

Abstract

The main purpose of this Bachelor Paper is to discuss whether the Millennial generation possesses the intention to participate in collaborative consumption services, more precisely in car sharing within the Hungarian capital city, Budapest. It is an important topic as these newly emerging sharing businesses must be able to anticipate Millennials' demand, which can be achieved by taking a closer look into the heads of the targeted group.

With the aim of answering the research question an online survey has been conducted among international students. Moreover several motivational factors behind purchase intention of the questionnaire participants were analyzed. The three main perceived values are utilitarian, hedonic and symbolic values. Each value contributes to the feelings of customers' when they select from offerings of the market. The second part of the research focuses on the relational benefits derived from the relationship between consumers and providers of sharing economy.

The current market situation of both collaborative consumption and car sharing services are supported by academic and current business resources. Data for this research were collected among international university students dedicated to summarizing and interpreting the results. The results of this experiment show that it is in the scope of this generation to save their resources on their purchases and rather give up on their hedonic values such as enjoyment and comfort. The research question of the thesis can be positively accepted, based on the findings of the online survey. Respondents confirmed that they are open-minded to such sharing services instead of other transportation methods.

At the end of the study managerial implications are suggested, in order to help market participants to conduct their businesses in a more efficient way. The author recommended further researches, focusing on sharing business platforms. With this in mind, a better understanding on the topic would be accessible.