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The Cinderella Effect: Renting in the Portuguese Fashion Industry

*Exploring perceptions, attitudes, and willingness to rent clothing of
Portuguese consumers alongside the moderated-moderation effect of
Shopping Motivations and Personal Innovativeness*

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Dissertation written under the supervision of Vera Herédia Colaço

Dissertation submitted in partial fulfilment of requirements for the
MSc in Strategic Marketing, at the Universidade Católica
Portuguesa, January 2023.

*“Each decision we make is a symbol of our commitment to defining what the future of
fashion looks like.”*

- Stella Nina McCartney

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Abstract

Over the years, the fashion industry has become one of Earth's most significant and dangerous polluting forces. Unmeasured use of natural resources, minimal product life cycles, and increasingly low product prices due to inhumane working conditions have awakened consumers to demand better industry practices and sustainable alternatives. As a response, collaborative consumption models emerged. Namely, clothing rental platforms allow consumers to wear the latest fashion trends without paying the total price of the pieces and still engage in a more conscious consumption practice, which reduces overconsumption and waste. Fashion rental platforms are a growing international trend. However, it still needs to be unveiled in the Portuguese market. Therefore, this dissertation aims to understand Portuguese consumers' perceptions and attitudes towards this business model, alongside their willingness to rent clothing. An experimental study investigated the effect of the type of occasion wear on perceptions, attitudes, and willingness to rent clothes for special occasions versus everyday while testing for the moderating role of shopping motivations and personal innovativeness on that relationship. Moderated-moderation findings show that consumers in the Portuguese market have positive perceptions, attitudes, and willingness to rent clothing. This effect is often motivated by hedonic than utilitarian shopping motivations. However, the type of preferred clothing varies according to the level personal innovativeness of consumers. The present dissertation contributes to the collaborative consumption, personal innovativeness, and motivations literature with theoretical and managerial implications that can shape the path for fashion rental companies in Portugal.

Keywords: Clothing Rental Platforms, Collaborative Consumption, Sustainable Consumption, Willingness to Rent, Attitudes, Perceptions, Hedonic Motivations, Utilitarian Motivations, Personal Innovativeness.

Resumo

Ao longo dos anos, a indústria da moda tornou-se uma das maiores e mais perigosas forças poluentes do planeta Terra. A utilização desmedida dos recursos naturais, ciclos de vida extramente curtos e preços cada vez mais baixos à custa de condições de trabalho desumanas, despertaram os consumidores para a necessidade de exigir melhores práticas da indústria e alternativas de consumo mais sustentáveis. Desta forma, foram criados modelos de consumo colaborativo. Nomeadamente, plataformas de aluguer de roupa, que proporcionam aos consumidores a oportunidade de usar as últimas tendências sem pagar o preço total, permitindo igualmente reduzir o consumo excessivo. As plataformas de aluguer de moda são uma tendência em crescimento internacional, no entanto ainda consideravelmente desconhecida no mercado português. Esta dissertação visa compreender quais as perceções e atitudes dos consumidores portugueses em relação a este modelo de negócio, bem como perceber qual o nível de intenção de arrendar. Adicionalmente, foi investigado o efeito que o tipo de ocasião, a inovação pessoal e as motivações de compras têm nas variáveis detalhadas. Através da análise da revisão de literatura e do desenvolvimento de um estudo experimental, os resultados mostram que o mercado português tem perceções e atitudes positivas em relação ao conceito de aluguer de roupa, nomeadamente para o roupa de ocasião. Paralelamente, foi detetada a existência um efeito moderador da moderação entre as motivações de compras e a inovação pessoal. A dissertação contribui com descobertas teóricas e de gestão permitem moldar o caminho para possíveis empresas de aluguer de moda em Portugal.

Palavras-Chave: Aluguer de Moda, Consumo Colaborativo, Consumo Sustentável, Intenção de aluguer, Atitudes, Perceções, Motivações Hedónicas, Motivações Utilitárias, Inovação Pessoal.

Acknowledgements

I would like to start by wholeheartedly thanking my advisor Vera Herédia Colaço for the remarkable guidance provided throughout the entirety of this dissertation. I thank her for all of the dedication, knowledge, and expertise, which turned everything possible. Thank you for pushing me to achieve my greatest potential.

Furthermore, I want to thank all my friends for the amazing support and understanding throughout this period of my life, but specially to Teresa Jesus and Vasco Rato for always believing in me and in my success.

I have no words to thank my boyfriend for the unparalleled patience, love, and kindness during this process and for providing me with the motivation needed to reach my final goal.

Lastly, but definitely not the least, I would like to thank my family for allowing me the opportunity to always pursuing my dreams and supporting me throughout the entirety of my academic career.

Thank you!

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1 Introduction

1.1 Problem Definition and Relevance

The fashion industry has become unsustainably fast-paced, due to increasingly shorter fashion cycles, allowing to produce higher volumes of clothing and increase profit margins (McNeill & Moore, 2015). However, nothing comes without a cost. For one of the largest industries in the world, with an estimated value of 1.7 trillion US dollars (Zippia, 2022), the price to pay might very well be more expensive than what the planet and society can afford.

The time where only two collections were launched per year is far gone, with many brands developing up to 52 micro collections throughout the year (Mizrachi & Tal, 2022). Alongside this never-ending newness of pieces and trends, consumers are attracted with affordable prices that deeply leverage the desires to own more and more products (Birtwistle & Moore, 2007). This consumption and retailing phenomenon have been coined as *Fast Fashion* and is considered to be an industry worth 99.23 billion US dollars (Statista, 2022). It is even reported that certain pieces are designed to be worn less than 10 times (McAfee et al., 2004). Consequently, the rate of overconsumption is leading to catastrophic consequences for both the planet Earth and humankind. The fashion industry is projected to be responsible for 2-4% of the world's greenhouse gas emissions, 20% of global water waste and 85% of textiles end up never being reused or recycled and are simply disposed in ever-growing waste landfills (UNFCCC, 2022). Moreover, there are major concerns for worker's welfare, with many reports of extremely severe work accidents, poor conditions in the infrastructures of the factories and extremely low salaries (Mukherjee, 2015). Therefore, there is a pressing urgency in making deep changes that will decrease the huge environmental footprint and improve working standards in the industry's supply chain (Moon et al., 2013).

Consumers are pushing for a transformation towards more sustainable practices, since future generations are in serious danger of having resources' depletion (Kotler, 2011). Therefore, companies should react to consumers' wishes and create more sustainable practices. *Sustainable fashion* is a means by which companies and brands embrace social and environmental concerns, incorporating sustainable values and practices into the products created from both environmental and humanitarian perspectives. (Haris, Roby & Dibb, 2015).

Subsequently, as consumers became increasingly more aware of the harm that unmeasured consumption can have on the planet and society, further alternatives appear in the market, such as collaborative consumption models (Belk, 2014).

Collaborative consumption models are considered quite promising in terms of reducing the environmental damages that the clothing industry provokes (Park & Armstrong, 2019). Furthermore, it is estimated that between 2019 to 2025 the worldwide shared clothing market will grow at an CAGR of 10.5%, reaching a valuation of 7 billion US dollars in 2025 (Statista, 2020). Hence, collaborative consumption models will progressively have a greater force inside the of the fashion industry, which should not be underestimated, nor overlooked.

Renting has been one form of collaborative consumption that has been developing over the last years. This model provides consumers with the opportunity to wear the latest fashion trends without paying the full price of the pieces and still engaging in a more conscious consumption practice, which allows to reduce overconsumption and waste (Armstrong et al., 2015). In 2021, the global online rental market was valued at 1.9 billion US dollars and is expected to have a CAGR of 9.64% until 2027, resulting in a total valuation of 3.3 billion US dollars (Business Wire, 2022). Clothing rental platforms are showing strong signs of success. For instance, Rent the Runway, is a clothing rental company launched in 2021 an IPO on one of the most competitive stock markets in the world, NASDAQ (McCoy & Chi, 2022). Additionally, even traditional retailers such as Ralph Lauren are starting to venture into this business model (McCoy & Chi, 2022). Moreover, there is an incredible wide variety of pieces, brands, and sizes throughout all platforms.

The fashion rental phenomenon has been studied by several scholars (Lang & Armstrong, 2018; McCoy & Chi, 2022; Baek & Oh, 2021; Lee & Huang, 2020; Mukendi & Henninger; Lee & Chow, 2020; Lang et al., 2019; Park & Armstrong, 2019; Tu & Hu, 2018). However, it has been suggested that local markets' characteristics influence consumers' motivations, choices, and purchase behavior (Luna & Gupta, 2001) and there are extremely few studies regarding how this type of model would fit in the Portuguese market. Therefore, this dissertation aims to develop a deep understanding of Portuguese consumers' perceptions, attitudes, and willingness to rent. A conceptual framework was created while examining various constructs uncovered by a thorough literature review. The objective was to empirically examine deterrents and motivators for fashion rental

platforms while also detailing for which type of occasion consumers are willing to rent clothing and also how their individual traits and motivations might influence such rental behaviors.

1.2 Objectives and Research Questions

In today's world, more than ever, it is crucial for consumers to take action and adopt a more sustainable lifestyle, particularly when it comes to their fashion choices. The rental business model is intensely growing and presents itself as a viable solution towards decreasing clothing consumption, while still maintaining many of the appealing qualities when shopping for clothes. However, in Portugal, it is still an understudied concept with high levels of unfamiliarity from the general public. Thus, the primary purposes of this dissertation are to understand the following:

RQ1: What are the perceptions, attitudes, and willingness to rent of Portuguese consumers towards clothing rental platforms for different occasions (everyday wear, occasion wear)?

