



**UNIVERSITY OF GOTHENBURG**  
**SCHOOL OF BUSINESS, ECONOMICS AND LAW**

# **To rent or not to rent?**

Investigating consumers' willingness to rent casual wear by  
analysing its drivers

Master Degree Project in Marketing and Consumption

Graduate School

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2018

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#### Abstract

Motivated by an ambition to contribute to the understanding of apparel consumer behaviour in an access economy, this paper aims at investigating consumers' willingness to rent casual wear by analyzing its drivers. A research model was created, compounded of seven underlying factors which were hypothesized to have an impact on consumers' willingness to rent casual wear; namely identity-signalling behaviour, environmental advantages, economic advantages, word of mouth, e-word of mouth, product criteria and service criteria. Through survey data from 278 clothing consumers, the model was empirically assessed and structural equations modelling was used to test the hypotheses. The result gave insights into which factors that contributed to explaining consumers' willingness to rent casual wear, where identity-signalling was the strongest predictor. Environmental advantages, product criteria, service criteria and eWoM also contributed to predicting consumers' willingness to rent casual wear. Contrarily, economic advantages and WoM did however not significantly influence consumers' willingness to rent casual wear. A modified model was discovered, where identity-signalling behaviour was found as a mediator of environmental advantages and consumers' willingness to rent casual wear. The insights contribute to managerial implications with an apprehension of how to create price-, market-, and operational strategies for organisations involved with access economy business models.

*Keywords: Access economy, Willingness to rent, Sustainable business models, Rental, Apparel, Casual wear*

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#### **The apparel industry's unsustainable effect on the environment**

We have all been there, staring at the clothes in the wardrobe without finding anything to wear. So what do consumers do to solve this problem in an environment characterized by rapid and linear consumption cycles like today? A solution for a lot of consumers is to purchase new garments, garments that are not needed nor will solve their unsatisfied feeling of having nothing to wear. This kind of behaviour is not sustainable. Instead, it breeds the fast fashion industry where

consumers buy clothes that they only intend to use for a short period of time. From a sustainability viewpoint, it is not possible to go on like this (Boström & Micheletti, 2016). The apparel industry is one of the most environmentally unsustainable businesses there is, with one of the highest pollution rates in the world (Boström & Micheletti, 2016). But are consumers really ready to drop their fashion interest for the sake of the environment, or should they have to? Fashion plays a big role in society, as it is part of the very basic human desire to look

good, elegant or cool (Boström & Micheletti, 2016).

Being sustainable does not have to be excluded from having an interest in fashion. Today, the way products are consumed is changing by the fastly growing emergence of new economic business models that challenges the capitalistic economic model based on ownership (Baumeister et al., 2014; Quinones & Augustine, 2015). The apparel industry is mostly built on fast fashion business models, which entails rapid cycles of consumption. In response to the apparel industry's negative effect on the environment through overconsumption, the idea of these economic models is to slow down the cycle of production and consumption, which in the long run will result in a more sustainable way of doing business (Jung, 2014). Due to the alarming need for innovative sustainable solutions for the apparel industry, business models such as the access economy is one way to create sustainable business solutions (Todeschini et al, 2017).

Within an access economy, consumers no longer need to own products in order to use them, they can instead be possessed through a temporary ownership, such as rental (Quinones & Augustine, 2015). For the apparel industry, rental of clothes specified for special occasions has existed on the market for a long time, e.g. formal gowns and tuxedos. Companies offering rental of casual wear are only now appearing (Rosensköld, 2017). This allows consumers to access clothes in a higher price segment than they would through ownership and follow upcoming trends, which are changing faster than ever before (Cartner-Morley, 2017). This new

economic model through rental of clothing is emerging and it is expected to change the way consumers think about consumption of clothes (Rosensköld, 2017; Cartner-Morley, 2017).

In the unsustainable fast fashion industry, a key player in creating change towards becoming more sustainable is the consumer. Consequently, to create a sustainable future, it therefore becomes vital for consumers to make changes in their choices and behaviour (Boström & Micheletti, 2016). Also, in order to make a business model work, it has to be adapted to the consumers and their behaviour in the market (Magretta, 2002). The problem is that research about consumer behaviour for rental of apparel is very limited (McKinney & Shin, 2016). Apart from that, Chen (2009) argue that it's not possible to transfer knowledge about consumer behaviour of ownership models to access models, as this type of consumption has unique features. Hence, there is a gap where sustainable business models are needed for the apparel industry and knowledge about consumer behaviour when it comes to renting clothes to make such business models work. Therefore, in order to contribute with vital knowledge about consumer behaviour in the sustainable business model of access economy and fill this academic gap, the purpose of this research paper is to *empirically explore what reasons consumers have for partaking in an apparel access economy*. Specifically, knowing more about what makes consumers decide to rent would enrich the field of research, as it is an unexplored area. It would also contribute to understanding consumer behaviour for apparel access economies. A first step in

understanding this type of consumer behaviour is therefore to map the drivers that are of importance for the consumer in the pre-decision making process when renting clothes. Hence, this research paper seeks to answer the question: *Which are the drivers that affect consumers' willingness to rent casual wear?* Consumers' willingness to rent implies consumers' will to participate in an access economy, by renting goods instead of purchasing them. Due to the alarming need for innovative sustainable solutions for the apparel industry (Todeschini et al., 2017), we wish with this paper to contribute with useful academic knowledge about apparel consumer behaviour in an access economy in order to conduce the emergence of sustainable business models in the apparel industry.

Hereafter, the access economy is presented as a short background, followed by an explanation of the proposed research model and its variables. Further, hypotheses are derived, which is the foundation for the research model. The chosen method is then explained and the results of the hypothesis analysis are presented. Lastly, the results of the hypothesis testing are discussed in relation to the research model and previous research, together with the contribution of the paper to the research field, limitations of the study and proposed future research suggestions.

### **Literature review, research model and hypotheses**

#### ***The access economy and its connection to the apparel industry***

An access economy entails that consumers do not need to own products in order to access and use them. This implies

converting from an ownership to a temporary access in order to optimize the usage of goods where the services or products are accessed from another party than the owner. The access economy is market-mediated, including an economic exchange, where consumers pay to access goods or services within a certain time frame from an organisation (Eckhardt & Bardhi, 2015).

