

# **SHARE MORE, DRIVE LESS: MILLENNIALS VALUE PERCEPTION & BEHAVIORAL INTENT IN USING COLLABORATIVE CONSUMPTION SERVICES**

**BY**

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## MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

### Supervisor – Student Meeting Record

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
1	28/04	Zoom	Literature Review	Noor.
2	15/05	Zoom	Data Analysis	Noor.
3	04/06	Zoom	Final Check	Noor.

### APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at \_\_\_ that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Business Studies Department.

Supervisor's Signature: \_\_\_\_\_ Date: 23/08/2021

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**Declaration of Authentication**

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

**Student's Signature:** *Nooy.*

## **Dedication**

I dedicate my dissertation work to my family and many friends. A special feeling of gratitude to my loving parents, whose words of encouragement and push for tenacity ring in my ears.

I also dedicate this dissertation to my many friends who have supported me throughout the process. I will always appreciate all they have done.

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## **Abstract**

**Purpose:** The purpose of this study is to understand Pakistani consumers' attitude towards CC and which factors urges them to use this concept in their daily routine of lives in different forms (apparel, books, appliances, and vehicles).

**Methodology & Design:** In regards to research design, there are two major types comprising correlational design and causal design. The correlational design aims to highlight relationship and association between theoretically linked variables. Therefore, Partial Least Square (PLS) has been used in the study.

**Findings:** The results show that each independent variable of perceived value has positive impact on consumers' attitude towards CC which is the dependent variable, because each of them have Sig. P value less than 0.05.

**Limitations:** The study's findings were limited to collaborating customers only, as it is impossible to anticipate the consumer's impulsive conduct in every business.

**Recommendations:** The findings may help managers engage young consumers more successfully from a management standpoint. Managers may be able to better grasp the attitudes of young customers and approach them in a more appropriate manner.

**Keywords:** Collaborative Consumption, Hedonic value, Symbolic value, Utilitarian value, Consumers' attitude

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