One of the main objectives of this research is to uncover what the perceptions and attitudes of Portuguese consumers are towards the adoption of the clothing rental business model. Also, how will attitudes and willingness to rent differ from pieces being rented for occasion versus everyday wear. These two distinct occasions, in principle, should entice different types of motivations, decision processes, and behaviors from consumers. Thus, the research study will make this fundamental distinction to gather the best insight into consumers' attitudes and perceptions.

RQ2: What is the effect of shopping motivations on the perceptions, attitudes and willingness to rent of Portuguese consumers towards clothing rental platforms?

Secondly, shopping motivations of hedonic or utilitarian nature have an extremely distinct and powerful influence on consumers' purchasing decision-making process (O'Brien, 2010). Thus, it is crucial to study the effect of shopping motivations on perceptions, attitudes, and willingness to rent toward fashion rental platforms. Studying the impact of

these shopping motivations will also allow an improved understanding of who could be the target profile of these rental platforms.

RQ3: What is the effect of personal innovativeness on the perceptions and attitudes, and willingness to rent of Portuguese consumers towards clothing rental platforms?

Thirdly, different personality traits influence consumers' decision-making process and impact how they perceive their various needs (Lang & Armstrong, 2018). Due to habits creating inertia towards change (Mazar et al., 2020) this is considered a significant barrier to the adoption of collaborative clothing models (Armstrong et al., 2015), which creates the necessity to evaluate if this barrier will be definitive for the business model's success. Hence, it is fundamental to evaluate the effect of an individual's willingness to change (personal innovativeness) on the predisposition to become a consumer of clothing rental platforms.

1.3 Thesis Structure

The initial chapter of this dissertation introduces the relevance of the research problem and identifies the research purpose and questions being studied. The following chapter presents the literature review section, which allows to gather insightful academic findings that will fundament the present dissertation. Furthermore, the third chapter details the proposed hypothesis, alongside the conceptual framework. Subsequently, the methodology used to collect primary data is described under the fourth chapter. In the fifth chapter, the analysis of the results is reported, which consequently leads to the creation of the final conclusions, as well as the theoretical and managerial implications presented. Finally, the limitations and future research suggestions are included in the last chapter.

2 Literature Review

2.1 The Complexity between Fashion and Sustainability

Fast Fashion

The fashion industry has become an incredibly unsustainable industry, with always having the ultimate goal of continuously generating the highest profits possible in mind, resulting in many alarming and unsustainable practices that created environmental and social issues (McNeill & Moore, 2015).

Consumers are persuaded by fast fashion companies with exceedingly low prices, speedy deliveries, frequent discounts, and a constant array of new collections (McNeill & Moore, 2015). Clothing items have a huge ecological footprint throughout its entire life cycle (Moon et al., 2013), and consumers' lack of awareness regarding how detrimental their rhythm of consumption can be, is one of the main perpetuating factors for this situation (Birtwistle & Moore, 2007). A culture of over-consumption and disposability has been normalized (Park et al., 2017), posing a great threat to future generations' resources and quality of life (Kotler, 2011).

For many consumers, fashion also equals to a sense of self, being what allows to communicate their own identity, or in other words, their extended self (Belk, 1988). Thus, a stronger emphasis is put on being "fashionable" which can overshadow every other driver in the decision-making process (McNeill & Moore, 2015). Fast fashion acts as magnetic towards this type of consumers, since it can feed their desire for newer weekly new (Morgan & Birtwistle, 2009).

However, brands' efforts to comply with the increasing number of consumers looking into more sustainable fashion options have also been growing. Certain companies truly include these values in their value proposition, and it is what attracts consumers towards it, such as Patagonia for example.

Slow Fashion and Sustainability

Consumers' awareness increase regarding the harmful impact of fast fashion have incentivized the creation of the "slow fashion movement," which the goal is to decrease the consumption rates and respect resources (Fletcher, 2007; Ertekin & Atik, 2015).

Individuals are showing a greater concern with how their consumption patterns affect the world (Birtwistle & Moore, 2007), motivating them to take action and mitigate the underlying problems with the fashion industry.

Slow fashion proponents argue that the speed of fashion consumption cycles should be decreased, and the overall quality of production improved, so consumers have better and most durable garments, reducing in this sense over-consumption (Gupta et al., 2019). Moreover, this movement is about changing consumer attitudes and finding a balance (Ertekin & Atik, 2015). It is about an approach where the value chain and consumers are conscious about the impact of their purchases on the environment and workers (Busalim et al., 2022).

The slow fashion movement incorporates the concept of sustainable fashion (Carey & Cervellon, 2014) and these two terms are often used interchangeably (Lundblad & Davies, 2015), hereby referred to clothing made through “environmental, social and ethical responsible practices” (Sung & Woo, 2019).

Furthermore, it is crucial to identify what the main benefits of engaging in sustainable consumption are, and its importance towards the improvement of fashion’s environmental and social footprint. First, it has been identified that expanding the product’s life cycle plays a role of utmost importance in diminishing the environmental impact of the fashion industry (McLaren & McLauchlan, 2015). Second, since sustainable fashion takes into consideration socially responsible practices, working conditions and overall quality of life for workers are also improved, due to decreasing the pressure in timings throughout the production process and fair monetary compensation (Jung & Jin, 2016). Third, fashion waste, and occupation of landfills is one of the biggest factors of environmental pollution, therefore, if consumption rates and garments have a longer lifetime this pressing issue will also diminish (Pookulangara & Shepard, 2013).

Prior research examining sustainable consumption decisions suggest that some consumers may be resentful over mindless consumption and its consequences on the planet (Ekici, et al., 2013). According to Prothero, McDonagh, and Dobscha (2010) consumers who feel overwhelmed with choices or that even experience choice-exhaustion, associate themselves with a non-materialistic view in favor of sustainability.

Fashion designer Vivienne Westwood blames fast fashion for being the reason behind everyone dressing the same and the loss of individual style (Ertekin & Atik, 2015). In

fact, sustainable consumption can be a promotor for more authentic and unique fashion options which can be another motive for consumers to shift their habits (Ertekin & Atik, 2015). Lastly, increased quality has been perceived to be associated with sustainability and many consumers are willing to pay a premium to have better quality and pieces that will last longer (Diddi, et al., 2019).

Sustainable Fashion is therefore, becoming more important in today's world and the fashion industry has made efforts to support it (Busalim et al., 2022). As such, alternative business models to fast-fashion have been developed with direct impact on consumption-related factors (Diddi et al, 2019). For instance, collaborative consumption models, as reviewed next.

2.2 Collaborative Consumption in The Fashion Industry

Collaborative consumption models are a quickly growing business phenomenon (Mohlmann, 2015). With the serious development of technology over the years it has been increasingly easier to share goods and services (Becker-Leifhold & Iran, 2018).

“Collaborative consumption” or “sharing economy” (Belk, 2014), is described as a consumption trend, where consumers have access to shared goods, instead of having to buy new ones (Iran and Schrader, 2017). Furthermore, collaborative consumption models can be divided two different forms: access over ownership and transfer of ownership (McNeill & Venter, 2019). Access over ownership is characterized by during a determined period of time users share and offer their goods to other consumers and it includes sharing, renting, leasing, and lending (Bocker & Meelen, 2016). Whereas transfer of ownership means that possession over the good is changed, where swapping, donating or second-hand models are included. (Hamari et al., 2015).

With regards to the fashion industry, collaborative consumption models are also on an ascending trajectory, with increasingly more brands innovating and adhering to these principles in an effort to become more sustainable (Becker-Leifhold & Iran, 2018). Despite the continuous evolution of these types of models, collaborative fashion consumption remains a niche concept which presents benefits but also barriers (Becker-Leifhold & Iran, 2018).

Some of the barriers identified throughout most scholarly articles were related with hygiene and health concerns (Armstrong et al., 2015; Catulli, 2012), feelings of distrust and lack of information from companies (Catulli, 2012; Hirschl et al., 2003; Armstrong et al., 2015), no ownership (Armstrong et al., 2005; Catulli, 2012), and lastly opposition to change (Armstrong et al., 2015). Nevertheless, research has uncovered practical solutions towards some of these barriers, such as proofing that the garments are professionally cleaned and providing clients with transparency about their value propositions (Becker-Leifhold & Iran, 2018). However, according to Armstrong et al. (2015) the most difficult barriers to overcome are related to mentality and habit modification, since consumers can be quite resistant to change when they are already familiar.

On the other hand, there are also many motivating factors for consumers to engage in this type of consumption. Firstly, collaborative consumption allows for a hedonic experience, since consumers can have feelings of uniqueness, excitement, and fun (Niinimäki, 2010). Secondly, participating in these models allows clients to feel like they made smarter purchasing decisions, saving money while still getting the thrill of hunting for bargains (Armstrong et al., 2015). Lastly, customers have a guilt-free shopping experience in terms of environmental consequences, by having a positive role in expanding clothing lifetime and disengaging in overconsumption and waste (Guiot & Roux, 2010). Consumers who desire to make more sustainable choices when it comes to fashion, but still want to have a hedonic experience can achieve that through collaborative consumption (McNeill & Venter, 2019).