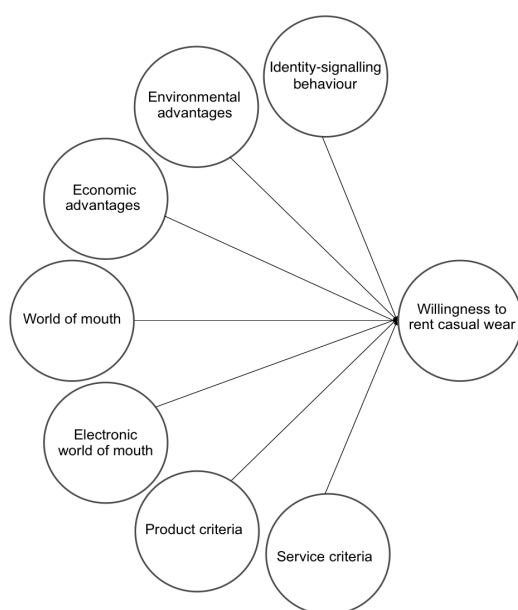
Today there is limited research done concerning what motivates consumers to participate in a business model such as the access economy (Baumeister et al., 2014). The existing research in other industries investigating drivers for consumers to participate in rental services have reached the conclusion that economic- and environmental advantages of rental, together with the possibility to express one's identity more through rental, have an impact on consumers' willingness to rent (Harding and Schenkel, 2017; Durgee & O'Connor, 1995). However, which of these factors that have the highest impact on affecting consumers willingness to participate in a rental service show inconsistencies (Habibi et al. 2016). Some researchers state that the economic aspects affect consumers willingness to participate the most (e.g. Bardhi & Eckhardt, 2012; Lamberton & Rose, 2012; Philip et al., 2015), were others instead mean that environmental sustainability reasons affect the most (e.g. Botsman & Rogers 2010; Gansky, 2010). Since there is no empirical evidence of this, as previous research has had a qualitative approach (Ferrell et al., 2017), it is however still unclear which drivers that affect consumers' willingness to rent the most.

Looking at the research about the access economy in the apparel industry, Park and Armstrong (2017) state that the research is extremely limited and therefore maps out apparel consumer behaviour in new economic models which are responses to the ownership economy. However, the study only partly touches upon the access economy and do not research the drivers for participation. Within the apparel industry for accessing clothes, there are only a few organisations at the Swedish market, but the market is expected to now have reached the stage where the consumers are ready for this type of business model (Rosensköld, 2017). Thus, this research is limited to the Swedish market.

### ***Structure of the proposed research model***

In order to fulfill the aim of the study, the following research model is proposed (see Figure 1). The model consists of seven drivers that are proposed to influence the dependent factor willingness to rent casual wear.

Figure 1 - Research model



### ***Consumers' willingness to rent casual wear***

The dependent variable willingness to rent casual wear (WTR casual wear) concerns the will of consumers to participate in renting their everyday clothing from companies. Previous studies of the access economy have mostly involved other industries, e.g. the car industry and the housing industry. Thus, to research the dependent variable consumers' willingness to rent casual wear becomes vital as it from an environmental viewpoint reveals information about what generates sustainable business models and as it concerns an academically unexplored part of the access economy. As rental of casual wear is a new phenomenon for clothing consumption, it is the willingness to participate in renting casual wear that is in focus, instead of the actual behaviour. This study limits clothing to casual wear, as there are emerging business models that include casual wear in an access economy setting (Rosensköld, 2017). Casual wear concerns the individual's everyday clothing, in contrast to occasional wear (e.g. gowns and suits). To put the focus on casual wear becomes important as it is an expanding market, and understanding the consumer behaviour regarding this kind of clothing will give the largest impact on the apparel industry's ecological footprint.

### ***Drivers of consumers' willingness to rent casual wear***

To investigate consumers' willingness to rent casual wear, seven drivers are proposed. As there is no previous empirical research on the access economy in the apparel industry, these drivers are derived from research in other fields. Turning to previous research in the field of

access economy in general, the driver's identity-signalling behaviour, environmental advantages and economic advantages have been influential, but this research has emanated from qualitative studies. The three aspects are well-recognised as important in the consumer's buying behaviour in ownership models as well, and therefore the relation of these drivers to WTR casual wear are investigated, to map if these drivers have an empirical impact in access economies. Furthermore, as the dependent variable is limited to casual wear, and renting casual wear would become an ongoing process in the consumer's everyday life, we also find more practical drivers to be of importance in order to explain consumers' drivers for renting casual wear. Thus, these drivers are less theoretically derived from previous research regarding the access economy. Specifically, these factors are word of mouth, electronic word of mouth, product criteria and service criteria. All these drivers influence consumers in their decision-making process before a purchase in ownership business models, therefore are they used to see if they also influence the behaviour in an access economy. As drivers for consumers' willingness to rent casual wear have not been empirically researched in the past, all of the drivers are proposed to influence the dependent variable equally.

***The influence of identity-signalling behaviour on consumers' willingness to rent casual wear***

The role of consumption, used as a component in building an identity for consumers, have been thoroughly researched (e.g. Brenner et al., 2007; Morewedge et al., 2009; Reb & Connolly, 2007; Shu & Peck, 2011; Strahilevitz &

Loewenstein, 1998). Research shows that ownership of products is a fundamental element for consumers as it becomes a part of creating an identity for individuals (Gruen, 2017). According to Gal (2015), consumption is often seen as symbolic rather than functional. From this viewpoint, identity-signalling behaviour becomes central to consumption, as consumers use the symbolism in products and brands in order to signalise their identity. Gal (2015) describes the identity-signalling behaviour as "behaviour motivated by the belief that the behaviour will convey particular information about the individual to the self or to others" (p. 257).

Looking at identity-signalling behaviour in an access economy, researchers find diverse effects. Bardhi and Eckhardt (2012) argue that the access economy does not allow consumers to build their identity through products. Gruen (2017), on the other hand, argues that rented products can be perceived as it is owned, and therefore part of the individual's identity creation and signalling behaviour.

For apparel, Park and Armstrong (2017) explain that rental is based on more than utilitarian use, where the nature of the products are closely connected to emotions and expressing individuality. Akbar et al. (2016) argue that a rental of apparel enables for bigger possibilities for uniqueness, as consumers can afford and explore more products compared to ownership, which leads to increased fashion freedom. Other researchers have indicated that rental of clothing can enable for more self-exploration, trying out new styles, creating a unique lifestyle (Durgee & O'Connor, 1995) and keeping up with

the fashion trends (Bernardes & Nogueira, 2017).

Previous research for rental of clothing therefore indicates that through rental of clothing, consumers experience an increased possibility for identity-signalling, as consumers can express themselves more through rental. However, these previous arguments are mostly theoretical and not empirically tested. The need for empirically test this the following hypothesis is derived:

*H1.* Perceived possibilities of increased identity-signalling behaviour through rental of clothes will positively influence consumers' willingness to rent casual wear.

#### ***The influence of environmental advantages on consumers' willingness to rent casual wear***

The post-modern society is characterized by a resistance towards overconsumption. Many systems within the access economy are therefore derived in opposition to capitalistic economic models, where overconsumption is a fact and unsustainable business models are used. Hence, a reason for consumers to participate in the access economy is due to shared ideologies or values regarding sustainability (Lamberton, 2015). Hence, it is possible to argue that underlying reasons for participation in an access economy can be derived from consumers that seek for new consumption models that do not lead to exploitative consumption.

