

**CONTEXT AND INTERACTION BETWEEN SOCIAL INNOVATION AND
COLLABORATIVE CONSUMPTION: THE CONCEPTUAL STUDY****SOSYAL İNOVASYON VE İŞBİRLİĞİ TÜKETİMİ ARASINDAKİ BAĞLAM VE ETKİLEŞİM:
KAVRAMSAL ÇALIŞMA**

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İstanbul/Türkiye**ABSTRACT**

The concept of social innovation, which collects a large number of scientific disciplines and forms an intersection point, has become widespread, becoming increasingly important due to the increasing global problems and consumption pollution. This concept generally includes the creation of new strategies, ideas and organizations in the direction of social needs and desires in terms of consumption. At the same time, the concept of collaborative consumption associated with this concept is also defined as an organizing system or networks in which participants participate in sharing activities such as renting, lending, trading, clearing and exchanging goods, services, transportation solutions, space or money.

This article explores the conceptual understanding of social renewal and its connections to collaborative consumption. To achieve this aim, this study provides a framework for further guidance on social innovation and cooperative consumption. As a result, it has been determined that collaborative consumption is an example of social innovation, although the interaction between collaborative consumption and social innovation is not emphasized conceptually.

Keywords: Social Innovation, Collaborative Consumption, Sharing Economy, Consumer Perception

ÖZ

Çok sayıda bilimsel disiplini bir araya toplayan ve bir kesişme noktası oluşturan sosyal inovasyon kavramı giderek artan küresel sorunlardan ve tüketim kirliliğinden ötürü son derece önemli hale gelerek, geniş bir alana yayılmıştır. Bu kavram genel anlamda tüketim konusunda sosyal ihtiyaç ve istekler doğrultusunda yeni bir takım stratejiler, fikirler ve organizasyonların oluşturulmasını içermektedir. Bu kavramla birlikte kullanılmaya başlanan aynı zamanda da paylaşım ekonomisi ile ilişkilendirilen işbirlikçi tüketim kavramı ise, katılımcıların kiralama, kredi verme, ticaret, takas ve malların, hizmetlerin, ulaşım çözümlerinin, alanın veya paranın değiştirilmesi gibi paylaşım faaliyetlerine katıldığı organize sistem veya ağlar olarak tanımlanmaktadır.

Bu makale sosyal yeniliğin kavramsal anlayışını ve bunun işbirlikçi tüketimle olan bağlantılarını araştırmaktadır. Bu amaca ulaşmak için, bu çalışma sosyal yenilikçilik ve işbirliğine dayalı tüketim konusunda daha ileri çalışmalara rehberlik edecek bir çerçeve önermektedir. Sonuç olarak ise, kavramsal olarak ele alınan işbirlikçi tüketim ile sosyal yenilik arasındaki etkileşim vurgulanmadığı halde, işbirlikçi tüketimin toplumsal yeniliğe örnek olduğu belirlenmiştir.

Anahtar Kelimeler: Sosyal İnovasyon, İşbirlikçi Tüketim, Paylaşım Ekonomisi, Tüketici Algısı

1. INTRODUCTION

Social Innovation came to the fore in the 1950s. It has become increasingly a phenomenon in 2000 years. The concept of Social Innovation was first mentioned by Max Weber who described the relationship between social order and innovation, was initially considered abnormal by his influence on the social change of behavior.

Although social innovation has been widespread in the literature for 2000 years, it has always been a concept that preserves its existence, and it will continue throughout human history. Because innovations made with the aim of collecting benefit are considered social innovation. It is possible to see innovation in the most prominent technology field, and in every field of life and in many sectors.

To better understand the concept is in life, it would be useful to list some basic examples from the past. Services such as the use of guidance counselors in the field of education, the opening of kindergartens, computer-assisted distance education, etc. can be regarded as social invention. (Conger, 2009:2)

As we have seen in the literature, social innovation has been the subject of many academic studies and many conceptual studies have been dealt with in order to better understand the subject. However, the topic of social innovation has not been co-authored with the issue of collaborative consumption and has to be added to the literature.

Consumption habits have begun to change in the societies as a result of excessive intensive consumption habits thanks to the innovative thinking that consciousness and sustainable marketing approach brings. The concept of collaborative consumption, which is perhaps a new concept of consumption in the transition from consumer society to production society, was first used by Ray Algar in the Leisure Report Journal in 2007. Nevertheless, in the talk of Rachel Bootsman at the TEDx Sydney conference in 2010, this new consumption habit was defined as a 'new great socio-economic idea'.