For the numerous reasons named above, collaborative consumption models are likely to help narrowing the attitude-behavior gap often witnessed in sustainable fashion consumption decisions. This concept can be described as the phenomenon in which consumers who claim to have strong ethical and environmental values do not purchase sustainable products (McNeill & Moore, 2015). Consumers may perceive that the trade-offs they embrace when buying sustainable fashion are not worth it, although being aware of the harm it can do to the environment and society (Eckhart, Belk & Devinney 2010; Luchs & Kumar, 2015).

Theory of Planned Behavior

The Theory of Planned Behavior (Ajzen, 1991) is one of most often-referred theories suggested by scholars to study what characteristics lead consumers to engage with collaborative consumption models (Lang & Armstrong, 2018). The theory suggests that both individual and social factors play critical roles in the decision-making process. Social factors are defined as “subjective norms” and individual ones are related with “perceived behavioral control” (Ajzen, 1991). Subjective norms pressure consumers into deciding with accordance to what they think is the societal consensus, while perceived behavioral control assesses the easiness or difficulty of engaging in a certain behavior (Lang & Armstrong, 2018). Ajzen (1991) argues positive attitudes regarding a behavior will equally lead to a consumer participating in said behavior. Such argument may, therefore, be translated into collaborative consumption models, meaning that if a consumer has positive attitudes towards these types of models, he/she will most likely consider engaging in them (Hamari, et al. 2016).

2.3 The Rental Business Model

Clothing renting is one form of collaborative consumption, which is defined as “a transaction in which one party offers an item to another party for a fixed period of time in exchange for a fixed amount of money and in which there is no change of ownership” (Durgee and O’Connor, 1995). This type of business model was estimated to have reached 1.8 billion dollars in sales in 2018 (Chen, 2018). Albeit having gone through a setback period due to the COVID-19 pandemic it is expected to become an extremely popular practice in the future (McCoy et al., 2021), with more brands joining this model, both new and already well-established ones. (McCoy & Chi, 2022).

In terms of the sustainable impact renting brings to the fashion industry, it allows consumers to prolong clothing’s life span, and by intensifying use of garments and of repairs. It also decreases the number of brand-new product launches, which helps to reduce natural resource consumption. Additionally, due to professional cleaning services that are required in these types of models it is also possible to save water and energy, since companies have more efficient processes and equipment. Most importantly, decreases in overall consumption are witnessed in the fashion industry. (Iran & Schrader, 2017; Becker-Leifhold & Iran, 2018; Chi et al, 2021).

Additional benefits include the fact that many consumers eagerly crave for originality and novelty due to fast fashion's change of their expectations of the industry (Joy et al., 2012). Renting enables to fulfill hedonic desires, with the advantage of alleviating environmental impacts of fashion and associated clutter (Amed & Sherman, 2018).

It has been argued that these platforms take out constraints that come from ownership (Moeller and Wittkowski, 2010), such as paying the full price, occupying storage space and guilt over buying more products when the consumer already has a full closet. On their side, the brand will generate profit by renting the pieces to different consumers many times (Pedersen and Netter, 2015).

Additionally, there are other factors that play a role in the adoption or non-adoption of clothing rental services, for example functional (Park & Armstrong, 2017), economic (Park & Armstrong, 2019), social (McNeill & Venter, 2019), and green values (Hamari et al., 2016) as detailed in a research study by Baek and Oh (2021) that measured the moderating effect of contamination on the values.

2.4 Consumption Occasion

There is an undoubtable difference from renting a dress for a wedding and renting a jacket for going to work. Thus, it is crucial to understand what previous literature has uncovered regarding rental platforms and type of occasion. Prior studies have mainly focused on renting options for occasion wear, (Arrigo, 2021; Gyde & McNeill, 2019; Lang et al. 2019; Jin & Shin, 2020), as opposed to everyday wear (Bodenheimer et al., 2022). The higher focus on occasion wear rental is due to consumers perceiving clothing rental platforms as more suitable for occasion wear rather than everyday (Armstrong et al., 2016; Mukendi & Henninger, 2019). Research indicates that one of the fundamental factors for causing discrepancies between these occasions is the frequency of wear (Rexfelt & Ornäs, 2009). Occasion wear pieces are generally worn for much fewer times than everyday wear (Mukendi & Henninger, 2019). Therefore, consumers feel that the necessary investment to continuously use rental platforms for everyday wear will be more expensive than buying the garments, which defeats one the main advantages of the rental model (Armstrong et al., 2015).

2.5 Shopping Motivations: Hedonism Versus Utilitarianism

Shopping motivation literature has predominantly strived to comprehend why consumers shop (O'Brien, 2010). These motivations are largely divided into hedonic and utilitarian drives (Childers et al. 2001; Babin, et al. 1994) and are intrinsically connected with consumers' values and what he/she seeks (Babin et al., 1994).

Scholarly research regarding shopping motivations were primarily focused on the utilitarian perspective of consumption (Kang & Park-Poaps, 2008), in which shoppers are extremely task-oriented, effective, and rational (Batra & Athola, 1991). Under this type of motivation consumers are described as problem-solvers, who are on a mission to find what is needed to fulfill their needs (Hirschman and Holbrook, 1982). However, certain scholars started to recognize that when consumers shop it also elicits emotional, entertainment and social motivations (Babin et al., 1994). Hedonic consumption is led by the enjoyment and excitement a consumer will have not only while using the product (Holbrook & Hirschman, 1982), but also during the search process (Babin et al., 1994). Hedonic shopping motivations are centered around the experience that shopping can provide (Sherry, 1990) and can have multiple dimensions, such as for example adventure, enjoyment, gratification, and achievement (Arnold & Reynolds, 2003). Furthermore, hedonic motivations are suggested to increase impulse consumption (Babin et al., 1994), willingness to pay (Chandon et al., 2002) and the time spent shopping (Forsythe & Bailey, 1996).

Regarding fashion rental platforms and shopping motivations, these are said to incorporate many aspects that stimulate both utilitarian and hedonic consumption (Becker-Leifhold & Iran, 2015). From a hedonic perspective, when consumers engage in a unique shopping experience, the thrill of finding exclusive items is felt (Arnould & Bardhi, 2005) and the opportunity to freely explore their style (Armstrong et al., 2015), which results in an overall fun experience (Isla, 2013). On the other hand, regarding utilitarian motivations, consumers may feel that they are making a smart choice (Arnould & Bardhi, 2005), where they are paying a fairer price and mitigating the threat of making an incorrect investment (Guiot & Roux, 2010). However, Ruan, Xu and Lee (2022) discovered that between both motivation, hedonism is the significant driver towards positive attitudes towards fashion rental platforms, which leads to higher willingness of adoption. The effect was attributed to the excitement this novel model of consumption

brings to consumers. With less effort and cost, it is possible to try many more pieces, given that the focus is fundamentally on the pleasurable experimental dimension that clothing rental offers, rather than on the actual ownership of the clothes. This conclusion also goes in line with the findings in Becker-Leifhold (2018) regarding hedonic motivations being the driver for clothing rental services.

2.6 Personal Innovativeness

Humans are creatures of habits (Wood & Rünge, 2016) and these are described as the cognitive association over an individual's repeated response to a determined situation (Mazar & Wood, 2019). This mechanism allows consumers to generate faster decision-making processes (Wood & Neal, 2009). When an action is repeated an enough number of times it will create a mental shortcut that activates an automatic response to a determined cue (Mazar et al., 2020).

It has been found that consumers can be persuaded to engage in more sustainable actions, although the tendency is to always go back to their former habits when faced with adverse conditions, such as stress, tiredness, or distractions (Neal et al., 2013; Schwabe & Wolf, 2009). Therefore, deeply rooted habits can pose as a huge barrier to a more sustainable lifestyle (Webb, et al. 2009). Nevertheless, habits and willingness to break them varies from individual to individual (Verplanken & Wood, 2006). The concept of personal innovativeness has been defined by scholars as the consumer's inclination for pursuing innovative decisions, despite what his peers have adopted (Midgley & Dowling, 1987; Goldsmith & Hofacker, 1991), or simply, as an individual's willingness to change (Tu & Hu, 2018). Moreover, personal innovativeness is found to be intrinsically associated with the consumer's propensity for risk taking (Bommer & Jalajas, 1999), and is considered to be a personality trait that runs through a spectrum (Goldsmith & Hofacker, 1991).

It has been concluded that personal innovativeness elicits positive attitudes regarding innovative behavior (Stock et al. 2015; Tu & Hu, 2018), alongside being a positive significant effect on consumer's acceptance towards clothing rental platforms (Tu & Hu, 2018). This effect can be explained due to the consumers' higher willingness to take risks and positive perceptions of innovative behavior, which leads to better attitudes towards the business model (Jain et al., 2022; Lee & Huang, 2020).

2.7 The Effect of Shopping Motivations and Personal Innovativeness

Personal innovativeness is considered to be a fundamental factor in predicting the adoption intention towards new products or services (Rogers, 2003). However, further research identifies that shopping motivations, in particular hedonistic motivations will positively influence how innovativeness relates to the adoption of sustainable products (Li et al., 2021). According to Ford and Nichols (1987), consumers whose innovativeness levels are hedonically motivated, purchase novel products due to the desire of experiencing feelings of excitement, fun and satisfaction. Previous literature also suggests that consumers with hedonic motivations tend to embrace innovations more rapidly than those with utilitarian ones (Daghfous, et al. 1999).