Looking at the apparel industry, Todeschini et al. (2017) explain that the access economy has reached the industry due to its sustainability advantages, that

consumers appreciate. The access economy has the potential to reduce material overconsumption in the apparel industry. Due to this, the access economy is seen as an alternative in the apparel industry for environmentally conscious consumers (Iran & Schrader, 2017).

Botsman and Rogers (2010) together with Gansky (2010) have reached the conclusion that the environmental advantage aspect is the main driver for people to engage in rental services. Nevertheless, this has never been researched concerning apparel, therefore this paper investigates if consumers use the rental of clothes to make an impact that positively affects the environment. The hypotheses read as follows:

*H2.* Perceived positive environmental sustainability effects through rental of clothes will positively influence consumers' willingness to rent casual wear.

#### ***The influence of economic advantages on consumers' willingness to rent casual wear***

Harding and Schenkel (2017) explain that utilitarian and economic reasons may affect the drivers for consumers participation in an access economy. In addition, Eckhardt and Bardhi (2015) emphasise that especially for an access economy, consumers' focus is utilitarian, and the purpose is the economic exchange. As a consequence, consumers favour lower costs and convenience. Acquier et al. (2017) also argue that the access economy holds the promise of broader and cheaper access for consumers. Most of the research has focused on the automobile industry, along with Gruen (2017) who has

studied why consumers engage in car sharing. She states that the purpose of sharing is utilitarian, where consumers do not experience any belonging to the objects that they rent. As for the apparel industry, Bernardes and Nogueira (2017) investigated for what reasons consumers would rent clothes when travelling, and most of the respondents in the research also stated economic arguments to be most important.

However, previous research is either made in other industries or in the context of travelling which is more occasional than on a regular basis. As rental of clothes presumably will be on a regular basis, this will have a big effect on the economic aspect as consumers spend less money when they know that the expense will occur again within the near future (Sussman & Alter, 2012). Hence, to understand the economic impact on WTR casual wear becomes important, the following hypothesis is derived:

*H3. Perceived economic advantages of rental of clothes will positively influence consumers' willingness to rent casual wear.*

***The influence of word of mouth's impact on the pre-decision making process on consumers' willingness to rent casual wear***

Word of mouth (WoM) concerns individuals in the surrounding informing about a product or a service. WoM communication is therefore argued to be trusted, thus it becomes a powerful phenomenon in comparison to traditional marketing (Solomon et al., 2013). Berger (2015) explains that WoM can be described as the sharing of thoughts,

opinions, information, news and so forth between persons. It can concern everything from products, brands, ideas and behaviours. WoM affects consumers in two ways; either by creating awareness about new, unknown products or ideas, or through persuasion, where it can change opinions. This type of communication has a big impact on consumer's behaviour and guides consumers in a lot of decisions. Bughin et al. (2010) even argue that 20 to 50 percent of all purchasing behaviours leads back to WoM as the primary influencing factor. In the scarce field of literature on rental of clothes, the effect of WoM has not been researched. So, the question whether word of mouth also is influential in an access economy, as it is in an ownership economy, appears. In order to investigate this, the hypothesis reads as follows:

*H4. Word of mouth's impact on the pre-decision making process when renting clothes will positively affect consumers willingness to rent casual wear.*

***The influence of electronic word of mouth's impact on the pre-decision making process on consumers' willingness to rent casual wear***

In a social online setting, word of mouth can be translated to opinion platforms, discussion forums, newsgroups and social media, also known as eWoM. This media allows consumers to interact, where information can be both gathered and shared with other users. According to Hennig-Thurau et al. (2004), social media are platforms for users to find information in the pre-stage decision-making process. The active role consumers have in social media, due to the interacting element of the digital platforms, creates the content of



the platforms which in turn influences consumer's behaviour.

It is however also important to highlight that there exist differences between WoM and eWoM, which means that the effect they have on consumers behaviour also differs. For eWoM, the communication can be anonymous, directed to multiple individuals and available to other consumers for an indefinite period of time (Hennig-Thurau et al, 2004). In turn, the impact WoM and eWoM has on consumers willingness on rent clothes can also differ. Because of the large growth of social media, now being the biggest platforms for communication (Kapoor et al., 2017), the paper delimits eWoM to concerning solely social media. As the content of social media is highly influential on the pre-consumption behaviour, it is fundamental to understand if this emerging phenomenon also is influential in the setting of rental clothes. Thus, the following hypothesis is derived:

*H5.* Electronic word of mouth's impact on the pre-decision making process when renting clothes will positively influence consumers' willingness to rent casual wear.

***The influence of product criteria's impact on the pre-decision making process on consumers' willingness to rent casual wear***

In order to understand consumer behaviour, one has to understand the criteria which consumers evaluate products upon. Engel et al. (1995, p. 208) define product criteria as "the particular dimensions or attributes that are used in judging the choice alternatives". In the pre-purchase stage, consumers decide

upon which product criteria they find important and later perform the purchase based on those criteria (Ha-Brookshire & Norum, 2011). When consumer purchase clothes, previous researchers conclude that criteria of importance are style or design, colour, coordination to other garments and appropriateness for an occasion (Hsu & Burns, 2002). The question remains whether these criterion also are of importance when renting clothes within an access economy? According to Bernardes and Nogueira's (2017) research about rental of clothing, a criteria of concern for consumers that rent clothes is quality, and therefore quality will also be investigated in this paper. Another influencing component affecting the rental of clothing is the occasion, i.e. when the garment is supposed to be worn (Bernardes & Nogueira, 2017). The product criteria that are researched in this report are therefore derived from product criteria that are important in ownership settings (style and design and coordination to other garments) as well as product criteria that have been researched for rental of clothing (quality and appropriateness for an occasion). Hence, the hypothesis reads as follows:

*H6.* Product criteria's impact on the pre-decision making process when renting clothes will positively influence consumers' willingness to rent casual wear.

***The influence of service criteria's impact on the pre-decision making process on consumers' willingness to rent casual wear***

Service quality can be seen as customers' beliefs about what a service should offer, which in turn can be pieced down to different criteria that the customer

evaluates the service quality upon (Parasuraman et al., 1998). The service criteria that will impact the decision to participate in an access economy are elements such as convenience, management of rental agencies, ease of accessing the product and also locations for pickup and dropoff (Baumeister et al., 2015; Lovelock & Gummesson, 2004). In this paper, the service criteria that are researched are based on the elements of risk, convenience and inconvenience, to capture a broad representation of service criteria for rental of clothing (see appendix 1 for the specific items). Additionally, there is a relevance to research if product criteria or service criteria are most influential for consumers' willingness to rent, as Baumeister et al. (2015) argue that product evaluation criteria are more influential than service criteria in ownership, whilst Lovelock & Gummesson (2004) argue for the opposite. Based upon this, the hypothesis reads as follows:

*H7.* Service criteria's impact on the pre-decision making process when renting clothes will positively influence consumers' willingness to rent casual wear.

