The Idea of Car Sharing as a Manifestation of Sustainable Consumption

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The article presents issues related to sustainable consumption as a consumption model that to a large extent opposes a traditional ownership-based consumption model. Sustainable-consumption-driven behaviours include, inter alia, joint car sharing by consumers. The article aims at presenting the very nature of sustainable consumption, including collaborative consumption, and at identifying young consumers' opinions concerning joint car sharing. The results of our own direct research conducted by means of an online questionnaire (WEB) in 2017 are used in the article.

Keywords: sustainable consumption, collaborative consumption, car sharing.

Idea wspólnych przejazdów jako przejaw zrównoważonej konsumpcji

Artykuł prezentuje problematykę zrównoważonej konsumpcji jako modelu konsumpcji, który w dużej mierze przeciwstawia się tradycyjnemu modelowi konsumpcji opartemu na własności. Przejawem zachowań opartych o ideę zrównoważonej konsumpcji są wspólne przejazdy konsumentów. Celem artykułu jest przedstawienie istoty zrównoważonej konsumpcji, w tym wspólnej konsumpcji oraz identyfikacja opinii młodych konsumentów na temat idei wspólnych przejazdów. W artykule wykorzystano własne wyniki badań bezpośrednich przeprowadzonych w 2017 roku techniką ankiety on-line (WEB).

Słowa kluczowe: zrównoważona konsumpcja, wspólna konsumpcja, wspólne przejazdy.

JEL: D10, E21, R49

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1. Introduction

Sustainable consumption minimising the adverse impact on the natural and social environment is an inseparable element of sustainable development. The development of sustainable consumption (which requires certain sacrifices, a change of habits, and often higher costs) is dependent upon a high level of people's environmental awareness. Sustainable consumption is the optimal, conscious and responsible use of available natural resources, goods and services at the level of individuals, households, local communities, business, national, regional and local governments and international structures. There are at least three approaches to sustainable consumption: holistic; as an alternative lifestyle; as eco-consumption (Dąbrowska et al., 2015; Kryk, 2013). Recent years have witnessed consumer behaviours that can be considered manifestations of sustainable consumption. Such behaviours include the idea of car sharing.

It originated in the United States in the 1940s, yet became particularly popular at the end of the 1970s. Shared journeys (mainly to work) were then the only possibility of reducing transport costs in the absence of alternatives, namely efficient means of public transport (Ferguson, 1997, pp. 349–376). We currently see a renaissance of the popularity of ride-sharing transport services ensuing from greater prevalence of mobile devices and applications. This interest is visible mainly in the segment of young consumers (Generation Z) who encounter and use new technologies on a common and daily basis.

The article aims at presenting the very nature of sustainable consumption, including collaborative consumption, and at identifying young consumers' opinions concerning joint car sharing. The results of our own direct research conducted by means of an online questionnaire (WEB) in 2017 are used in the article.

2. Sustainable Consumption – Selected Theoretical Aspects

Sustainable consumption, forming part of sustainable development, is currently regarded as one of modern trends in consumption (Sobczyk, 2014; Rogall, 2010; Kiełczewski, 2008). In most general terms, sustainable consumption is construed as "an optimal, conscious and responsible use of available natural resources, goods and services by various entities in accordance with the principles of sustainable development"[1]. The principles of sustainable consumption can be applied at the level of individual buyers, households, enterprises, organisations and institutions, that is by entities purchasing goods and services.

In a narrow sense, sustainable consumption is often associated with a reduction in the consumption of various types of resources, and thus a reduction in pollution and waste. In a broad sense, it is defined as a better

quality of life, including improvement of health with reduced consumption of environmental resources (Jaros, 2014, p. 170).

It can be said that consumption by individuals is sustainable "when we consume sufficient amounts of material goods and services to meet basic needs and achieve a higher quality of life, while minimising the consumption of natural resources, environmentally-harmful materials generated at all stages of production without compromising the rights of future generations to consume in such a way" (Kramer, 2011, p. 8). It is therefore "based on the prudent use of consumer goods" (Mróz, 2013, p. 171) in such a manner that "the needs of buyers are met while minimising the adverse impact on the natural and social environment" (Szymoniak, 2015, p. 122).

