SHARING IS CARING, AND MILLENNIALS DO CARE: COLLABORATIVE CONSUMPTION THROUGH THE EYES OF INTERNET GENERATION

BY

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APPROVAL FOR EXAMINATION

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Abstract

Purpose: The goal of this study is to learn about Pakistani consumers' attitudes and behavior intentions concerning CC, as well as what factors motivate them to incorporate this idea into their daily lives in various ways.

Methodology & Design: When it comes to research design, there are two main types: correlational design and causal design. The correlational design seeks to draw attention to the relationship and association between conceptually related 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' behavior intention towards CC which is the dependent variable, because each of them have Sig. P value less than 0.05.

Additional result shows that each independent variable of perceived value is mediated through consumer attitude toward CC on consumer behavioral intention towards CC which is the dependent variable, because each of them have Sig. P value less than 0.001.

Limitations: The study's findings were limited to collaborating customers only, because it is hard to predict a customer's impulsive behavior in every industry,

Recommendations: From a management aspect, the insights may aid managers in better engaging youthful consumers. Managers may be better able to understand the views of young clients and address them more appropriately.

Keywords: Collaborative Consumption, Hedonic value, Symbolic value, Social value, Economic value, Consumers' attitude, Consumers' behavior intention.

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