### **Method**

This paper had an explorative approach, as it was not based on a previous model of consumers' willingness to rent due to the field being academically unexplored. The proposed model was therefore created from scratch based on previous research about the access economy in other industries, together with knowledge about pre-purchasing consumer behaviour.

An exploratory factor analysis (EFA) was conducted because there is a reason to believe that there exists a correlation between the constructs in the model. This thought originates from the fact that the proposed model is not derived from a previous model. Hence, it is reasonable to conduct an EFA, which is supported by Hair et al. (2010).

In order to test the hypotheses, structural equation modelling (SEM) was used. This method was chosen as it is a combination of confirmatory factor analysis and regression modelling. Further, it has the benefits of allowing for indirect, multi-step hypothesis testing, specification of error terms, inclusion of latent constructs and overall goodness of fit values (Byrne, 2012; Hair et al., 2010). SEM can therefore examine a series of dependence relationship simultaneously (Hair et al., 2010), which in this research is a realistic representation of the constructs.

### ***Measurement development***

To test the proposed hypotheses, a survey was conducted. Items were developed based on items used in previous studies, in order to ensure a good validity of the constructs (Hair et al., 2010). Appendix 1 clarifies from which authors the items are derived upon. The measure was structured as a 5-point Likert scale (with 1= strongly disagree to 5= strongly agree, and 1= unlikely to 5= likely for WT1 and WT4), as it enabled for the respondents to clearly distinguish between the alternatives (Wärneryd, 1990).

As the research model consists of latent constructs that cannot be measured directly, items were derived to measure these constructs. Since the constructs in

the research model have not been used before, the items were a combination of scales used by other authors in other settings (see Appendix 1). Hence, it is important for this research model that the items that are derived are ensured to measure what the model proposes. The items for the construct identity-signalling were derived based on previous research (from Park & Lessig, 1997 & Möhlmann, 2015) with the purpose of capturing the behaviour of communicating your identity towards others. These items were then adapted to suit rental of clothing, to make sure that the items actually measured the possibility of an increase in identity-signalling behaviour through the use of rental clothing. The same logic was used for derivation of the rest of the items for the remaining constructs in the model. The items for environmental advantages was chosen and adapted to be able to examine the attitude towards perceived sustainability advantages of rental clothing (from Lamberton & Rose, 2012), the items of economic advantages was derived and adapted from previous authors (from Mathwick et al, 2001) with the purpose of measuring perceived economical advantages of using rental clothes. The items for the construct product criteria and service criteria were derived from previous research with the purpose to measure different types of criteria that could pose as an advantage for the consumers when it comes to rental of clothing (product criteria from Ha-Brookshire & Norum, 2011; service criteria from Lamberton & Rose, 2012). As both the constructs WoM and eWoM have not been investigated in the setting of the access economy, these items were derived from previous research outside of this field, and then adapted to rental of clothing to suit the purpose of the

model (WoM from Hsu & Lu, 2004; eWoM from Lee & Park, 2008). As for the dependent variable, the items were first and foremost derived from previous research in the access economy (from Lamberton & Rose, 2012), to make sure that these items were a good fit for the dependent variable. These items were however adapted to suit rental of clothing.

In order to validate that the scales are measuring the construct and thereby ensuring the questionnaire's fitness of use, a pretest was conducted since the scales have not been used before for the proposed model, which Hulland et al (2018) also proposes. The questionnaire was reviewed by a group of 10 clothing consumers at the shopping mall Nordstan, Gothenburg. A few minor changes were made to the scales in order to minimize the drawbacks found in the pre-study. The finalized questionnaire included 32 items measuring the 8 latent constructs.

### ***Data collection and sample characteristics***

In order for the result to be as accurate as possible, the respondent has to be a good reflection of the population, which was defined as clothing consumers. Hence, to reach this target group the data was gathered in the shopping mall Nordstan during the event Fashion week. To use a shopping mall and specifically this event enabled for a setting where the consumers did not only fall within the frames of the target group of being a consumer of clothing, instead they also had their mind set on shopping and looking at clothing. Therefore, they were already thinking in terms of consumption of clothes which the survey was about. The event Fashion week at Nordstan is the Nordic countries'

biggest open runway show for the public, including different fashion events during the week, which increased the number of curious clothing consumers in Nordstan heavily. Thus, by collecting data during this event, it was possible to reach a lot of clothing consumers that were interested in participating in the survey. Sampling during the fashion week contributed to reaching the target group.

To increase the randomness of the sample, a systematic sampling technique of asking every 10th person walking by to participate in the questionnaire was applied. However, to use this technique in a shopping mall implied drawbacks. For example, there were persons who had no interest to stop or persons who were unavailable to answer the questionnaire due to e.g. lack of time or language barriers. Additionally, in order to make sure that the persons who stopped to participate were a candidate representing the population, the respondent was asked if s/he was visiting the mall in the purpose of looking for clothing before participating in the questionnaire. This led to the respondents having time and being

engaged in talking to us and filling in the questionnaire.

The event Fashion week was held during one week, and data was gathered during all the days of the event, to make sure that the sample was as large as possible.

In the introduction to the survey, information about the access economy as well as how rental of clothing works was presented so that the respondents easily could understand it. The given parameters were a one week rental for a garment, for 25% of the retail price, where the clothes are rented out through a platform online, and the garments are picked up and dropped off at a postal pickup spot. These parameters were benchmarked from Rent the Runway, the market-leading organisation for rental of clothes in the American market. Hence, it is the closest to best practice in the industry yet. The questionnaire was answered by 278 respondents. Due to conducting the survey in person in a shopping mall, assessing the response rate is difficult, as people declined to participate in the survey as they were walking by. In order to minimize social desirability bias, self-

Table 1 - Characteristics of subjects

		Frequency	Percent	Cumulative
Gender	Female	173	62.2	62.2
	Male	105	17.8	100
Educational level	Primary education	13	4.7	4.7
	Secondary education	129	46.4	51.1
	Higher education	136	48.9	100
Age	< 25	99	35.6	35.6
	25-50	157	56.5	92.1
	> 50	22	7.9	100

administered questionnaires were used, and the respondents could answer the questionnaire in private. Additionally, the questionnaires were anonymous. The demographic statistics are summarized in Table 1.