The definitions of sustainable consumption thus rely on two basic concepts: needs (e.g. those of consumers) and constraints (resources, environment). The most important components of sustainable consumption include (Kramer, 2011, p. 9; www2):
- quality of life in the meaning of consumption that guarantees a better quality of human life and health and consumption that ensures well-being, satisfactory products and services, and self-perceived happiness;
- reasonable consumer behaviour understood as responsible consumption based on informed decisions of consumers following the 3Rs rule ("reduce, reuse, recycle")[2];
- corporate social responsibility of enterprises and institutions.

The main goals of sustainable consumption encompass both reduced consumption of resources and their fair distribution as well as satisfaction of needs and better quality of life, while considering the needs of other people and next generations. It is essential that current consumption meets needs without jeopardising their satisfaction by future generations. In pursuing these goals, attention is paid to such basic characteristics of sustainable consumption as (Zalega, 2015, p. 11):
- maintaining the restorability of renewable resources,
- efficient use of non-renewable resources,
- gradual elimination of hazardous and toxic substances from economic processes and other applications,
- reduction of environmental burden and avoiding exceeding the limits determined by environmental resilience,
- continuous protection and restoration (if possible) of biodiversity,
- creation of conditions for fair competition in access to scarce resources and possibilities of sewage disposal for economic operators,
- adding a social dimension to decision-making processes,
- seeking to provide people with a sense of ecological security (for example, through creation of conditions fostering physical health).

Similarly to sustainable development, sustainable consumption should also be stable and (self-)sustained.

Along with the development of sustainable consumption, a new consumer emerges, referred to as a socially responsible (competent) consumer (Zalega, 2015, pp. 10–26).

Socially responsible consumers are highly aware of environmental concerns, restrained in consumption (they limit the satisfaction of their needs to those necessary) and inquisitive (about production processes, composition of products and possibilities of their disposal). For such consumers, consumption does not mean "a sacrifice but buying differently, a focus on efficiency in order to improve one's quality of life" (Neale, 2015, p. 154). They adopt an eco-centric (not egocentric) attitude, perceiving the world through values such as eco-friendliness, justice and social responsibility.

Everyday behaviours of consumers following the assumptions of sustainable consumption include (Mazurek-Łopacińska & Sobocińska, 2010, pp. 35–36; Mróz, 2013, pp. 176–178; Zalega, 2015, pp. 12–19):
– purchase decisions based on the criterion of maximum quality and long-term utility of the product with an extendable life cycle,
– a healthy lifestyle, healthy shopping and consumption (e.g. purchasing organic, local, clean products – ecolabels, fairtrade, slow),
– a shift from consumerism towards new trends founded, among others, on a quantitative reduction in consumption of material goods, awareness of one's and other people's needs, concern for the natural environment (e.g. minimalism, slow living, servicisation),
– borrowing, renting, sharing products (e.g. cars, homes, food, clothing) as the fundamental assumptions of collaborative consumption,
– reduced wastage when meeting needs, purchasing second-hand products, efficient management of goods, reduced consumption of environmentally-harmful products that constitute hazardous waste,
– saving natural resources (e.g. energy, water) by purchasing energy-saving products, equipment and systems,
– sorting waste, avoiding excess packaging or choosing the least environmentally-harmful (recyclable) packaging.

In the light of sustainable consumption, desirable consumer behaviours should prevail over undesirable forms of consumption. Mechanisms should also exist to limit the emergence of unsustainable consumption. This often requires self-limitation, sacrifices and higher costs for consumers. A developing and promising trend that is in line with the philosophy of sustainable consumption and that results from the growing awareness of the need for prudent and environmentally-friendly consumer behaviour is the so-called collaborative consumption.

3. Collaborative Consumption

Collaborative consumption (or sharing economy) is one of the manifestations of sustainable consumption, along with deconsumption, prosumption and responsible consumption.

