Collaborative consumption – a new trend in the economy

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ABSTRACT
The speed of technological change and the increasing of social media make that the contemporary world economy is at a stage of constant transformation and quality changes. The purpose of this article is moving closer the latest trend of the sharing-economy (collaborative consumption) and showing the benefits and threats arising there from. It is important and topical subject, on account of the need for analysis of these issues, in particular, transactions are being entered into without the participation of the institution of the public market, that is on the public and not-formalized market.

Keywords: Collaborative consumption; the sharing economy; communication; peer-to-peer collaboration

1. INTRODUCTION
Communication, according G. A. Miller, is a transmission of information from one place to another [1], and from always plays a huge role on the business market. Particularly important in times of continual access to direct and fast information, frenetic development of digitalization at a time when the economy is subject to strong turbulence, gaining features a variable and unstable. Currently almost all forms of activity are becoming transitory, whereas their cycles are more and more short [2]. With reference to the above, whether subject sharing
economy is it possible to regard important? Internet and social media should be assigned a special role, which is related to the increasing importance of networks and social networking. Today coverage of the Internet is great, and the use of common. According to Universal McCann Examinations [3], 625 million people use the Internet worldwide. Since the 2008 October up to the 2009r. March 22 727 of Internet users took part in the examination carried out from 38 countries. The report portrayed changes which are occurring in the manner of using the Internet, emphasizing the appreciable increase of the interest with social media. According to the report 63 percent of all Internet users in the world is using the at least one social portal. Today via these portals people want to share their assets, to earn money and to create the synergy. It turns out that new perspective, unique know-how, fresh and different point of view, supported by a pillar brought values may prejudice programming and achieving success. “Sharing economy” also called “collaborative consumption” is attractive and appealing name, but this term, difficult to directly translate into Polish, does not have a coherent definition. However, more often it occurs in advanced western economies: across North America, Western Europe and in Poland recently. It causes confusion and controversy. Obtains supporters and opponents, both amongst economists, as well as entrepreneurs. Some claim that it’s fantastic example of how technology is creating a market for things that never had a marketplace before [4]. Others, however, argue that the current form of sharing economy is sometimes extremely incompatible with noble objectives [5,6].

2. PROBLEMS OF DEFINITION

The conventional interpretation of the sharing economy is at present focused on its financial and commercial aspects, with continuous news reports proclaiming its rapidly growing market size [7,10]. This new economic paradigm arose in response to the worldwide financial crisis. To the purpose of his development, apart from the digitization, both an increase in the awareness of citizens that the overconsumption is nothing good, and a readiness of signing are needed under the statement that it is possible to believe the trust between strangers, who might have something to suggest possible. In the estimation of Agyeman J. And Mc Laren, what’s missing from most of these current definitions and categorisations of economic sharing is a consideration of “the communal, collective production that characterises the collective commons” [7,8]. They widely explore the opportunities and risks for sustainability, solidarity, and justice in the changing nature of sharing. A broadened “sharing spectrum” that they propose therefore not only focuses on goods and services within the mainstream economy, but also includes the non-material or intangible aspects of sharing such as well-being and capability [7].

Research conducted by J. Gerzema and D'Antonio (2014) using the world's largest panel of survey BrandAsset® Valuator, show that 82.1% of respondents agree with the statement that in a world where there is less money close relationships become more important [9]. 77% of respondents stated that people are more likely than in previous generations confide with their feelings [9]. This is based on a solid foundation methodological report included a large-scale study, which encompassed sixty-four thousand people on several continents, in 13 countries, accounting for 65% of global gross domestic product. Some believe that the true economics of sharing takes place only when there is a spontaneous, non-commercial initiative that brings value in improving interpersonal relations and its objective is
to share in order to reduce consumption. This, of course, may constitute an alternative to unemployment in times of crisis. However, according to A. Gąsiorowska we should make a clear distinction between bottom-up project-based economy of sharing, such as a group of trade items, and companies that use this trend for business, and a prerequisite for sharing consumption is maintaining close relationships between people. When this closeness is not there, we are dealing with a purely commercial relationship [10]. In a situation where companies such as Lyft, Uber, Airbnb become private corporations backed by venture capital, is just another market corporations, evaluated and estimated in the billions of dollars – Rachel Botsman, promoter of the theory of sharing economy, has calculated that the market parties to exchange is worth over $ 26 billion, Uber, an American start-up, is valued at more than $ 40 billion.