***Descriptive statistic***

Principal component analysis (PCA) with direct oblimin rotation method was used to determine the underlying dimensions of the 32 items. Three items were dropped from further analysis (see Appendix 1), due to low extraction values in the communalities table and high cross-loadings. The Cronbach’s alphas ( $\alpha$ ) of the constructs were all in the acceptable ranges based on Hair et al.’s (2010) definition, with a range from 0,63 to 0,93 (see Appendix 2). Looking at the descriptive statistics (Table 2), the highest mean was for environmental advantages (M = 3,65) and the lowest mean was for economic advantages (M = 2,52).

**Results**

***Measurement model***

The measurement model was developed for evaluation of validity and overall fit by

using a confirmatory factor analysis (CFA). All the constructs were allowed to covary in the analysis and all items were modelled as a reflective indicator of its constructs, as the observed variables were expected to inter-correlate. To assess the goodness of fit of the measurement model, various model of fit indices were used, as Hair et al. (2010) recommends: chi-square to degrees of freedom ratio (CMIN/DF), goodness of fit (GFI), and root mean square error of approximation (RMSEA) and comparative fit index (CFI). According to Hair et al.’s (2010) threshold values, all results were in an acceptable range, indicating an acceptable goodness of fit for the measurement model (see Table 3). To evaluate the validity of the model, convergent-, discriminant-, nomological- and face validity was measured and evaluated. Based on the recommendation of Hair et al. (2010), the convergent validity was evaluated through average variance extracted (AVE), composite reliability (CR) and factor loadings. Due to a factor loading under 0.5 for one of the items of the construct product criteria, this item was excluded from further analysis (see Appendix 1).

Table 2 - Descriptive statistics

Construct	Item	Mean	S.D.
Identity-signalling behaviour	5	3.16	0.96
Environmental advantages	3	3.65	0.82
Economic advantages	4	2.52	1.04
Word of mouth	3	2.55	0.99
Electronic word of mouth	3	2.71	1.00
Product criteria	4	3.55	0.85
Service criteria	3	2.87	0.95
Willingness to rent casual wear	4	3.14	1.16

Continuing the analysis, all results apart from the results for the construct environmental advantages and service criteria show the desired result in relation to the cut of values, indicating that the convergent validity is valid (see Appendix 2). The rule of thumb for the AVE is a threshold value above 0.5 (Hair et al., 2010), where all values exceeding 0.5 indicates that the items adequately explains the variance. However, Fornell and Larcker (1981) argue that if the composite reliability exceeds 0.6, then having an AVE lower than 0.5 is acceptable. For the construct environmental advantages, the composite reliability result was 0.63 and 0.74 for the construct service criteria. Thus, the fit of the model is deemed as adequate.

The discriminant validity shows valid results by having a square root of AVE that is larger than the squared correlations between the construct in consideration and other constructs (see Appendix 3), which indicates that the constructs are distinct from the other constructs (Hair et al., 2010; Fornell & Larcker, 1981). The face and nomological validity are arguably as high as possible. Even though the constructs with belonging items have

Table 3 - Model of fit indices CFA

Model of fit indices	Criteria	Result
CMIN/DF	Acceptable < 5 preferably < 3	2.441
GFI	As close to 1 as possible	0.824
RMSEA	< 0,08	0.072
CFI	> 0,92	0.888

Criteria proposed by Hair et al. (2010)

never been used for a similar purpose of researched as in this paper, all have been used in previous research which increases the validity. Hence, the results indicate an adequate validity.

### **Structural model**

After conducting the SEM, the fit of the model was examined, as well as the overall explanatory power and hypothesis testing. The model was structured in order for the paths to reflect the hypotheses (see Figure 2). The model showed adequate fit to the data, and the indices were comparable to the previous measurement model (see Table 4), which is acceptable values according to Hair et al. (2010). In order to assess the explanatory power of the model, the squared multiple correlations ( $R^2$  values) of the endogenous variable WTR casual wear was examined. The estimated model accounted for 59% variance observed in the consumers' willingness to rent casual wear, which demonstrates satisfactory values (Hair et al., 2010).

Table 4 - Model of fit indices SEM

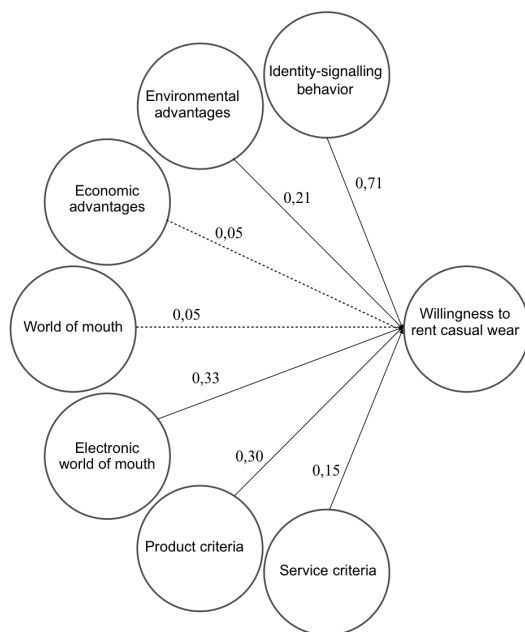
Model of fit indices	Criteria	Result
CMIN/DF	Acceptable < 5 preferably < 3	2.441
GFI	As close to 1 as possible	0.824
RMSEA	< 0,08	0.072
CFI	> 0,92	0.888

Criteria proposed by Hair et al. (2010)

Due to accepted model fit, the structural model was appropriate for hypothesis testing. Table 5 shows the path coefficients

for the hypothesized paths in the structural model and Figure 2 visualizes these paths, where the numbers represent the path coefficients. All the path coefficients in the model were positive, significant and therefore also supported, except two paths: economic advantages → WTR casual wear and WoM → WTR casual wear. The hypothesized path identity-signalling behaviour shows strong evidence as it were highly significant ( $p < 0,001$ ). The other paths presented a significance level at  $p < 0.05$ . Economic advantages and WoM did not show significant results, and together with the path coefficients of these constructs, these hypotheses were rejected (see Table 5).

Figure 2 – SEM model



(Numbers represent path coefficients)

The results of the hypotheses testing imply that consumers' economic advantages and WoM do not positively influence their willingness to rent casual wear. However, the other hypotheses are supported through the analysis of the collected data, which means that identity-signalling behaviour,

environmental advantages, product criteria, service criteria and eWoM all are drivers that positively influence consumers' willingness to rent casual wear.

In the SEM analysis, the result between the constructs environmental advantages and WTR casual wear showed a weak AVE (see Appendix 2). Based on that, suspicion occurred regarding if the construct environmental advantages instead had a stronger relationship with another construct than the proposed path, and another analysis was runned to test for a model with a better fit. A mediating effect was discovered between environmental advantages and identity-signalling behaviour. The modified model presented slightly better fit (see Appendix 4) and higher significance levels of the hypothesized paths in the model (see Table 6). In relation to the former model, the hypothesis economic advantages → WTR casual wear is still rejected. However, WoM → WTR casual wear is in the modified model presenting a significant level and is no longer rejected. eWoM → WTR casual wear together with environmental advantages → identity-signalling behaviour are now presenting highly significant levels. Hence, the predicting power of the modified model is higher than the predicting power in the former model.