Collaborative consumption is a consumption model that involves sharing, reselling, swapping and borrowing products for a fee or free of charge, where access to the product is perceived as more important than its ownership (Botsman & Rogers, 2010). The main idea of collaborative consumption is to unblock the value of an unused product or under-exploited assets with a view to obtaining financial or non-financial benefits (Burgiel, 2015). It should be noted that the terms *sharing economy* and *collaborative consumption*, although used interchangeably, may differ in meaning in certain cases (Jaros, 2016). Literature recognises that recession is the main determinant of the development of collaborative consumption (Burgiel & Zrałek, 2015).

There are various forms of collaborative consumption that concern specific goods or services. The most important ones include (Wardak & Zalega, 2013):

– clothswap, toyswap – cashless exchange of clothes or toys;
– cohousing – separate, independent flats joined together by a certain common space that is used by all residents, for instance laundry, kitchen, or playground;
– couchsurfing – a platform where it is possible to offer free accommodation to people from every part of the world or to find someone who would take us in while we are travelling;
– crowdfunding – social fund-raising for a specific purpose, for example to start a business or publish a book; people who will like the idea can support the originator with some small amounts;
– coworking – renting various rooms in which people can work; this form is extremely popular among remote workers as well as freelancers;
– carpooling – sharing a car for a fee to reduce travel costs;
– roomsharing – renting one's room on predetermined days via online portals; such rental is usually short-term, for example 2–3 days, and most popular among tourists.

Collaborative consumption is not as common on the Polish market as in other countries. Its manifestations, however, may be said to comprise (Sobczyk, 2014):

– exchange of second-hand items (between neighbours, also via online portals),
– joint (collective) shopping (e.g. for products used by various households),
– offering seats on car journeys (via mobile applications),
– rental of luxurious or unique items (e.g. cars, branded clothes, exchange of services).

In Poland, ride sharing, carpooling and carsharing are becoming more and more common. According to research, it is this kind of collaborative consumption that promotes sustainable consumption patterns. If households decrease the number of trips, greenhouse gases can be significantly reduced (Schor, 2014).

4. Ride Sharing in Poland

For economic (travel costs, speed, reliability), environmental (shared use of material goods and reduced environmental pollution) and social reasons (new friends, skills and comfort of travelling), the interest in ride sharing has been growing recently. Ride sharing is referred to as an alternative mode of passenger transport where car owners offer (short- and long-distance) transport to other people. Short-distance shared trips are made within cities and are an alternative to taxis (e.g. Uber, Lyft, Yongche) (World Travel Market Global Trends Report, 2015). Long-distance (e.g. intercity) transport services are an alternative to rail and coach journeys (e.g. BlaBlaCar, GoCarShare). In 2018, in the Śląskie Voivodeship (in 2016 in Poland), a new, innovative car rental per minutes or hours was launched (without complicated formalities and designated places where to leave the car, but only available through the Traficar mobile application). A rented Traficar car can be used both in a city and between cities (also between agglomerations in which the system operates), without having to pay fees for parking or refuelling (www9).

Some ride-sharing or car-sharing services available on the Polish market have been in operation for several years and are therefore very popular. A good example of sharing economy in Poland is provided by BlaBlaCar, which matches drivers who have available seats with people looking for transport. Uber is also an interesting example. It is a kind of platform called an on-demand service whereby car transport services can be ordered through matching passengers with drivers via the Uber mobile application.

BlaBlaCar is a trust-based social network that matches drivers who have available seats in their cars with passengers travelling in the same direction; passengers participate in costs; user profiles are verified and extended by a rating system. BlaBlaCar started its activity in Poland in November 2012 and in just a few months became the largest service of this type in the country.

Consumers planning to travel by their own car publish an online offer specifying the route and the price for other consumers. The journey price is set by the driver according to the suggested price calculated on the basis of the actual travel costs borne by the drivers. Interested passengers contact the driver, arrange the details and refund some of the travel costs. Consumers' interest in travelling together by one car (usually with unknown people) primarily derives from economic reasons. Lower travel costs are

an incentive for customers who are, by the rule, obliged to cover travel costs without any additional compensation for the driver (as in the case of BlaBlaCar). Additional benefits are rational and emotional, including: savings ensuing from the use of one's own means of transport (e.g. the cost of depreciation), care for the environment (reduction of CO^2 emissions), new skills, meeting new people and establishing social ties. Such behaviours are a typical example of collaborative consumption (Felson & Spaeth, 1978).