Collaborative consumption is primarily a social innovation that is used to lift over consumption, but these two terms need to be dealt with together more deeply. Thus, a complete and extensive understanding on the insight between social innovation and collaborative consumption must be well understood. This is the primary purpose of this paper. This paper arrange in three sections. First, in order to understand social innovation 'innovation' concept should be clarified. Secondly, paper examines the existing social innovation literature. Thirdly, this paper reviews the literature of collaboration consumption within the context of social innovation. Fourthly, the paper ends by interaction of social innovation and collaborative consumption.

2. THE CONCEPT OF INNOVATION

Before explaining the social innovation it would be better to define innovation concept which is the biggest part of social innovation.

According to Thompson's (1965) "Innovation is the generation, acceptance and implementation of new ideas, processes products or services". (Thompson,1965:2) Similar to this definition Wong et al. explained the innovation as the effective implementation processes and products are designed to bring new business to the organization and provide benefits to itself and its stakeholders (Wong,2008:2). As Plessis stated that Innovation as the making of new information and thoughts to encourage new business results, gone for enhancing inward business procedures and structures and to make showcase driven items and administrations. Innovation includes both radical and incremental development (Plessis,2007:21)

On the other hand Schumpeter explained innovation according to following elements (Sundbo, 1998: 20); new product or applying a new future to product, get into new markets, developing a new production method, access to new raw material sources, create new organizational structure.

Turkish industrialists' and businessmen's association (TÜSİAD) expressed that innovation as a procedure of learning by inquiring about by developing the innovation that surveyed the part of science and technology" changing technology into a financial and social advantage. (TÜSİAD, 2003: 23).

Small and medium industry development organization (KOSGEB) identified innovation as address social and economic needs, respond to the markets or enter new markets; new product, service, processes, and results generated by the idea, application, system or business model "(KOSGEB, 2015: 1)

European Commission identified as expansion and renewal of markets and their association with product and services; establishing new production methods, distribution, procurement; in management, in business and as a change of working conditions of the workforce (Green Paper, 1995:1).

3. THE CONCEPT AND THE AIM OF SOCIAL INNOVATION

After reviewing the literature about innovation the main concept as social innovation will be resonated. Mulgan defined social innovation as building a link between new ideas and unmet needs to produce solutions to increase human life standards. Social innovation can be delineated as a collective creation process in which members of a particular collective unit learn, discover and settle new rules for social play in conflict and cooperation, or in other words for a new social practice, and in this process the essential cognitive, realistic and organizational skills (Crozier & Friedberg, 1993:19).

The thought of social innovation has been investigated by various researches, and several approaches toward this concept are classified. Some Definitions of social innovation in literature: Taylor stated that, social

innovation seeks to respond to social needs through a "new way of doing" a new social organization (Taylor,1970:72)

Little, defined that, social innovation is the utilization of social, natural or maintainability drivers to make better approaches for working, new items, administrations and forms, and new market space (Little,2006:36)

Social innovation is in order to meet a need to change social relations or find a solution to take an opportunity or to propose new social orientation to add to quality and social life. (Crises, 2014)

Social Innovation Center tries to clarify the term as follows: "Social innovation ascribes to new ideas that solve the existing social, cultural, economic and environmental challenges for people and the planet, change a real social innovation system, permanently change behaviors and structures.

Social innovations, which aim to foster and implement new ideas (products, services and models) to meet social needs and construct new social relations or co-operation, are considered as a convenient way to advance sustainable consumption (the European Commission, 2013).

According to Ross and Goddard (2015), social advancement is the way toward characterizing, prototyping and scaling new thoughts, new items, or new applications that make social value.

Mumford (2002) declared that social development is the age and execution of new thoughts regarding how individuals ought to sort out relational exercises, or social cooperations, to meet at least one shared objectives. According to it helps to develop social and economic problems by creating a new solution that addresses corporate social innovation, urgent social and economic needs, and to the source of information embedded in products, processes and services that work to improve the quality and quantity of people's life (Kanter,2015:125)

The micro goals of social innovations include the elimination of the needs of individuals or groups, the constant improvement of living standards, the enrichment of qualifications, or the development of a cohesive production. As social innovations represent a change in society, macro objectives are closely related to the removal of inequalities and the concept of sustainable development (Buchegger, 2000:7).

Final goal of social innovation is to change human demeanors and behaviors. Achievement depends exceptionally on the social innovation to be culturally satisfactory, monetarily manageable, and mechanically doable (Bulut, Eren, and Halac, 2013).