In this modified model, economic advantages are the only rejected hypothesised path. Thus, the result presents that there exists a positive influence from WoM towards consumers' willingness to rent casual wear, entailing that consumers, based on WoM, have a higher WTR casual wear. The modified

model also presented higher levels of significance which entails that all of the hypothesised drivers, except economic advantages, influence consumers willingness to rent casual wear, with a higher level of significance. The mediating effect between environmental advantages and identity-signalling behaviour means that consumers who are concerned for the environment can express this concern in their identity-signalling behaviour when renting clothes.

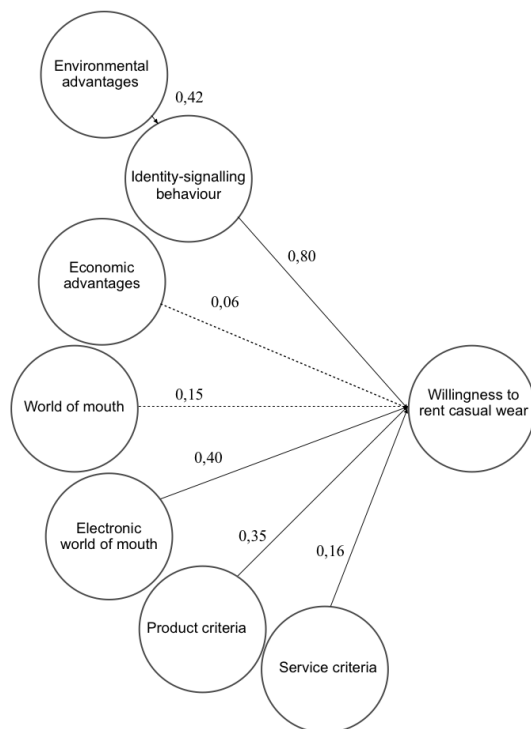
Table 5 - Structural parameters estimates

Hypothesised path	SEM Model		Modified SEM Model	
	p-value	Results	p-value	Results
Identity-signalling behaviour → Willingness to rent casual wear	***	Supported	***	Supported
Environmental advantages → Willingness to rent casual wear	0.025**	Supported		
Environmental advantages → Identity-signalling behaviour			***	Supported
Economical advantages → Willingness to rent casual wear	0.412	Rejected	0.322	Rejected
Word of Mouth → Willingness to rent casual wear	0.565	Rejected	0.027**	Supported
Electronic Word of Mouth → Willingness to rent casual wear	0.002**	Supported	***	Supported
Product criteria → Willingness to rent casual wear	0.012**	Supported	0.001**	Supported
Service criteria → Willingness to rent casual wear	0.018**	Supported	0.018**	Supported

Note: \*\*\*significant at  $p < 0,001$ , \*\*significant at  $p < 0,05$



Figure 3 - Modified SEM model



(Numbers represent path coefficients)

### Discussion

The purpose of the study was to investigate the drivers that affect consumers' willingness to rent casual wear. In order to fulfill this, a research model was developed, with seven drivers that were hypothesized to indicate consumers' WTR casual wear, namely identity-signalling behaviour, economic advantages, environmental advantages, WoM, eWoM, product criteria, and service criteria. In order to test the research model empirically, data from a sample of clothing consumers were collected and assessed. From this analysis, a couple of insights into apparel consumer behaviour in an access economy are presented.

First, the analysis demonstrate that identity-signalling behaviour is highly significant in predicting consumers' WTR casual wear. Thus, the result implies that

renting clothes allows for increased identity-signalling behaviour, which will affect consumers' WTR casual wear positively. This is in accordance with the previous research that states that identity-signalling behaviour has an impact on the consumer behaviour in an access economy (Gruen, 2017; Park & Armstrong, 2017; Akbar et al., 2016, Durgee & O'Connor, 1995; Bernardes & Nogueira, 2017). Seemingly, consumers' feel like there is a possibility to express themselves towards others, and increase their uniqueness as well as fashion level, when renting clothes. This in turn will positively impact their willingness to rent the clothes.

As the concept of renting clothes allows for consumers to use more clothing compared to when buying them, it becomes possible for consumers to use clothes that challenge their style and thus allows for bigger possibilities to develop consumers' uniqueness (Akbar et al., 2016). Additionally, it allows for consumers to follows more trends as the closet's turn-over becomes higher, making it easier to signal one's identity to others as the consumer can follow the trend s/he wants, not only the ones s/he can afford. Comparing the identity-signalling behaviour possibilities in an apparel access economy to an apparel ownership economy, it therefore becomes evident that it is easier for consumers to develop and signalise their own personal style to others when renting clothes compared to buying them.

One possible risk with increased identity-signalling possibilities for consumers in apparel access economies is that it in turn can lead to increased production of clothing and faster trend cycles, as more

consumers now can increase their closet's turn-over. This way of thinking would lead to increased environmental damage in the fast fashion industry. However, challenging this thought is the idea of a changed production due to an introduction of the access economy in society. As the fast fashion industry leads to poor quality clothing, the access economy would create a need for a change in the production of clothes in the long run. Turning towards creating clothes that are suited for renting would imply producing high-quality clothes that are intended to be washed and used at a higher frequency than the clothes that are produced today.

As identity-signalling behaviour has the highest predicting power for consumers' WTR casual wear, it leads to several practical implications. Businesses that adapt rental of clothing could for example incorporate fashion trends and wide assortments, in order for consumers to be able to fulfill identity-signalling behaviour through rental of clothing.

Second, the hypothesised path environmental advantages to WTR casual wear is supported. This indicates that consumers' concern for the environment results in a positive effect on their willingness to rent clothes. In line with previous research, consumers appreciate the concept of rental due to the environmental advantages it has (Harding & Schenkel, 2017; Botsman & Rogers, 2010; Gansky, 2010). Based on this result it is possible to argue that consumers might have reached the stage where they are ready to make changes in their consumption behaviour due to their concern for the environment, as Boström and Micheletti (2016) argue to be a vital

step in order to create a more sustainable industry. The idea of business models based in the apparel access economy was derived from the need to solve the negative environmental effect that the apparel industry has. Seeing that consumers are willing to rent casual wear because it is environmentally sustainable supports the idea of creating these companies in order to decrease the apparel industry's negative environmental effect. Additionally, Boström and Micheletti (2016) argues that the consumers are key players in order to solve the industry's problems, and as the consumers are willing to rent casual wear because of the environmental advantages, it indicates that it will be possible to introduce these business models as a solution for the detrimental environmental effects of the apparel industry.