Uber is a mobile application that serves to order car transport services by matching passengers with drivers through the application. Uber's services are used in the following steps:

1. ordering a ride through the mobile application, including: the indication of the destination address and the starting point located through GPS or entered manually in the application,
2. the journey with the possibility of previewing the route and estimated arrival time in the application,
3. the cost charged against the user's credit card and assessment of the trip.

Uber has been operating in Poland since August 2014, with over 300,000 people using its services on a daily basis (Raport. Ekonomia współpracy w Polsce, 2016). Each month, it attracts approximately 40,000 new users (there were 74% of new users in 2016), and Poland is the third largest market for Uber in the EU after the UK and France (www5). The Uber mobile application is downloaded 41,000 times per month on average and the number of trips increases by an average of 20% a month (www6; www7). Currently, Uber operates, among others, in the following cities: Warsaw, Cracow, Tri-City, Wrocław, Poznań, Łódź and the Upper Silesia conurbation. Uber is mainly used by younger people – 60% are customers under 30 (www8). Most consumers using Uber services no longer do this occasionally (e.g. when returning from a party) but regularly – every day or several times a week (www6). Uber users appreciate mainly its advantages such as: low travel price, non-cash payments and short waiting times. By using such "public transport" services, consumers buy and drive fewer cars, which indirectly affects the social and natural environment. In addition, this solution offers consumers convenience and flexibility.

4. The Operation of Uber and BlaBlaCar in Poland as Perceived by Young Consumers

Opinions of Polish consumers about collaborative consumption of passenger transport were researched by the Department of Market and Consumption of the University of Economics in Katowice. The research was conducted by means of an online questionnaire (WEB) in 2017. It covered 270 individual consumers, with 201 and 241 respondents claiming to

use BlaBlaCar and Uber respectively. The sample encompassed 51.9% of women and 48.1% of men. The average age of respondents was 24 years. The youngest respondent was 18 and the oldest one was 26. Nearly 60% of respondents work. Almost half (48.5%) of those surveyed travel by public transport at their place of living. 37.4% of respondents prefer their own car and only 6.7% borrow cars. Respondents less often walk (4.8%) or cycle (2.6%). When travelling around Poland, 49.3% of them choose rail transport, 34.4% their own car, and 6.7% a borrowed car. Almost 10% travel around Poland by coach.

The survey shows that respondents use the services of persons advertising their offers on the BlaBlaCar website less frequently than Uber services, which results from the specificity of both operators – BlaBlaCar is most often used for travelling around Poland while Uber is used locally. Almost 40% of respondents travel with BlaBlaCar 2–3 times a year and slightly fewer do it once a year. Every fifth respondent declared using Uber services 2–3 times a week or once a month, every tenth 2–3 times a week, and a third of them 2–3 times a year (Table 1).

Responses	BlaBlaCar	Uber
Every day	–	4.6
2–3 times a week	8.7	11.6
2–3 times a month	4.9	20.3
Once a month	8.7	18.7
2–3 times a year	39.9	32.0
Once a year	37.7	12.9

Tab. 1. Frequency of using BlaBlaCar and Uber (%). Source: The authors' research.

The most frequent reasons for using BlaBlaCar included visiting family/friends (32.6% of respondents) and attending cultural events, for example concerts (29.9%). Every fourth respondent said that they chose to travel in this way when going on a leave (26.1%) and every fifth – on holiday (22.3%). The surveyed consumers least frequently use BlaBlaCar when they want to get to work (9.8%) (Figure 1).