3. THE BENEFITS OF THE SHARING ECONOMY

Some argue that P2P (peer-to-peer) collaboration can form the basis of a new social contract, with an extensive sharing movement acting as the catalyst for systemic changes that can address the root causes of both poverty and climate change [7]. The idea is that sharing economy is not only a response to consumer lifestyle, but is actually takes society back to old market principles and collaborative behaviors that is peaceful exchange of goods [11]. According to “Forbes”, in addition, any such initiatives also have enormous economic potential. "Forbes" estimated that in the framework of the sharing economy, to the portfolios of Americans end up several billion dollars, which means 25-percent increase in market [12] and in the USA, it created at least a hundred sites on various spheres of life. On the "virtual markets", users can borrow from each car (Relayrides.com, Whipcar.com), provide bicycles (Liquid.com), to exchange for some time objects (SnapGoods.com iNeighborGoods.com), rent parking spaces (Parking Panda), take care of household pet in the absence of the owners (Dogvacay.com) or perform minor works (TaskRabbit.com), etc. [11]. It should be emphasized that the micro-entrepreneur sells goods and services in the traditional sense of the word, but divided them, because beyond the selected time, both car, bicycle or eg. apartment or house, serve micro entrepreneurs just like every day, except that generate revenue.

Polish portals operate on similar basis as foreign, for example bankczasu.org, thingo.pl, kokos.pl (loans), wolneauto.pl (as Whipcar or Getaround). And wooloo.pl can delegate the task, and the performers themselves have registered (analogous to task Rabbit). Many national platforms, however, the lack of a sufficiently large scale.

4. THE THREATS OF THE SHARING ECONOMY

Trend "sharing economy", sometimes is referred to as the "gray area" because it oscillates between the lending of private property and the lack of compliance with safety procedures, which may cause concern about other competing companies in the scope of taxation and legality. Although operating within the framework of collaborative consumption "micro-entrepreneurs" have flexible working hours, and it would seem that total independence, it does not acquire the rights of workers, or health insurance, vacation or pension rights.
Supporting the downloading fees, associated only by supply and demand applications, services boast that provide for example such accommodation more people than a network Hilton Hotel. But protest eg. driver's ordinary taxi network, who must have concessions, pointing to the lack of any responsibility for the quality of services or security. Furthermore, not everyone responds eg. travel in someone else's car, in the company of strangers, without uniform standards of quality public broker. The case of attacks - beatings combined with rape in a taxi ordered in India through Uber, although there is an obligation to verify in the field of criminal records of the driver and the car's GPS transmitter, certainly provokes discourse on the responsibility of earning platforms for the sharing economy. Additionally, in practice it turns out that in order to maintain the work on the principles of shared consumption is extremely harder. Experiment undertook a month journalist Sarah Kessler, who tried to keep only the economy of sharing [13].

Firstly, she didn't have a car, and so was excluded from the most income sphere of the consumption, i.e. the lease of the flat and the service delivery taxi. Moreover, it turned out, that the most tasks on Task Rabbit is folding furniture of Ikea and the moving, that is the greatest demand for strong men. However, if eventually something will be commissioned for a woman, it is almost impossible to set the graphics orders - often at two different ends of the city. Instead of the promised revolution, she said, she got only a hard work, the low pay and the system which is puts employees in the disadvantage [13].

5. CONCLUSIONS

There are many doubts and obstacles that may stand in the way of rapid development of share economy. Collaborative consumption is certainly an alternative to post-crisis unemployment. It seems, however, that sometimes too much is advertised with a focus on its "inevitable triumph" [14]. There is a significant risk that the existing legal micro-companies can transform themselves in private apartment users, whether private drivers to offer their services without charge of a public tribute.

Therefore, in the interest of intermediary services flows of goods and services it is interested not only in how their services are reliable and safe. It seems that at some point will have to begin to bear responsibility, after all, to both the people (who transform into workers) and consumers. But what will be if these services differ from the usual corporation?

Sharing economy is a trend that is a response to uncertain times and wants to show that even if there is no work and money, it is enough to want and to be open to different ideas. It would be good, that instead of competing, services operating in the share model economy began to cooperate with each other. It could distinguish them from the traditional businesses as a new synergy and win-win way of life and would do well to the whole market. Classical economic theories do not address the patterns of thinking or issues related to value systems. In the case share-economy and honesty is required from two sides - as the condition necessary in the longer perspective for this business can to act. Retaining the honesty causes increasing the growth of the security and the decrease in possible extra costs involving a certain amount of risk of given transaction. Is collaborative consumption will survive and will conquer global economy, time will show.
References


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