A continuous depiction of social innovation is "new solutions (items, services, models, markets, forms and so forth.) that all the while meet a social need and prompt new or enhanced capacities and better utilization of advantages and assets" (The Young Foundation, 2012:18). Pol and Ville (2009) condemn this origination since it involves all innovation that meet a social need, including business developments.

Phills, Deiglmeier, and Miller (2008) define social innovation as a solution to a social problem that is newer than current solutions where more effective, productive, sustainable or created value is firstly accrued as a whole from private individuals.

4. THE CONCEPT OF COLLABORATIVE CONSUMPTION

Belk (2014) who specifies it as 'people coordinating the acquisition and distribution of a resource for a fee or other compensation.' (Belk,2014:1597)

S.J.Barnes, J.Mattsson (2016) investigated ranking of drivers of collaborative consumption and those are technological enablers (cheaper transaction cost through IT), economic factors also ranked second with 'financial benefits for individual' A hybrid socio-economic factor , 'Lack of conventional employment opportunities' is fifth. Ranking of Inhibitors (p.206) of collaborative consumption; social and economic factors, business and legal factors. The most important issue perceived is 'lack of awareness'(1st), establishing trust (2nd), lack of IT infrastructure (3rd) political factors ranked on four and fifth, social factor (establishing trust, 6th) (Barnes and Mattsson,2016:204).

In the process up to the industrial revolution that took place in the 19th century, humankind is in balance with the produced and consumed, and does not threaten the natural life it is in. However, the establishment of factories and mass production has changed the lives of the societies to a great extent. The process of revealing the concepts of public relations and marketing in order to direct people to buy things that they do not need has continued as more and more people began to purchase goods they did not need. Thus the 20th century has been the process of building a consumer society in which human behavior is evolved in the form of buying and

disposing of goods and purchasing a constantly new one. In the consumer society, people do not just buy to meet the needs, consumption has become a necessity. That is why consumption itself is becoming a means of satisfying socialization and psychological needs among people (Tosuner,2012).

Collaborative consumption, which occurs in the networks of the consumers in various activities such as product, space and money leasing, credit use or swapping, is under the sharing economy. (Möhlman,2015:193).

Collaborative Consumption is evaluated not only in conventional consumption, but also in the process of consumer behavior. It is stated that there are big differences between producers and consumers who produce them industrially and sell them for profit. Consumers are influenced by the trademarks' logo, emblems and warnings from advertising made in various ways in purchasing behavior. Consumers, on the other hand, cooperate with each other, revealing the concept of empowerment, take over the authority. Along with the concept of authority, the market is where the field and the sales are consumers, that is, the secondhand sales and purchasing is the promise. On this account, consumers are cooperating in a co-operative trade (Ertz, Durif and Ancard, 2016:2).

Collaborative consumption can be influenced by economic (eg, over-earning, monetizing inventory, financial flexibility enhancement, etc.) and technological (eg social networks, mobile devices, etc.) within the framework of understanding innovative and social (eg increasing population density, sustainability, collective desire, etc.) and the payment system). The global economic crises have caused consumers to struggle to be more resourceful and with spending habits to be more careful. This brings consumers to the forefront of being able to reach more value with less cost. Thanks to this understanding, they are motivated by participating in common consumption for economical benefits by means of collaborative consumption, ie by providing cost savings for better value (Tussyadiah,2015: 820).

5. CONCLUSION

After reviewing the literature in order to relate two basic concepts we can easily conclude that collaborative consumption is an example of social innovation.

In 21st century, people want to see something new every day. The rapid development of technology, globalization, each and every information can easily become the standardization and normalization of everything, and every day society's search for innovation has become inevitable. For this reason, collecting and penetration of something is definitely related to its innovation. In addition to this innovation, social innovation has been observed to raise the prosperity of the society and try to solve the problems of society. The purpose of the social innovation and the screening of the literature has enabled this work to emerge in this sense.

Accessibility, flexibility, coexistence, etc., which will rank the benefits of collaborative consumption in other word sharing economy which is a part of collaborative consumption and every sharing economy platform accept as a collaborative consumption. The biggest contribution of collaborative consumption to society is to prevent over consumption, and to teach you to share. At the same time it contributes to the welfare of the society from the material side by reducing the cost. We can exemplify this with home sharing as Airbnb, with car sharing as Uber, with free accomodation as Couchsurfing are considered, and these platforms are considered to be a complete example of social innovation by contributing to society, sharing, trusting and being innovative.

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