Uber services are used by the largest number of respondents returning home (68.6%) and going to organised cultural events (56.6%). Every third respondent orders Uber to visit family/friends (30.2%), every sixth to go to work (14.1%), and every tenth to get to the university (11.2%). Over 7% of respondents mentioned other circumstances of using Uber, including: to go to the station/airport, to go to a hotel in another city, to travel in urgent situations, to travel in large cities instead of taxis (Figure 2).
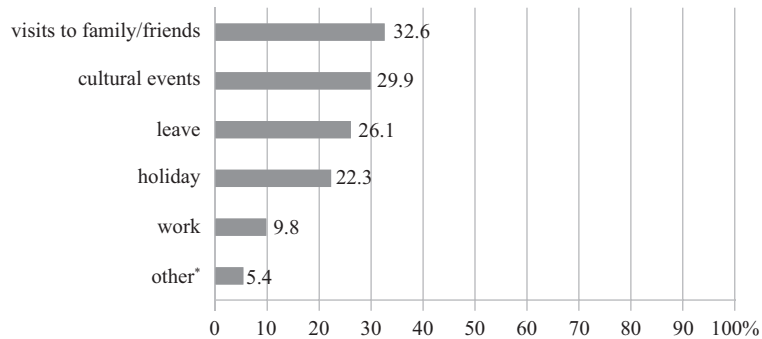
* trips to competitions; transport of consignments; travel between cities; transport of things.

Fig. 1. Circumstances of using BlaBlaCar (%). Source: The authors' research.
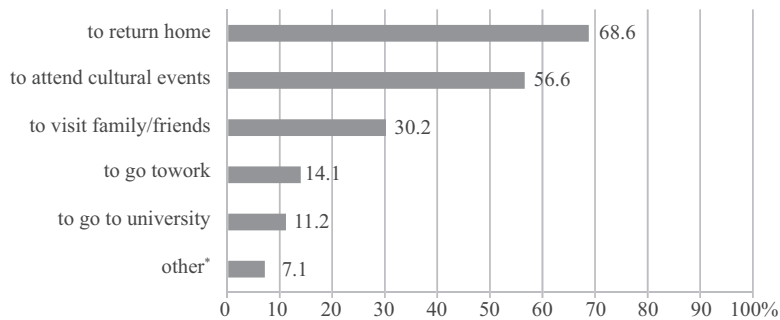
* to go to the station; to the airport; while in another city; to go to the railway station; from the station to a hotel in another city; non-cultural events; urgencies; to move around a new place; journeys in big cities – instead of taxi; usually night rides instead of taxi; quick journeys between places with poor access to public transport; to go to the mechanic.

Fig. 2. Circumstances of using Uber (%). Source: The authors' research.

Respondents rated the quality/price ratio of trips offered by BlaBlaCar and Uber very highly, with Uber ranking much higher than BlaBlaCar. Most respondents are satisfied with the quality/price ratio of Uber services (90.5%) and nearly half of them assessed them the highest. Almost 2/3 of respondents are satisfied with the quality/price relation for BlaBlaCar and the proportion of those definitely satisfied is 9.5%. As many as 22.4% of those surveyed indicated that they were neither satisfied nor dissatisfied with BlaBlaCar trips (Figure 3).

The survey shows that respondents spent an average of PLN 49.58 on a BlaBlaCar ride, with the highest expenditure being nearly PLN 250. The largest number of respondents paid PLN 30 for a ride and every fourth spent more than PLN 50. Expenses on Uber rides were lower. Respondents paid PLN 27.58 on average for Uber services, although the highest bill was PLN 200. The largest number of surveyed consumers spent PLN 15 on such services and half of them paid PLN 20.
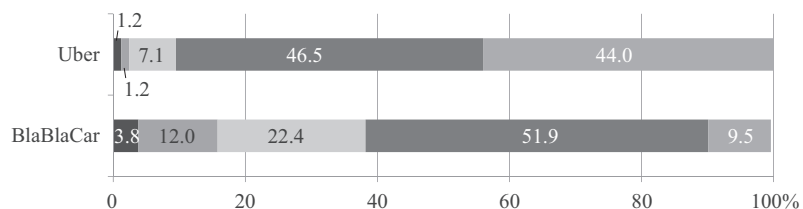
Fig. 3. Assessment of the quality/price ratio for BlaBlaCar and Uber (%). Source: The authors' research.

