam cleaner	2
Toys	2
Expensive equipment	2
Luggage bags	1
Fishing equipment	1
Water pipe	1
Camera	1
Drone	1
Subscription software: Netflix, c more	1
Seasonal items	1
Maybe	1
<b>Total amount of names</b>	<b>235</b>

Table 10. What type of items would you not rent? NAME 2 or more

<b>Answer of respondents (name 2 or more)</b>	<b>Quantity</b>
Clothing: intimate, underwear, shoes, swimming suits	34
Personal items, sentimental value	18
Furniture: sofa, bed, anything with padding	12
Hygiene items	12
Sheets, blankets, textiles	12
Items used daily / regularly, multiple times	10
Games, movies, tv, pc, speakers	9
Vehicles, cars, motorcycles	8
Cutlery	5
Kitchen equipment, dishes, hygiene reasons	4
Delicate items, glass	3
Cleaning equipment, vacuum cleaner	3
Cheap items	3
Phone	3
Books	2
Weapons, hunting equipment	2
Heavy items, hard to move	2
Toys	2
Skies	1
Toilet brush	1
Jewellery	1
Small items	1
I don't know	1
House, apartment	1
Bicycle	1
Cosmetics	1
Grill	1
<b>Total amount of names</b>	<b>153</b>

Table 11. Anything you would like to add? Feedback? Own ideas?

<b>“Add/Feedback” of respondents</b>
Looks good, there is potential.
Thank you very much.
Its very important subject considering climate change. We have to stop the overconsumption and move on to more sustainable ways to consume and live. Good job!
Renting is becoming a trend slowly! Interesting to see how much it will change! Good topic!
That’s a great idea
There’s potential with this, needs to have a functional execution. Good luck with your thesis!
Good question! Sounds interesting!
The difference between renting from someone and renting out is somewhat vague from time to time.
Huge risk when renting small items from individuals.
I would like to rent items I rarely need!
A renting “app” is missing
Good survey, made me think about things
This topic is very interesting and a very good idea.
Usually rented equipment is for the manufacturing industry! Unfortunately, rarely for household equipment.
Good idea to produce a service where people can rent what they need.
Very interesting and mind arousing survey!
The participant information was missing officials and pensioner. I am an official who retired recently.
Interesting concept. It should have clear terms and conditions. I could give it a try and continue depending on my experience.
I would prefer renting to a person I know. Items usually don’t get better when loaning.
I would rent valuable items which don’t have constant use.

If the item in question is rarely needed, hard to store and expensive, I can rent it.
The term household items is wide and makes you think about wealth, even though the survey deals with movable household items. Has the form been tested?
I am a pensioner and belong to the age group who think "my items / your items". The younger generation thinks more widely nowadays.
<b>Total: 23</b>

Table 12. Own Ideas of respondents.

<b>“Own Ideas” of respondents</b>
The idea of rentable appliances and items is great, but it still has many problems to be solved before it can be done. E.g. in capital area you can “rent” appliances from libraries or use them in a controlled environment, which is great. However, if everyone could join an app where stuff could be rented to other people, it would create a hygiene risk because the renter could not be sure of the conditions from where the tool etc was rented from.
Renting out your own items could also build credit that can be used to rent other items. That way renting own items would be more appealing
I think there is some actual potential in renting household items, but I would focus more on items which people use rarely and which are more expensive to buy/own because I would think if people see how much money they can actually make out of it or save they would be more open minded for trying it. It’s just like car sharing: some people are too shy/rather wanna ride or take people with them who they know, but as soon as you’ve tried it and see that you can actually save/get lots of money from it they’re more or less ok with it. I also gotta say that I’m not sure how people think about that if they’re in adult age and actually have more money than students.
Ranking system for both, the one renting own items and for the one renting items from others.
The idea of renting is good. But I wonder if it is limited in things people would want to rent from others. Just my personal thought as I can only think of 2 things I want to rent from others. I may change my mind if there are more examples.
Renting items can be a future thing. Many want to get rid of useless items and react critically when purchasing new items. Especially items that are rarely used, it would be smart to rent instead of constant storing.
Nowadays in many countries renting “brand clothing / bag” is a trend and perhaps a good idea. Personally, I wouldn’t still use rented clothing, bags etc unless it is about elegant clothing that is only used once. Still, this is a very eco-friendly idea. Neither would I not rent furniture for my personal use, however using rented furniture to facilitate selling a house or flat would be a great idea.

It is in various ways smart to rent household items. Owning household items is usually expensive and requires space. Renting is smart especially, if the items are rarely used. Renting price and the profit from it effects the renting decision a lot.

It is unwise to purchase a boat if you only use it for one or two weeks in the entire year and the rest of the time is spent in maintenance, or purchase climbing equipment if you only use it once in Kilimanjaro. I believe, most of the items which are used for a short period of time or only once, it would be smarter to rent them than to leave them to dust for years.

A renting app could be welcome. How would we make sure that the renter's items would remain unharmed (still usable and would not make the renter pay for repairing broken items) and who would take responsibility if the item goes to rent and is broken, without it causing too much trouble for either party. Renting items would need to be profitable for both parties. Usually the renter has a fairly high price, of course I understand the fixed costs around it, but it decreases the amount of potential people renting. Thus, I do not support the global order where for example: global officials force people to rent everything they use constantly property/apartment/cars/clothing etc. In the future people should have the right to own property in reasonable and necessary quantity without them being taxed harshly.

**Total: 10**