Fashion is highly influenced by consumer's motivations (Anić et al., 2018). It is suggested that higher the levels of innovativeness when related to fashion will increase the willingness to spend, as well as the importance of the shopping experience (Cardoso et al., 2010) and the purchase frequency (Bruner, 1986). Furthermore, the higher the degree of innovativeness, the stronger it will be the willingness to take risks (Bommer & Jalajas, 1999). Thus, it can be argued that consumers who possess higher innovativeness levels and hedonic motivations will be more inclined towards using fashion rental platforms. This business model allows to fulfill the desire for a novel and dynamic shopping experience, which allows to explore unique styling options (Armstrong et al, 2015; Lang et al, 2019). Therefore, the concept of clothing rental platforms perfectly fits with the description provided by literature of what highly innovative hedonistic consumers seek.

2.8 Perceptions Towards Fashion Rental Platforms

2.8.1 Convenience Perceptions

Convenience orientation is defined as the consumer's inclination to completing a determined task with the least amount of effort and time as possible (Morganosky, 1986). Convenience can be an extremely important dimension when it comes to the service aspect of renting (Moeller & Wittkowski, 2010). Therefore, it is fundamental to understand what is the impact that it can have on consumer attitudes. High convenience

perceptions will increase the likelihood of purchase, willingness to pay and overall service valuations (Seiders et al., 2005). Moreover, it has been argued that rental provides consumers with high levels of convenience, since it takes out certain burdens of ownership, such as the necessity for storage space or the need for maintenance over time (Schaefer et al., 2015). However, research revealed that consumers perceive that rental platforms are to be convenient for occasion wear rental, rather than everyday wear, due to the frequency of use (Mukendi & Henninger, 2020), since the advantages of no-ownership are more prevalent for this type of occasion.

2.8.2 Price Perceptions

Regarding price perceptions and fashion rental platforms one of the main factors motivating factor for consumers to use this business model is precisely due to lower costs when compared to buying new (Park & Armstrong, 2019). Renting provides consumers' access to products that through traditional retail they would not afford and could never try to wear (Park & Armstrong, 2019).

Price under the consumer's point of view can be defined as what has to be sacrificed in order to acquire a certain good (Zeithaml, 1988). However, the evaluation of this perceived sacrifice is influenced whether the consumer deems the price fair or unfair (Ferreira, et al. 2010). Subsequently, perceptions of price unfairness will result in damaging impacts in the perceived value of the product, which ultimately decrease willingness to purchase (Xia & Monroe, 2005). There are evidence that consumers perceive collaborative consumption as a way to find fairer prices, which adds on to the economic motivations for engaging with these models (Guiot & Roux, 2010). However, the evaluation of the actual monetary benefits being gained by renting is directly dependent on the frequency and duration of usage (Moeller & Wittkowski, 2010). Thus, consumers perceive that there are higher monetary advantages for occasion wear rental, than everyday wear (Mukendi & Henninger, 2020). Consumers consider that renting should always be more inexpensive than buying the actual piece, although for everyday wear, especially if it is followed a subscription model this might not be the case (Armstrong et al., 2015).

2.8.3 Environmentalism Perceptions

The growing environmental concern around the world leads consumers to make more sustainable choices in their lives (Chen & Chang, 2012). Consequently, the term perceived green value was developed to describe the consumers' assessment of the net benefit that a determined product or service grants among what is actually being offered and what were the environmental expectations, desires and needs (Patterson & Spreng (1997). Clothing rental provides a more environmentally conscious way of consuming fashion (McNeill & Venter, 2019) and that can be considered a motivating factor for consumers to utilize this type of service (Hamari et al., 2016). However, due to the attitude behavior-gap, as discussed previously, even if consumers have positive environmental perceptions is not certain they will opt for this type of consumption (McNeill & Moore, 2015). There are mixed views when considering what type of consumption will elicit more environmental benefits (Bodenheimer et al., 2022). On one hand, everyday wear rental would lead to a larger positive environmental impact (Gyde and McNeill, 2021), due to being the largest type of clothing individuals own. On the other hand, occasion wear rental allows to diminish consumption of products with an extremely reduced usage rate (Johnson & Plepys, 2020), which would simultaneously help decrease the disposability problem that fashion consumption creates.

2.8.4 Perceived Enjoyment

Perceived enjoyment is synonym to the level of fun, pleasure, and satisfaction that the consumer is expecting to have from performing a certain action (Teo et al., 1999). It is argued that perceived enjoyment positively influences consumer attitudes and intentions (Davis et al., 1992). If a certain action is perceived as fun and pleasurable it will increase the consumer's likelihood of engaging in said behavior (Lang, 2018). Moreover, various studies proven the importance of having fun throughout the shopping journey (Arnold & Reynolds, 2003; Kang & Park-Poaps, 2010).

Regarding fashion rental, there are also several studied identifying the positive impact of perceived enjoyment on intentions towards adopting this business model (Hamari et al., 2015; Lang, 2018; Lang, Seo & Liu, et al., 2019). According to Moeller and Wittkowski (2010), the more enjoyable the consumer experience when renting, the higher the

purchase intentions will be. It is argued that renting might arise in consumers hedonic value (Lang et al., 2019; Kim & Jin, 2019). Furthermore, excitement is suggested to encourage consumers to experiment with nontraditional forms of retail, due to the novelty and unfamiliarity with the process (Kwon & Jain, 2009). Therefore, it is clear that perceived enjoyment is a crucial dimension when it comes to intentions towards clothing rental. However, it can be argued that consumers will perceive that renting occasion wear will be more enjoyable than for everyday wear, due to the type of clothing that elicits a higher hedonic value and availability of luxury brands at attainable prices for the common consumer, which in traditional retail would not happen (Vincent & Gaur, 2021; Bodenheimer et al., 2022)

2.9 Attitudes Towards Clothing Rental Platforms

2.9.1 Cleanliness Concerns

Argo et al. (2006) developed the theory of consumer contamination, which describes effect that consumers touching products can have in their desirability valuations. Touching products in store has been proven to increase the probability of consumption (Mooy & Robben, 2002). However, when there is evidence that other consumers have touched/warned the product previously, consumer valuations and willingness to pay for said good will decrease, due to the underlying feeling of disgust (Argo et al, 2006). Moreover, it has been discovered that this negative contamination effect also remains true even if just in the imagination of consumers (Morales and Fitzsimons, 2007).

Furthermore, it has been found that the higher the contact level with the skin, the greater it will be aversity to purchasing (Armstrong et al., 2015; Kim & Jin, 2020). Hence, due to the level of close proximity that clothes have with the human body, the contamination effect is considered one of the key barriers to its adoption (Baek & Oh, 202). Interestingly, consumers have lower contamination perceptions level if the clothes being offered are managed by a firm than by private consumers, since this factor increases trust that the garments suffer professional cleaning before being available again for usage (Kim & Jin, 2020). Lastly, taking into consideration Kim & Jin (2020) research findings it is considered that occasion wear will be less probable to arise cleanliness concerns, since

these types of pieces are less associated with being in close and frequent contact with the human body.

2.10 Behavioral Intention Towards Clothing Rental Platforms

2.10.1 Willingness to Rent

Behavioral intention measures consumers' willingness to try or how much effort will he/she place for performing a determined action (Tu & Hu, 2018). For the purpose of this dissertation, willingness to rent will account for consumer's intention to engage and use clothing rental platforms. Research regarding collaborative consumption models found that service perceptions shape attitudes, which consequently will influence intentions (Hamari et al., 2016). Furthermore, specifically for rental platforms it has been studied that positive attitudes will generate greater willingness to rent (Becker-Leifhold, 2018, Lang, 2018; Lang et al., 2019; Baek & Oh, 2021). Additionally, as seen previously seen in current literature it is defined that consumers are more willing to rent occasion wear than everyday wear (Armstrong et al. 2016; McNeill and Venter 2019; Bodenheimer et al. 2022).

3 Conceptual Framework and Hypotheses

Based on the review of the academic literature a set of hypotheses are proposed and included in the conceptual framework illustrating the hypothesized effects to be tested empirically in an experimental study.

Clothing rental platforms are building a new way of experiencing fashion, by awarding consumers with the opportunity to try and explore more pieces, brands, and styles than in traditional retail for a lower price (Jain et al, 2022). However, due to the no permanent ownership factor of this model it is argued that it is best suited and more convenient for products that will not have high usage rates, which generally is the case for pieces bought for occasion wear only (Mukendi & Henninger, 2020). Typically, since clothing for special occasions is more expensive than regular or everyday wear and less utilized, consumers perceive to get a better value for money if rental is used for the occasion wear (Moeller & Wittkowski, 2010). Environmentalism and enjoyment perceptions follow the

same tendency where consumers are enticed to consider occasion wear better for renting than everyday wear (Vincent & Gaur, 2021; Bodenheimer et al., 2022; Johnson & Plepys, 2020). Additionally, it is suggested that the higher the closeness level of the product's contact to the skin and the usage frequency that it represents, the more suspicious consumers will be, so everyday wear should be less appealing than occasion wear (Armstrong et al., 2015). Finally, considering the gathered evidence regarding perceptions and attitudes towards clothing rental platforms is it considered that there will be a higher willingness to rent towards occasion wear (Armstrong et al. 2016; McNeill and Venter 2019; Bodenheimer et al. 2022). Hence, the first hypothesis is as follows:

H1: Consumers will be more willing to use rental platforms for occasion wear than for everyday wear since these will generate more positive perceptions and attitudes towards the business model.

Based on prior literature examining fashion consumption decisions, it is suggested that fashion is strongly influenced by motivations (Anić et al., 2018). Fashion rental platforms fulfill both hedonic and utilitarian motivations (Becker-field & Iran, 2015). However, it is considered that hedonic motivations are the dominant driver between the two (Ruan et al., 2022; Becker-Leifhold, 2018), which leads to the proposal of the second and third hypotheses:

H2: Consumers will show higher hedonic than utilitarian shopping motivations towards clothing rental platforms on perceptions, attitudes, and willingness to rent.