Respondents were asked to assess the completed BlaBlaCar and Uber journeys according to the indicated criteria. Almost 73% of them agreed with the statement that trips organised via BlaBlaCar were comfortable and cheap. About 69% considered them to be fast and flexible, over 60% sated that they were reliable and easy to order, and half claimed that they were safe (because the ratings of both the driver and the car were known). Most respondents rated the services provided by Uber better. Over 91% considered them to be fast, comfortable and flexible, over 84% sated that they were cheap, reliable and easy to order, and about 76% claimed that they were safe because the driver's rating was known, and nearly 69% considered them to be safe because the car was known. The worst ratings were given to BlaBlaCar and Uber in terms of the availability of various types of vehicles (the greatest number of "I neither disagree nor agree" answers) (Table 2).

Responses	I totally disagree		I disagree		I neither disagree nor agree		I agree		I totally agree	
	B	U	B	U	B	U	B	U	B	U
reliable (reaching the destination within the set time)	2.5	1.0	11.8	0.5	21.7	11.1	52.2	58.7	11.8	28.8
fast	0.6	1.0	4.3	-	26.7	7.7	55.9	58.7	12.4	32.7
safe (driver's rating known)	3.7	0.5	11.8	1.0	34.2	23.1	43.5	54.8	6.8	20.7
safe (car known)	-	1.0	18.1	4.0	42.5	26.2	31.3	45.5	8.1	23.3
comfortable	0.6	1.4	3.7	-	22.4	7.7	62.1	53.4	11.2	37.5
flexible (arrival at the indicated address)	1.9	1.0	11.3	0.5	17.5	6.7	50.6	41.8	18.8	50.0
cheap	1.9	1.9	3.1	2.9	22.4	11.5	52.2	51.9	20.5	31.7
available (a wide range of vehicles)	3.1	1.9	16.3	4.8	33.8	30.3	36.3	44.7	10.6	18.3
easy to order	3.7	3.4	12.3	1.4	22.7	12.0	52.1	43.8	9.2	39.4

Tab. 2. Assessment of BlaBlaCar and Uber trips (%). Source: The authors' research.

The assessment of BlaBlaCar and Uber trips was deepened on the basis of factor analysis. The analysis exploited the principal component method (due to the lack of restrictions on the normal distribution of input variables) and the varimax rotation method (in order to obtain orthogonality of factors). The reduction of the analysed variables was preceded by an analysis of the correlation matrix of the original variables. In order to confirm the significance of the obtained results, the determinant of the correlation matrix was specified and Bartlett's test of sphericity and KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) statistics were checked.

On the basis of the analysis of BlaBlaCar assessments, the KMO measure of the sampling adequacy at the level of 0.800 was obtained, which proves that the sampling was adequate. Bartlett's test of sphericity (after rejecting the null hypothesis at the significance level of 0.000) showed that the correlation matrix was not an identity matrix (there was a hidden structure among variables). The analysis indicates that the reduction of the input data to three factors allows the data set variation to be explained in approximately 70%. The significance of other factors is small as their corresponding eigenvalues are much lower than one and none of them explains even 8% of the overall variation (Table 3).

Component	Initial eigenvalues			Extraction sums of squared loadings			Rotation sums of squared loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	3.759	41.771	41.771	3.759	41.771	41.771	2.370	26.334	26.334
2	1.406	15.623	57.395	1.406	15.623	57.395	2.149	23.882	50.217
3	1.098	12.203	69.598	1.098	12.203	69.598	1.744	19.381	69.598
4	.673	7.481	77.078						
5	.579	6.431	83.509						
6	.474	5.269	88.778						
7	.413	4.594	93.371						
8	.304	3.381	96.752						
9	.292	3.248	100.000						

Tab. 3. Total explained variance in the factor analysis of BlaBlaCar assessments. Source: The authors' research.

The first main factor, covering 41.77% of the total variance, is identified by assessments of reliability, speed, price and flexibility. The second main

factor, describing 15.62% of the total variance, is related to safety and comfort assessments. The third factor, which describes 12.2% of the total variance, concerns assessments of vehicle availability and ease of ordering (Table 4).