The modified model instead show that there is a positive mediating effect from environmental advantages to identity-signalling behaviour. This indicates that consumers that have a concern for the environment want to signal that to others and use rental of casual wear as a tool for this purpose. This means that if a consumer cares about the environment, and sees that renting clothes is one way of doing so, then the consumer want to rent clothes because they can communicate that this standpoint is part of their identity. As there is no previous study that has researched this relation there is no previous evidence in the literature which can confirm such a relation. This type of consumer behaviour would imply two positive consequences for the apparel industry's ecological footprint: firstly, the consumer's will to communicate her environmental mindset would lead to engagement in the access economy, and

secondly, as the consumer would like to signal this identity to others, s/he could generate new consumers of the apparel access economy through word of mouth.

Third, this study does not confirm a connection between the construct economic advantages and consumers' WTR casual wear. Clothing consumers therefore do not experience that economic advantages are why they would be willing to rent casual wear. Two possible reasons for this outcome can be identified. The first is based on the fact that consumers do not believe the economic part to be so important. This is a contradicting result in comparison to previous research on drivers for consumers' participation in access economies, which instead have shown that it partially or solely is due to economic motives (Eckhardt & Bardhi, 2015; Harding & Schenkel, 2017; Acquier et al., 2017; Gruen, 2017; Bernardes and Nogueira, 2017). However, most of these studies have been made in other contexts such as the car industry, which can be the reason for the contrasting results. To rent cars have more of a utilitarian purpose compared to clothes, making the economic aspect very significant. Clothing, on the other hand, have connections to emotional and cultural bonds, as well as being goods that individuals express their personality through. Comparing the result of this paper to previous research, it therefore becomes evident that differences exist between industries regarding the importance of economic advantages for consumers' willingness to rent. Hence, willingness to participate in the rental of clothes might not be based on economic advantages as much as other drivers.

The other possible reason for the rejection of hypothesis H3 can be found in the set parameters in the survey where the pricing of rental clothes is 25% of the retail price for one week. There is a reason to believe that the cause for rejecting the hypotheses is the pricing level in the parameters being set to high. Therefore, it would be interesting to see if a lower price level might get another result in future research, compared to the price level that is presented in this paper. When meeting the respondents during the data collection process, many respondents communicated orally that the price level was set too high and that they would have appreciated a price level at 10% of the retail price, thus strengthening the reasoning behind speculations regarding the price level. However, it is therefore important to highlight that the result of this paper does not have to be contradicting to previous research stating that economic advantages being an influencing part in an access economy, as it is possible that it only is a matter of the price level set in this paper.

Fourth, through this study it is presented that eWoM has an influence on consumers' WTR casual wear. eWoM has the second highest significance level in the proposed model. Previous research has shown that eWoM is an important factor in consumers' pre-consumption behaviour (Hennig-Thurau et al., 2004), and this study shows that it also is an important driver for pre-consumption behaviour in an apparel access economy setting. This implies that there is an importance to spread information and inspiration about this consumption form in social media, in order for consumers to pursue this type of consumption, because gathering information and engaging in discussions

on social media affects the consumers' will to rent clothing positively. Using tools like influencers on Instagram, advertisement on Snapchat and communicating through the company's Facebook feeds are examples of ways to spread the word in social media about rental of clothes. Looking at the hypothesis WoM instead, it was not found to be a driver for consumers' WTR casual wear. In contrast to previous research, this study does therefore not support that WoM affects the purchasing decision process through creating awareness or changing opinions in an access economy, as Berger (2015) argue is the case for business models based on ownership.

The fact that eWoM is supported whilst WoM is rejected is an interesting result as they both are built on the impact people in the surrounding have on the consumer. One possible reason for this derives from the fact that social media has a big impact on today's society in regards to communication. The fact that consumers are more perceptible to communication when it goes through social media compared to regular WoM is fundamental information for managers in for example launching processes and marketing campaigns of an access economy. However, in the modified model, the hypothesised path between WoM and WTR casual wear is accepted. This indicates that WoM also can influence the pre-consumption behaviour for consumers' when renting clothes, showing that apart from social media, friends and family can also have an impact on consumers' willingness to rent.

Fifth, both product- and service criteria showed a significant result. This shows

that product- and service criteria have an effect on WTR casual wear. Comparing these results to previous research in an ownership economy, the results show similarities as the product- and service criteria are important factors in the pre-stage of purchasing behaviour in an access economy, as well as in an ownership economy (Ha-Brookshire & Norum, 2011; Hsu & Burns, 2002). Looking further at the ownership economy, researchers have concluded different results regarding if service criteria or product criteria have the most impact. In line with the result concluded in an ownership economy presented by Baumeister et al. (2015), this study shows that service criteria have a slightly higher impact in an access economy than product criteria. The fact that product criteria are interpreted as less of a risk might have to do with the fact that the settings/conditions of an access economy are similar to online shopping in an ownership economy which consumers are used to. Nonetheless, service criteria in an access economy compared to service criteria in online shopping of ownership economy involve more aspects which so far is unfamiliar to the customers, such as returning rented clothes and reserving garments. Therefore, service criteria can be an aspect of the shopping experience which consumers interpret as more of a risk compared to product criteria. This knowledge can be useful for managers, especially in the design stage of the development process of the business model, where clear information about the service and how it works can reassure the consumers.

The insights of the analysis indicate that consumers are willing to rent clothing and that this stems from different parameters.

What this implies is that there is a reason to believe that the market is maturing and that there is a business case for these kinds of organisations. Thus making it possible to improve the effects that the apparel industry have on the environment, but also making the struggle in front of the wardrobe for the consumers less burdensome. A win-win situation.

### **Conclusions**

Through the insights from the analysis, four conclusions can be made. First, as a pioneering research model in the area, the proposed model shows significance and therefore gives evidence for the importance of understanding the drivers that affect consumers' WTR casual wear. Second, the most important underlying factor that affects consumers' WTR casual wear is identity-signalling behaviour, where the identity-signalling behaviour of individuals increases through an access economy for rental clothing. Third, the hypothesis H3 is rejected, which means that economic advantages is not a driver for consumers' WTR casual wear. The reasons behind this are discussed, where the proposed pricing model being too high is argued to be a possible reason for the result. Fourth, a modified model is presented as a possible explanation of consumers' WTR casual wear, the driver identity-signalling behaviour is proposed to have a mediating effect on the driver environmental advantages.

### **Contribution and implications**

This paper adds to the academic research in the field of consumer behaviour in an access economy, by contributing to the theoretical understanding of factors that drive consumers' willingness to rent casual wear. As this paper, to the best of our

knowledge, is the first of its kind, it represents a first understanding of the reasons for why consumers' would participate in renting casual wear. The purpose of the study has therefore been fulfilled.