H3: Shopping motivations will moderate the relationship between type of occasion and consumer perceptions, attitudes, and higher willingness to rent from clothing rental platforms, being this effect will be especially salient for consumers with hedonic rather than utilitarian shopping motivations.

Thirdly, there is compelling evidence that one of the main barriers to collaborative consumption are consumers' willingness to change habits (Armstrong et. al, 2015). Subsequently, personal innovativeness measures the willingness to change (Midgley & Dowling, 1987), which can be translated into the aptitude for breaking habits. It was uncovered that higher levels of personal innovativeness generate positive perceptions and

attitudes towards clothing rental platforms (Tu & Hu, 2018; Jain et al., 2022; Lee & Huang, 2020). According to the literature positive perceptions and attitudes lead to higher willingness to rent (Hamari et al., 2016). Therefore, the fourth hypothesis is suggested as follows:

H4: The higher the level of personal innovativeness, the higher are the perceptions, attitudes, and higher willingness to rent from clothing rental platforms.

Finally, it is fundamental to consider what might be the impact of these two variables on the effect that type of occasion elicits on perceptions, attitudes, and intention towards clothing rental platforms. However, the effect of the combination between these three variables has never been studied previously, therefore, it is necessary to considering the present evidence in literature regarding innovativeness and hedonic motivations. It is possible to infer that higher innovativeness leads to higher willingness to take risks and more positive attitudes and perceptions towards innovative behavior (Tu & Hu, 2022; Jain et al., 2022; Lee & Huang, 2020). Simultaneously, hedonic motivations also generate a strong emphasis on having the most pleasurable and fun shopping experience (Armstrong et al, 2015). Consequently, the combination of these two variables can be hypothesized to generate a higher tendency towards engaging with clothing rental platforms. Thus, the fifth hypothesis is suggested as follows:

H5: The impact of type of occasion on consumer perceptions, attitudes, and willingness to rent from clothing rental platforms will be moderated by both shopping motivations and level of personal innovativeness, so that:

H5a: The higher (vs. the lower) level of personal innovativeness, the higher are consumer perceptions, attitudes, and willingness to rent clothing being this effect will be especially salient for consumers with hedonic rather than utilitarian shopping motivations.

The central purpose of this research is therefore, to understand consumers' attitudes, perceptions, and willingness to rent towards clothing rental platforms in the Portuguese market, while evaluating how personal innovativeness and shopping motivations influence the adoption of said service. An experimental study tests the hypothesized

effects mentioned above, namely the impact of type of clothing rental occasion wear versus everyday wear (independent variable) on consumers' perceptions (convenience, price, enjoyment, and environmentalism perceptions), attitudes (cleanliness concerns), and willingness to rent (dependent variables). Furthermore, the moderating effect of shopping motivations (hedonic vs. utilitarian) and personal innovativeness (continuous variable) is tested on relationship previously described.

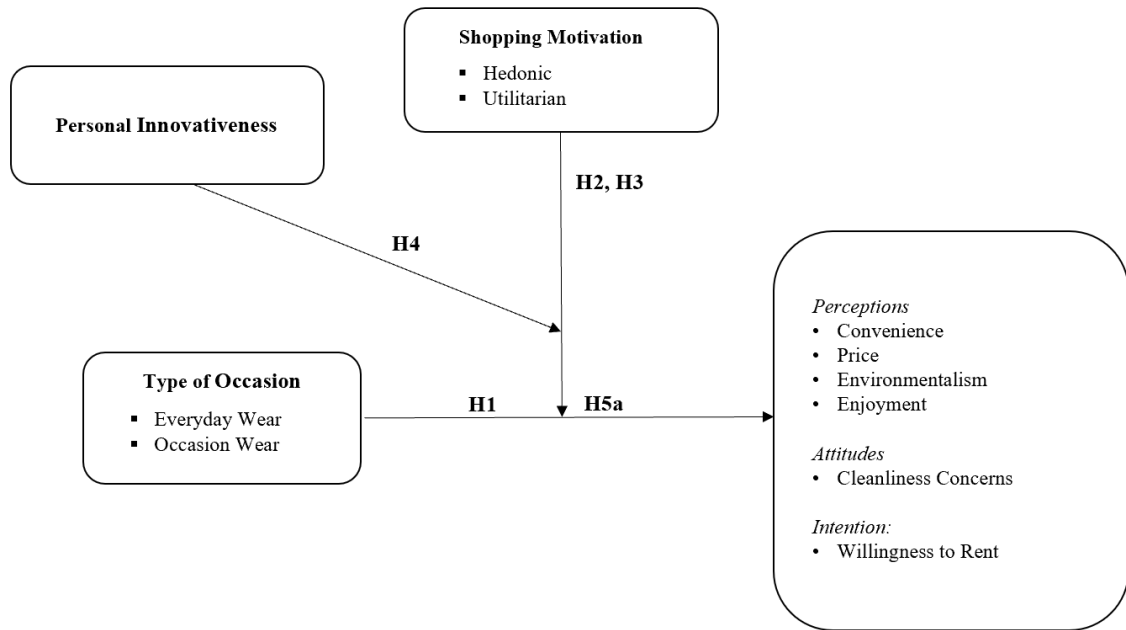


Figure 1 - Conceptual Framework

4 Methodology

4.1 Research Method

Following the analysis of the secondary data collection gathered through the literature review, primary data was compiled, in order to successfully reach the research objectives of the present dissertation. Thus, two experimental studies, a pilot study, and a main study were conducted.

This was the chosen methodology, since it easily allows to directly reach a higher number of respondents in a swift period of time, with no external costs involved. Furthermore, online surveys allow for an increased probability of response, since the participants had the convenience of answering the questionnaire at their desired pace in the comfort of

their natural settings, being guaranteed total confidentiality and anonymity. These factors have been shown to be critical in increasing response rates and in eliminating possible response bias. Finally, this method enables the direct download of results into the used statistical software, which further contributes to this method's efficiency. However, there are certain drawbacks that should be detailed, starting with the fact that it is not possible to answer any follow up questions to probe even deeper into the respondents' choices, nor the possibility to instantly clarify any issues that might occur while responding. Moreover, there is no control over the level of attentiveness of participants, which can significantly alter the obtained final results. Hence, for mitigating these possible obstacles all questions were developed to have a simple and straightforward flow in order to create a compelling questionnaire that prevented survey abandonment. The used platform to develop the study was Qualtrics, which provides a highly intuitive software that allowed to effortlessly organize the entirety of the questionnaire.

4.2 Sampling

The sampling technique chosen for this research study was the convenience sampling method. This is categorized as a non-probabilistic sampling method, since the main criteria for choosing the target population are related with the easiness of access to said participants (Dorneyei, 2007). This accessibility can be due to geographical proximity, time availability or willingness to be a part of the study (Dorneyei, 2007). In parallel, this method also contributes to a rapid and cost-efficient data collection process. Hence, this was the chosen method due to all of the advantages being described above.

4.3 Research Instruments

Accordingly, two experimental studies (pilot and main study) were developed using Qualtrics, an online survey platform. A survey was distributed through an anonymous link, via direct messages and social media channels, namely Instagram, Facebook, and LinkedIn in order to reach the greatest sample possible. A description of the processes implemented in the pre-test and in the main study will be provided below.

Pilot Study:

A pilot study was conducted before launching the main study, which aimed to verify if the scenarios and manipulations developed were being clearly understood by the

participants. The pilot study accounted for a total of 21 participants, who did not take part in the main study. Participants were exposed to four different scenarios, which combined each type of occasion (everyday wear vs. occasion wear) with one shopping motivations (utilitarian vs hedonic) (*Appendix 1*). Consequently, two different manipulation checks were developed. The first intended to understand if the described type of occasion was being accurately identified, whereas the second aimed to identify if the shopping motivation was being correctly identified.

In order to test both manipulations checks an independent sample *t-test* analysis was performed. The first manipulation check results concluded that there was a marginally significant difference the means of both occasions ($M_{\text{Everyday wear}} = 5.38$ vs. $M_{\text{Occasion wear}} = 6.08$, $t(1,19) = -1.903$, $p \leq 0.1$) (see table 1). Furthermore, the results of the second manipulation check ($M_{\text{Utilitarian motivations}} = 4.30$ vs. $M_{\text{Hedonic motivations}} = 5.91$, $t(1,19) = -2.51$, $p < 0.5$) (see table 2) also demonstrated that there was a statistically significant difference between the assessment of both stimuli. Therefore, it can be concluded that participants were correctly perceiving the manipulations.

Table 1 - Manipulation check 1 Pilot test(Independent samples t-test)

	<i>Mean</i>	<i>SD</i>	<i>t-test</i>
Everyday Wear	5.38	.74	-1.903 ⁺
Occasion Wear	6.08	.862	

*Note: *** $p < .001$, ** $p < .01$, * $p < .05$, + $p \leq .1$*

Table 2 - Manipulation check 2 Pilot Test (Independent samples t-test)

	<i>Mean</i>	<i>SD</i>	<i>t-test</i>
Utilitarian Motivations	4.30	1.89	-2.51*
Hedonic Motivation	5.91	.94	

*Note: *** $p < .001$, ** $p < .01$, * $p < .05$, + $p \leq .1$*

After responding to this survey each participant was directly enquired regarding if the scenario presented was clear and whether there were any suggestions for improvement. Therefore, according to the received suggestions and results above, certain modifications were made in the main study.

