

Consumption of goods and services is one of the basic activities in the economics. Observation of modern societies enables one to indicate two completely opposing global trends in consumer behaviour, known as consumerism and sustainable consumption. Assumptions of sustainable consumption are derived directly from an increase in consumers' awareness in respect of connection between human being and nature, as well as disappointment and tiredness of world ruled by over-consumption. Consumerism is a shift from a society of producers, where the aim was to ensure the secure and sustainable consumption, into a society of consumers, where the key objective is not to satisfy the existing needs but to permanently arouse new ones. As a consequence, consumption became 'a particularly important matter, if not central in the lives of most people' (Bauman, 2009).

The popularization of the phenomenon of collaborative consumption is linked to contrasting socio-economic megatrends: consumerism and sustainable consumption, and therefore theoretical developments concerning the phenomenon tend to focus on general economic effects resulting from the inclusion of the consumer in this form of market activity, such as: more efficient ways to meet the needs, reduction of incurred costs, benefits in social and environmental areas.

Investors regard it as the new "mega-trend"; investing hundreds of millions of dollars into related start-ups. Furthermore, it is predicted to have a major societal impact, and thus holds relevance to both practitioners and policy makers. A long-term nature of changes in consumer behavior and favorable attitudes towards involvement in collaborative consumption were confirmed, among others, by the study of Bardhi, Eckhard (2012) and Bainbridge (2013).

The result of the research project will be increased knowledge of the individual determinants conditioning the willingness of consumers to be involved in the sharing of goods through collaborative consumption and development of a measurement model of propensity to participate in such a manifestation of satisfying consumer needs. The results of research conform to the latest tendencies in terms of so called consumer behaviour school, which constitutes the extension to the object of research in the shape of behaviours, which relate to consumption whose basis is not a purchase made on the market.