As for managerial implications, this paper contributes to important practical implications for managers in the retail- and access industry. First, as rental of clothing is an expanding business model, this paper contributes with insights into understanding the consumer's perspective for these new business models, which gives implications for both pricing strategies, marketing strategies as well as operational strategies. For example, communicating to consumers that the business has wide assortments of clothing with the latest fashion trends is important, as well as using social media as communication channels.

### **Limitations and future research**

The sampling technique composes a limitation for the study, where random sampling would increase the validity of the paper and generate a more generalisable result. To the best of our knowledge, this paper is the first one combining several aspects in analysing drivers for consumers' WTR casual wear. Since this paper does not investigate the causal relationship between the factors, this is a possible approach for further research. In order to get a more in-depth understanding of why these results appeared, further research can analyse this through a qualitative approach. As this paper examine the perceived attitude of the consumers, it excludes the actual behaviour that consumers may have. Hence, further research can examine the actual consumer

behaviour, for example by using an experimental method approach. Another leed is to further research the found mediating effect that exists between environmental advantages and identity-signalling behaviour.

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## Appendix

### Appendix 1 - List of items by constructs

Construct	ID No.	Item	Previous research
Identity-signaling behavior	ID1	I feel that rental clothing will enhance the image which others have of me.	Park & Lessig, 1977
	ID2	I feel that the rental of clothes helps me show others what I am, or what I would like to be.	Park & Lessig, 1977
	ID3	To rent clothing allows me to develop my unique style	Möhlmann, 2015
	ID4	To rent clothing allows me to keep up with the latest trends.	Möhlmann, 2015
	ID5	Using rental clothing shows that it is important to me to use a variation of clothing	Möhlmann, 2015
Environmental advantages	EN1	Renting clothing reduces our usage of natural resources.	Lamberton & Rose, 2012
	EN2	Renting clothes allows me to fight back against the greed of the fast fashion industry.	Lamberton & Rose, 2012
	EN3	It's wrong to own clothing and let it be unused much of the time.	Lamberton & Rose, 2012
	EN4	*There is no substitute for owning my own clothes, even if it is more sustainable (reversed)	Lamberton & Rose, 2012
Economic advantaged	EC1	Overall, I'm happy with the prices of rental clothing.	Mathwick et al., 2001
	EC2	The prices of rental clothing are too high.	Mathwick et al., 2001
	EC3	Rental clothing are a good economic value.	Mathwick et al., 2001
	EC4	Renting clothes is an efficient way of managing my income.	Mathwick et al., 2001
Word of mouth	WO1	I would be affected if my family think that I should rent clothes.	Hsu & Lu, 2004
	WO2	I would be affected if my colleagues/classmates think that I should rent clothes.	Hsu & Lu, 2004
	WO3	I would be affected if my friends think that I should rent clothes.	Hsu & Lu, 2004
Electronic word of mouth	EW1	I would consult with others in a social online setting to help choose if to rent clothing.	Lee & Park, 2008
	EW2	I would gather information from a social online setting about renting clothes before doing so.	Lee & Park, 2008
	EW3	I would participate in renting clothing based on that others in an social online setting think I should do so.	Lee & Park, 2008

Product criteria		I believe rental clothing is a risk as X may be a problem with clothes.	Ha-Brookshire & Norum, 2011
	PC1	X = appropriateness for an occasion	
	PC2	X = size	
	PC3	X = coordination to other garments	
	PC4	X = *quality	
Service criteria	PC5	X = **style/design	
	SC1	It would be inconvenient to collect and return my rented clothes at a postal pickup spot.	Lamberton & Rose, 2012
	SC2	There is a risk that I will not be able to get the rental clothes that I want at the time I want to use it.	Lamberton & Rose, 2012
	SC3	It would be inconvenient for me to find the clothing I wanted to rent each time.	Lamberton & Rose, 2012
Willingness to rent casual wear	SC4	*One great thing about sharing clothes is not being responsible for laundry.	Lamberton & Rose, 2012
	WT1	Assuming you have access to rental clothing in the future, what is the probability that you would use it?	Kulviwat et al, 2009
	WT2	I would prefer a renting option of clothes to owning my own clothes	Lamberton & Rose, 2012
	WT3	I would be likely to choose to rent clothes instead of buying my own clothes	Lamberton & Rose, 2012
	WT4	How likely would you be to choose to rent clothes in the future?	Lamberton & Rose, 2012

Note: \*Item dropped after the exploratory factor analysis (EFA) \*\* Item dropped in the confirmatory factor analysis (CFA)

## Appendix 2 - Validity results

	Validity EFA	Convergent Validity		
	Cronbach's Alpha	Factor loadings	CR	AVE
Identity-signaling behaviour	0.86		0.86	0.55
ID1		0.784		
ID2		0.780		
ID3		0.777		
ID4		0.660		
ID5		0.687		
Environmental advantages	0.63		0.63	0.37

EN1		0.503		
EN2		0.543		
EN3		0.758		
Economic advantages	0.88		0.88	0.66
EC1		0.901		
EC2		0.816		
EC3		0.780		
EC4		0.740		
Word of mouth	0.85		0.85	0.66
WO1		0.757		
WO2		0.713		
WO3		0.949		
Electronic word of mouth	0.78		0.79	0.57
EW1		0.887		
EW2		0.686		
EW3		0.662		
Product criteria	0.79		0.80	0.58
PC1		0.813		
PC2		0.502		
PC3		0.915		
Service criteria	0.72		0.74	0.49
SC1		0.647		
SC2		0.543		
SC3		0.871		
Willingness to rent casual wear	0.93		0.93	0.77
WT1		0.929		
WT2		0.817		
WT3		0.823		
WT4		0.936		

### Appendix 3 - Discriminant Validity

	Identity-signaling behaviour	Environmental advantages	Economic advantages	Word of mouth	Electronic word of mouth	Product criteria	Service criteria	Willingness to rent casual wear
Identity-signaling behaviour	0.74							
Environmental advantages	0.40	0.78						
Economic advantages	0.01	0.11	0.81					
Word of mouth	0.33	0.37	0.10	0.81				
Electronic word of mouth	0.43	0.32	0.11	0.57	0.75			
Product criteria	0.07	0.19	-0.11	0.02	0.40	0.76		
Service criteria	0.30	0.07	-0.06	0.09	0.16	0.32	0.70	
Willingness to rent casual wear	0.68	0.46	0.06	0.38	0.51	0.25	0.37	0.88

Diagonals represent the square root of AVE for each construct; the other entries represents the correlation between the constructs.

#### Appendix 4 - Model of fit indices SEM - Modified model

Model of fit indices	Criteria	Result
CMIN/DF	Acceptable < 5 preferably < 3	2.851
GFI	As close to 1 as possible	0.792
RMSEA	< 0,08	0.082
CFI	> 0,92	0.846

Criteria proposed by Hair et al. (2010)