Main Study:

The main study collected 296 responses, although only 203 were completed. Nevertheless, there were at least 50 respondents across each cell of the four experimental conditions, which achieves the necessary number of participations for the validity of a randomized experimental study design (Maxwell & Delaney, 2004). The survey was translated both in English and in Portuguese in order to overcome the possible barrier of language, which was particularly important considering the objective to study the Portuguese market.

4.4 Design and Procedure

All answers were gathered throughout the last week of November 2022. The main objective of this quantitative study was to understand consumers' attitudes and perceptions regarding fashion rental platforms, while considering the type of occasion, different shopping motivations and level of personal innovativeness. Therefore, the questionnaire followed a 2 (Type of Occasion: occasion wear vs. everyday wear) x 2 (Shopping Motivation: hedonic vs. utilitarian) between-within subjects' design x personal innovativeness as a measured (continuous) variable. The survey began by inquiring participants if they had been living in Portugal for more than a year, in order to determine who has been a consumer in the Portuguese market for a considerable period of time. After, all participants were exposed to the personal innovativeness variable, which was measured on a 3-item scale (Lee & Huang, 2020). Then, participants were shown a short introduction of a fictitious fashion rental company (Infinity). This provided the necessary contextualization and definition of the service for participants, to guarantee that everyone correctly understood the concept and could easily imagine themselves in the situation later proposed. Next, participants were randomly exposed to 4 different manipulation scenarios. Each scenario asked participants to imagine that they were either attending a work-related Christmas Gala (occasion wear) or starting a new job (everyday wear), therefore, needing to find new pieces of clothing. In the same short text, the underlying motivation for the purchase was also described. Directly after reading the scenario, two manipulation checks were put in place to ensure the reliability of the stimuli. After, respondents were asked to rate their level of agreement to a series of multi-item scales that assessed the dependent variables: convenience, price, enjoyment, environmentalism, cleanliness, and willingness to rent. In the last two sections, participants were inquired

about any previous interactions with clothing rental platforms. The last section presented were the demographic questions, where gender, age, income, nationality, and level of education were assessed. Finally, before ending the survey participants were thanked for their participation.

4.5 Stimuli Development

In the main study four different manipulations which included scenario combinations of type of occasion (everyday wear vs. occasion wear) and shopping motivations (hedonic vs. utilitarian), were created. This procedure resulted in four conditions: special occasion and hedonic, special occasion and utilitarian, everyday wear and hedonic, everyday wear and utilitarian. The goal when creating the experimental conditions is to describe extremely relatable and straightforward situations, where participants can easily picture themselves as actually living through them. This strategy is also puts into practice a more engaging and immersive experience for the participant. Furthermore, all manipulations were pre-tested to guarantee that respondents correctly understood them.

Finding clothes for a special occasion is different than buying pieces for everyday life, therefore it was necessary to create two scenarios that unequivocally set the participant in the correct mindset. For the occasion wear scenario, participants were asked to imagine they were invited to a glamorous gala, whereas in the everyday wear condition, they were asked to picture themselves starting a new job. Therefore, new clothes were necessary, which intended to direct them to seeking more special occasion wear (regular everyday wear). Similarly, regarding shopping motivations, for the hedonic stimulus the description leveraged emotions of pleasure, personal fulfillment, and excitement. In the utilitarian condition practicality and comfort were the main leveraged attributes. To avoid any possible biases between conditions these followed a similar structure, phrasing, and word count (O’Keefe, 2003).

4.6 Variables’ Descriptions

4.6.1 Manipulation checks

Manipulation check questions were posed to participants immediately after being exposed to the condition. Participants had to respond to two different questions, one for each variable being manipulated. Firstly, respondents were asked to choose the type of outfit they would select taking in consideration the occasion described in each condition. This

was assessed through a 7-point Likert scale (1- completely regular, 7- completely special). The second manipulation check questioned participants on what was the perceived main motivation behind the selected pieces, which was also evaluated using a 7-point Likert scale (1- Completely seeking practicality, 7- completely seeking excitement) (*Appendix 3*).

4.6.2 Independent Variable

Type of Occasion: was experimentally manipulated using two conditions - occasion wear and everyday wear.

4.6.3 Dependent Variables

All dependent variables were measured with regards to the condition selected for each participant, with the use of a 7-point Likert scale (1- completely disagree, 7 – completely agree) (see *Appendix 4*).

Convenience Perceptions: aimed to assess the degree to which consumers perceived clothing rental platforms as a convenient service due to its characteristics. The variable was measured through a 2-item scale, adapted from Moeller & Wittkowski (2010).

Price Perceptions: evaluated how consumers perceived the capacity of clothing rental platforms providing good value for money. This was measured with a 4-point scale adapted from Guiot & Roux (2010).

Environmentalism Perceptions: assessed how participants viewed the sustainable impacts that clothing rental platforms can generate on the environment. This was evaluated based on a scale taken from Lee & Chow (2020).

Enjoyment Perceptions: evaluated how respondents consider the importance of having fun and enjoying themselves. It was used a scale retrieved from the Multi-item Measures of Values - MILOV scale of Herche (1994).

Cleanliness Concerns: assess the participant's level of trust in the cleanliness of the rented clothes. A 2-item scale compiled from previous studies, such as Baek & Oh, (2021) and Kim & Jin (2019) is used.

Willingness to Rent: was assessed by understanding respondents' likelihood of using rental platforms based on the scenario selected, using a 4-item scale adapted from Putrevu & Lord (1994).

4.6.4 Moderators

Shopping Motivation: was also divided into two conditions - hedonic and utilitarian.

Personal Innovativeness: was assessed by determining participant's level of willingness try new products/services. It was used a 3-item scale adapted from Lee and Huang (2020).

5 Analysis And Results

5.1 Sampling Characterization

A demographic characterization of the sample is crucial to depict the profile of the participants in order to have a deep understanding of the type of sample being analyzed, since these can compose interesting factor influencing the final results. Hence, all participants were required to respond to the demographic section of the survey (*Appendix 5*).

The complete sample is composed by 203 participants, from which 70% are female and 30% are male. Regarding the age range of participants, 1% has less than 18 years old, 50.2% is aged in between 18 to 25 years old, followed by 12.8% aged from 26 to 35 years old and 10.8% of respondents range from 36 to 40 years old. Furthermore, 10.8% and 11.3% of the sample is, respectively, aged between 41 to 50 years old and 51 to 60 years old. The last age group comprising ages from 61 to 70 years old corresponds to 3% of the population. Most respondents are from Portugal, 96.1%, and the remainder of participants were from Canada (0.5%), Germany (1.5%), Italy (0.5%), Mozambique (0.5%), Netherlands (0.5%), Paraguay (0.5%) and Tunisia (0.5%).

Regarding the educational level of the sample, 1.5% has lower qualifications than High School and 8.9% with a High School degree. However, the majority of the respondents has a higher education degree, with 49.3% possessing an Undergraduate degree, 36.9% have a Graduate degree and 3.4% a Doctoral degree. In terms of the professional status of participants, it is stated that the majority of the sample is either a student, 23.2%, or a full-time employee, 58.6%. The remainder of the sample was distributed among 12.3%

being student-workers, 1.5% currently being a part-time employee, 2% being self-employed and 2.5% being retired.

Lastly, the monthly household income of the participants is reported to be less than 750€ for 1.5% of the sample, between 750€ to 1000€ for 7.4% of respondents and between 1001€ to 1500€ for 20.7% of the study’s population. Respondents receiving between 1501€ to 2000€ are 12.3%, ranging from 2001€ to 2500€ are 9.9% and from 2501€ to 3000€ are 11.8%. Finally, 26.6% of the sample respondents have a monthly household income of more than 3000€ and 9.9% preferred not to answer.

5.2 Scales’ Reliability and Factor Analysis

All the scales developed for the present dissertation were retrieved from existing literature as previously indicated. However, to guarantee a strong statistical accuracy of results it is necessary to proceed with the analysis of the items used. The process to measure scale reliability can be divided into two parts and it differs between two-item scales and three or more item scales.

Firstly, it is necessary to understand if all items of the scale are adequately measuring the variable intended and if there was a strong relationship across the various items used, which was assessed. For two-item scales it was performed a bi-variate correlation analysis, which produced the results demonstrated in Table 3 for the variables perceptions about convenience, environmentalism and cleanliness concerns.

Table 3 – Convenience and environmentalism perceptions Pearson Correlations

	<i>Pearson Correlation (r)</i>	<i>Sig (2-tailed)</i>
<i>Convenience Perceptions</i>	.68	<.001
<i>Environmentalism Perceptions</i>	.62	<.001
<i>Cleanliness Concerns</i>	.67	<.001

The Pearson correlation (r) ranges between 1 and -1, in which 1 represents a perfect positive relationship between the items, the -1 a perfect negative correlation and 0 means that there are no association among the variables being tested (Ahlgren et al. 2003).

According to Cohen (1998) suggests the r should be above .5, in order to be classified as strongly correlated. Nevertheless, the analysis is not complete without assessing what was the 2-tailed significance value, which must be below .05 in order for the correlation of scales be validated. Hence, through the analysis of table 3 it is concluded that all variables have a Pearson correlation value over .5 and a significance below .001, which means the items are strongly correlated between themselves.