	Component		
	1	**2**	**3**
reliable (reaching the destination within the set time)	.782		
fast	.797		
safe (driver's rating known)		.830	
safe (car known)		.864	
comfortable		.593	
flexible (arrival at the indicated address)	.645		.538
cheap	.647		
available (a wide range of vehicles)			.808
easy to order			.830

a. Rotation converged in 6 iterations

Tab. 4. Matrix of rotated components[a] in the factor analysis of BlaBlaCar assessments. Source: The authors' research.

On the basis of the analysis of Uber assessments, the KMO measure of the sampling adequacy at the level of 0.803 was obtained, which proves that the sampling was adequate. Bartlett's test of sphericity (after rejecting the null hypothesis at the significance level of 0.000) also showed that the correlation matrix was not an identity matrix (there was a hidden structure among variables). The analysis indicates that the reduction of the input data to two factors allows the data set variation to be explained in approximately 62% (Table 5).

The first main factor, covering 47.55% of the total variance, is identified by assessments of reliability, speed, safety, comfort and flexibility. The second main factor, describing 14.41% of the total variance, is related to the assessments of price, availability and ease of ordering. The significance of other factors is small as their corresponding eigenvalues are much lower than one and none of them explains even 9% of the overall variation (Table 6).

Component	Initial eigenvalues			Extraction sums of squared loadings			Rotation sums of squared loadings		
	Total	% of variance	Cumula-tive %	Total	% of variance	Cumula-tive %	Total	% of variance	Cumula-tive %
1	4.280	47.553	47.553	4.280	47.553	47.553	3.487	38.749	38.749
2	1.297	14.415	61.968	1.297	14.415	61.968	2.090	23.219	61.968
3	.767	8.521	70.489						
4	.733	8.144	78.633						
5	.671	7.451	86.084						
6	.442	4.910	90.994						
7	.342	3.800	94.795						
8	.276	3.070	97.865						
9	.192	2.135	100.000						

Tab. 5. Total explained variance in the factor analysis of Uber assessments. Source: The authors' research.

	Component	
	1	2
reliable (reaching the destination within the set time)	.705	
fast	.780	
safe (driver's rating known)	.844	
safe (car known)	.813	
comfortable	.658	
flexible (arrival at the indicated address)	.675	
cheap		.640
available (a wide range of vehicles)		.848
easy to order		.751

a. Rotation converged in 3 iterations

Tab. 6. Matrix of rotated components[a] in the factor analysis of Uber assessments. Source: The authors' research.

The dimensions obtained as a result of the factor analysis indicate clear differences in respondents' perception of various aspects of BlaBlaCar and Uber operation in Poland. The analysis allowed for reducing the number of factors and indicating their significance to respondents.

5. Conclusion

The trend of sustainable consumption characteristic of the societies of highly developed countries in the 21st century is also present on the Polish market. In Poland, in recent years, sustainable consumption has developed at the individual level as manifested by a shift from consumerism towards new trends involving a healthy lifestyle, limited consumption of material goods, purchasing organic products or concern for the natural environment. Everyday behaviours of consumers following the assumptions of sustainable consumption include borrowing and sharing products and using services rather than buying new goods. This is particularly evident in the idea of ride sharing that is becoming increasingly popular among consumers. It is difficult to unambiguously determine the driving force behind this trend: fashion or necessity. Nevertheless, the reasons for choosing this type of transport by Polish consumers prove that the Polish society is becoming more and more economically rational. The emergence of BlaBlaCar and Uber in Poland is slowly changing the functioning of the passenger transport market. As shown by the conducted research, consumers are more willing to share rides. According to respondents, such services are reliable, fast, comfortable and inexpensive. The research was a survey and cannot be generalised for the entire population. However, it provides a good information basis regarding the use of ride-sharing services in Poland.

Endnotes

[1] Definition formulated by the Team for Sustainable Development and Social Responsibility of the Polish Ministry of Economy: (www1).

[2] Consumers consciously and responsibly acquire, consume and use limited goods and services, trying to confine themselves to needed things and refrain from purchases of new things, to re-use or repeatedly use the same items and to process them appropriately. More about responsible consumption: (www 3; www4).

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