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ECONOMY OF JOINT CONSUMPTION: FEATURES, STRUCTURE AND DEVELOPMENT TRENDS

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The article is devoted to the study of the features, structure and development trends of the joint consumption economy. The relevance of the study is determined by a combination of factors, including the development of information and communication technologies, the digitalization of the economy, the growth of information accessibility and increasing the effectiveness of information interaction. The relative novelty of the processes of joint consumption for the economy and the huge potential for its development determine the actual directions for the study of the economy of joint consumption.

The structure of the economy of joint consumption is characterized using the following components: basic functioning conditions (accessibility of the market space through online information platforms; common interests and values of participants; availability of free assets); conditions for sustainable development (high level of trust and reputation; critical mass of users; approval by the authorities; optimal level of transaction costs); principles and factors of functioning and development. The features of the economy of joint consumption are formulated: preference for leasing assets over their ownership; desire to save money; equality of participants; interaction based on communication technologies; joint responsibility for asset storage; lower barriers to participation compared to the traditional market; target orientation of a predominantly non-profit nature; social and environmental motives of participants; development based on online information platforms; short-term nature of the interaction; high availability of assets; the presence of internal competition; the possibility of development in the future, subject to a positive reputation and a high level of trust between the participants and confidence in the online information platform.

The findings summarize the results of the study, presents the main stimulating factors for the development of the economy of joint consumption and the main obstacles in its development. The positive and negative consequences of the development and spread of the joint consumption economy for national and global economies as a whole are also disclosed.

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