Regarding the assessment of three or more item scales, it was conducted a factor analysis, which included a principal component assessment and a varimax rotation. The variables being evaluated through this method were price perceptions, enjoyment perceptions and willingness to rent. From which, the scales for price perceptions (factor loadings between .49 to 0.87), perceived enjoyment (factor loadings between .82 and .83) and willingness to rent (factor loadings between .80 to .90) solely had one component extracted.

The final step of the assessment is to conduct a descriptive scale reliability analysis, which will generate a Cronbach's alpha that will certify how closely each set of items is connected. According to George and Mallery (2003) only values above .7 are considered acceptable, stronger than .8 good, and higher than .9 excellent. Table 4 showcases all of the generated Cronbach's alpha values regarding the variables being analyzed.

Table 4 - Dependent variables scales (Cronbach's Alpha)

	<i>Initial number of items</i>	<i>Cronbach's alpha</i>	<i>Cronbach's alpha if deleted</i>	<i>Items deleted</i>	<i>Final number of items</i>
<i>Price Perceptions</i>	4	.52	.82	1	3
<i>Enjoyment Perceptions</i>	3	.77	.69	-	3
<i>Willingness to Rent</i>	4	.89	.90	-	4

As demonstrated above, regarding the price perception scale the item “I don't want to pay more for clothing just because it's new” is removed, since it greatly improves the reliability of the scale, from an alpha of .52 to .82. Therefore, with this modification all scales are situated between .7 and .9, which proves the reliability of all items assessed.

Following the analysis of the scale’s reliability, the subsequent new variables were created in order to conduct the hypothesis:

The new variables are a combination of all items used to measure each dependent variable throughout the survey, which is done through averaging the items in each scale used. These variables will be the used for all the analyses.

Table 5 - New Variables

<i>Variable</i>	<i>Expression</i>
<i>Convenience Perceptions</i>	$(\text{Convenience_1} + \text{Convenience_2})/2$
<i>Price Perceptions</i>	$(\text{Price_1} + \text{Price_3} + \text{Price_4})/3$
<i>Environmentalism Perceptions</i>	$(\text{Enviornmentalism_1} + \text{Enviornmentalism_2})/2$
<i>Enjoyment Perceptions</i>	$(\text{Social_4} + \text{Social_5} + \text{Social_6})/3$
<i>Cleanliness Concerns</i>	$(\text{Contamination_2} + \text{Contamination_3})/2$
<i>Willingness To Rent</i>	$(\text{WTR_1} + \text{WTR_2} + \text{WTR_3} + \text{WTR_4})/4$

5.3 Manipulation Check Results

Due to the experimental study design, it is necessary to control if the manipulated conditions had the intended effect on the participants. Both manipulation checks were assessed through an independent samples *t-test*, which compares two sample means and determined if those are significantly different. Thus, if the manipulations were accurately perceived by participants, both manipulations must have significantly different means.

The first manipulation check aimed to assess the type of occasion stimuli.

Table 6 - Manipulation Check 1 Main Study (Independent samples *t-test*)

	<i>Mean</i>	<i>Std Deviation</i>	<i>t-test</i>
<i>Special Occasion</i>	5.54	1.12	10.32***
<i>Everyday Wear</i>	3.48	1.68	

Note: *** $p < .001$, ** $p < .01$, * $p < .05$, + $p \leq .1$

Through the analysis of outputs in Table 3, it can be confirmed that there is a statistically significant difference between the means of the two conditions. Additionally, as intended, the mean for occasion wear is considerably higher than the mean for everyday wear

($M_{\text{occasion wear}} = 5.54$; $SD = 1.12$ vs $M_{\text{Everyday wear}} = 3.48$; $SD = 1.68$; $t(201) = 10.32$; $p < .001$) showing that both manipulations worked as intended.

Regarding the second manipulation check, shopping motivations were assessed.

Table 7 - Manipulation Check 2 Main Study (Independent samples t-test)

	<i>Mean</i>	<i>Std Deviation</i>	<i>t-test</i>
<i>Hedonic Motivations</i>	4.85	1.55	7.72***
<i>Utilitarian Motivations</i>	3.23	1.44	

*Note: *** $p < .001$, ** $p < .01$, * $p < .05$, + $p \leq .1$*

Table 4 shows that this manipulation was also well perceived by participants. Through the assessment of the *p-value* it shows a statistically significant difference between means for type of occasion ($M_{\text{Occasion wear}} = 4.85$; $SD = 1.55$ vs $M_{\text{Everyday wear}} = 3.23$; $SD = 1.44$; $t(201) = 7.72$; $p < .001$).

In conclusion, both manipulation checks were proven to have been accurately understood by participants, which allowed to pursue the analysis with confidence.

5.4 Main Results

The effect of type of occasion on the attitudes, perceptions, and intention towards clothing rental platforms

H1: Consumers will be more willing to use rental platforms for occasion wear than for everyday wear since these will generate higher willingness to rent and more positive perceptions and attitudes towards the business model.

To test the first hypothesis, a one-way multivariate analysis of variance (MANOVA) was performed, in order to validate what is the effect of type of occasion on perceptions, attitudes and willingness to rent.

Table 8 - Type of Occasion Main Effect (One-way MANOVA)

	<i>Everyday Wear</i>		<i>Special Occasion</i>		F-test
	Mean	SD	Mean	SD	
<i>Convenience</i>	3.76	1.62	4.09	1.78	1.96
<i>Price</i>	4.49	2.38	4.93	1.33	2.56
<i>Environmentalism</i>	5.37	1.25	5.8	1.19	6.15*
<i>Enjoyment</i>	5.6	0.96	5.82	0.79	2.90 ⁺
<i>Cleanliness</i>	5.21	1.42	5.43	1.36	1.27
<i>WTR</i>	4.03	1.46	5.07	1.26	30.11***

Note: *** $p < .001$, ** $p < .01$, * $p < .05$, + $p \leq .1$

Results show there is a significant main effect of the type of occasion on environmentalism perceptions ($F(1,202) = 5.99, p < 0.05$) and on the willingness to rent ($F(1,202) = 30.08, p < 0.001$). A marginally significant effect for enjoyment perceptions ($F(1,202) = 5.99, p < 0.05$) was also found. However, there was no significant effect for the variables convenience, price, and cleanliness.

Follow-up results show that there is a greater willingness to rent for occasion wear than for everyday wear, WTR ($M_{\text{Everyday Wear}} = 4.03$ vs $M_{\text{Occasion Wear}} = 5.07$; $t(201) = 30.11, p < .001$). The same pattern of results emerged for environmentalism perceptions ($M_{\text{Everyday Wear}} = 5.37$ vs $M_{\text{Occasion Wear}} = 5.80$; $t(201) = 6.15, p < 0.05$) and for enjoyment ($M_{\text{Everyday Wear}} = 5.60$ vs $M_{\text{Occasion Wear}} = 5.82$; $t(201) = 2.90, p < 0.1$), partially validating H1 (see Table 6).

Through the mean analysis' comparison, however, it is possible to verify that consumers are more willing to rent and show higher environmentalism perceptions towards clothing and accessories for occasion than for everyday wear.

The effect of shopping motivations on the attitudes, perceptions, and intention towards clothing rental platforms

H2: Consumers will show higher hedonic than utilitarian shopping motivations towards clothing rental platforms on perceptions, attitudes, and willingness to rent.

To test the second hypothesis, a one-way multivariate analysis of variance (MANOVA) was also conducted.

Table 9 – Shopping Motivations Main Effect (One-way MANOVA)

	<i>Utilitarian Motivations</i>		<i>Hedonic Motivations</i>		<i>F-test</i>
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>	
<i>Convenience</i>	3.93	1.76	3.92	1.76	0
<i>Price</i>	4.51	1.34	4.91	2.39	2.16
<i>Environmentalism</i>	5.47	1.07	5.71	1.37	1.91
<i>Enjoyment</i>	5.49	0.99	5.93	0.7	13.37***
<i>Cleanliness</i>	5.18	1.46	5.45	1.32	1.86
<i>WTR</i>	4.29	1.42	4.82	1.46	6.64*

Note: *** $p < .001$, ** $p < .01$, * $p < .05$, + $p \leq .1$

Results show that there was a significant main effect of shopping motivations on willingness to rent - WTR ($F(1,202) = 6.84, p < 0.01$) and on enjoyment perceptions ($F(1,202) = 13.15, p < 0.001$) only (see Table 7), showing a statistically significant difference between the means of these dependent variables depending on the different consumer motivations.

Further analysis of the mean differences show greater hedonic rather utilitarian motivations when it comes to enjoyment perceptions ($M_{\text{Utilitarian motivations}} = 5.49$ vs $M_{\text{Hedonic motivations}} = 5.93; F(1,202) = 13.37, p < .001$) and willingness to rent ($M_{\text{Utilitarian motivations}} = 4.29$ vs $M_{\text{Hedonic motivations}} = 4.82; F(1,202) = 6.64, p < .05$) of participants, partially validating H2.

The moderating effect of shopping motivations on the attitudes, perceptions, and intention towards clothing rental platforms

H3: Shopping motivations will moderate the relationship between type of occasion and consumer perceptions, attitudes, and higher willingness to rent from clothing rental platforms, being this effect will be especially salient for consumers with hedonic rather than utilitarian shopping motivations.

To test the third hypothesis a 2 (Type of Occasion: Special Occasion, Everyday wear) x 2 (Shopping Motivation: Hedonic, Utilitarian) interaction was analyzed using multivariate analysis of variance (MANOVA) on the dependent variables.

Table 10 - Type of occasion x shopping motivations two-way MANOVA

	<i>Type of Occasion main Effect</i>	<i>Shopping Motivations main effect</i>	<i>Type of occasion*Shopping motivations</i>
	<i>F-test</i>	<i>F-test</i>	<i>F-test</i>
<i>Convenience</i>	1.96	0	4.65*
<i>Price</i>	2.56	2.16	0.48
<i>Environmentalism</i>	6.15*	1.91	0
<i>Enjoyment</i>	2.90 ⁺	13.37***	0.92
<i>Cleanliness</i>	1.27	1.86	0.75
<i>WTR</i>	30.11***	6.64*	0.01

Note: *** $p < .001$, ** $p < .01$, * $p < .05$, + $p \leq .1$

Results show a significant two-way shopping motivations x type of occasion interaction effect on convenience perceptions ($F(1, 202) = 4.66, p < 0.05$) (see Table 10).

To further analyze the shopping motivations x type of occasion interaction effect, an independent samples *t-test* analysis was conducted to examine differences between conditions.

Firstly, it was necessary to compute a new variable resulting of the possible combination of shopping motivations and type of occasion, as seen in Table 11:

Table 11 - Conditions

Variable	Values
Conditions	1= occasion wear, hedonic motivations 2= occasion Wear, utilitarian motivations 3= everyday wear, hedonic motivations 4= everyday wear, utilitarian motivations

The independent *t-test* results revealed a significant mean difference between groups toward the type of occasion ($M_{\text{Occasion wear, Hedonic motivation}} = 4.34$ vs $M_{\text{Everyday wear, Hedonic motivations}} = 3.55$; $t(99) = 2.305, p < 0.05$) when hedonic motivations were present, partially validating H3 (Table 12).

Table 12 - Independent Samples T-test (Group 1 and 3)

	<i>Occasion wear, hedonic motivations</i>		<i>Everyday wear, hedonic motivations</i>		<i>t-test</i>
	Mean	SD	Mean	SD	
<i>Convenience perceptions</i>	4.34	1.69	3.55	1.76	2.3*

Note: *** $p < .001$, ** $p < .01$, * $p < .05$, + $p \leq .1$

The effect of personal innovativeness on the attitudes, perceptions, and intention towards clothing rental platforms

H4: The higher the level of personal innovativeness, the higher are the perceptions, attitudes, and higher willingness to rent from clothing rental platforms.

To assess the effect of personal innovativeness on the dependent variables a simple linear regression analysis was performed. A statistically significant effect of personal innovativeness was found for convenience ($R^2 = .10$, $F(1, 201) = 22.85$, $p < .001$). The coefficient is .44, which suggests that for each unit increase in one's personal innovativeness level, consumers convenience perceptions will also increase by .44 units, assuming everything else remains constant. For price perception it was also found a significant effect ($R^2 = .07$, $F(1, 201) = 15.92$, $p < .001$). Through assessing the coefficients output, a positive effect of this variable is found similarly, to convenience perceptions. For each unit growth in personal innovativeness there were .42 units increase in consumers price perceptions, considering all other variables remain constant. Furthermore, a significant effect was identified for environmentalism perceptions ($F(1,201) = 21.07$, $p < .001$), with an explanatory power of $R^2 = .34$. It is comprehended that by 1 unit increase in the level of personal innovativeness, there was an increase of .31 units in consumers environmentalism perceptions towards clothing rental platforms, granted that every other variable remained constant. Finally, a significant main effect of personal innovativeness emerged on enjoyment perceptions ($R^2 = .07$, $F(1, 201) = 14.639$, $p < .001$).

A positive and significant main effect of personal innovativeness was also found for the cleanliness dependent variable ($R^2 = .03$, $F(1, 201) = 5.41$, $p < .05$). For every unit

increase in the level of innovativeness, consumer's trust towards cleanliness increased by .18, remaining all other variables constant.

Lastly, regarding willingness to rent a significant main effect of personal innovativeness was also found ($R^2 = .181$, $F(1, 202) = 44.39$, $p < .001$). Results confirmed a positive influence of personal innovativeness, since by each unit increase in a consumer's level of innovativeness, it leads to an increase of .51 units towards the willingness to rent clothing from rental platforms.

Overall results show that the higher consumers' level of personal innovativeness the greater their perceptions, attitudes, and willingness to rent from clothing rental platforms, fully validating H4.

The moderating effect of the interaction between personal innovativeness and shopping motivations on type of occasion

H5: The impact of type of occasion on consumer perceptions, attitudes, and willingness to rent from clothing rental platforms will be moderated by both shopping motivations and level of personal innovativeness, so that:

H5a: The higher (vs. the lower) level of personal innovativeness, the higher are consumer perceptions, attitudes, and willingness to rent clothing, being this effect will be especially salient for consumers with hedonic rather than utilitarian shopping motivations.

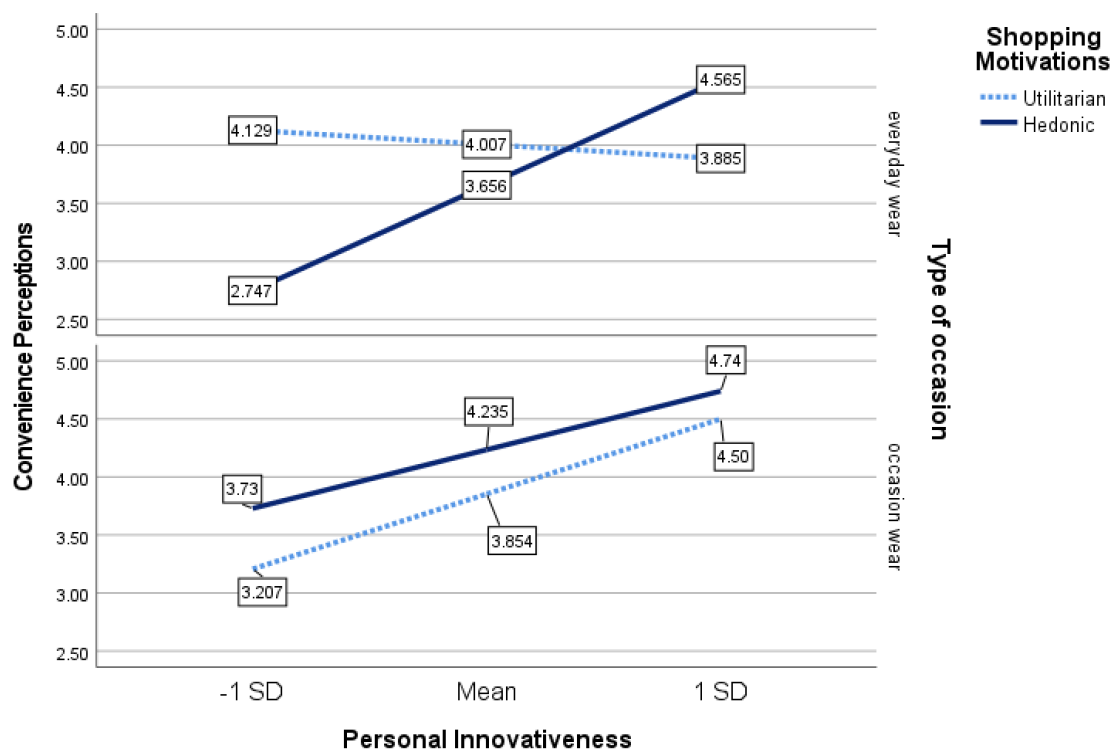
To evaluate the last hypotheses, a multiple regression analysis was conducted using Haye's Process Macro software for SPSS, Model 3. The outputs of this model allow to assess the main effects of type of occasion, personal innovativeness, and shopping motivations, also previously reported in H1, H2, and H3. This is followed by the analysis of the two-way and three-way interactions between all independent variables on the dependent variables – perceptions (convenience, price, environmentalism, and enjoyment), attitude (cleanliness concerns), and willingness to rent.

Convenience Perceptions. Results show a significant two-way type of occasion x personal innovativeness interaction effect ($b = .63$, $SE = .26$, $t(195) = 2.37$, $p < .05$, $95\% CI = [1.11$ to $1.14]$) and a marginally significant two-way type of occasion x shopping motivations

interaction effect ($b = .73$, $SE = .45$, $t(195) = 1.63$, $p \leq .1$, $95\% CI = [-.15 \text{ to } 1.62]$) on convenience perceptions. Furthermore, a significant two-way personal innovativeness x shopping motivation interaction effect ($b = .84$, $SE = .27$, $t(195) = 3.16$, $p < .01$, $95\% CI = [.31 \text{ to } 1.36]$) also emerged followed by a three-way type of occasion x personal innovativeness x shopping motivations interaction effect ($b = -.95$, $SE = .37$, $t(195) = -2.60$, $p < .01$, $95\% CI = [-1.68 \text{ to } -.23]$). To further understand the nature of the interaction effect between the three variables, slope analysis (Aiken & West, 1991; Fitzsimons, 2008) was conducted to examine differences at one standard deviation below (-1SD) and above (+1SD) the mean while considering the type of occasion separately. Results show that differences between hedonic and utilitarian shopping motivations were present at low levels of personal innovativeness (-1SD), in the everyday wear condition ($b = -.92$, $SE = .45$, $t(195) = -2.07$, $p < .05$, $95\% CI = [-0.40 \text{ to } -1.80]$). However, these differences seemed to disappear with increases in personal innovativeness ($b = .61$, $SE = .45$, $t(195) = 1.35$, $p > .17$, $95\% CI = [-.28 \text{ to } 1.51]$).

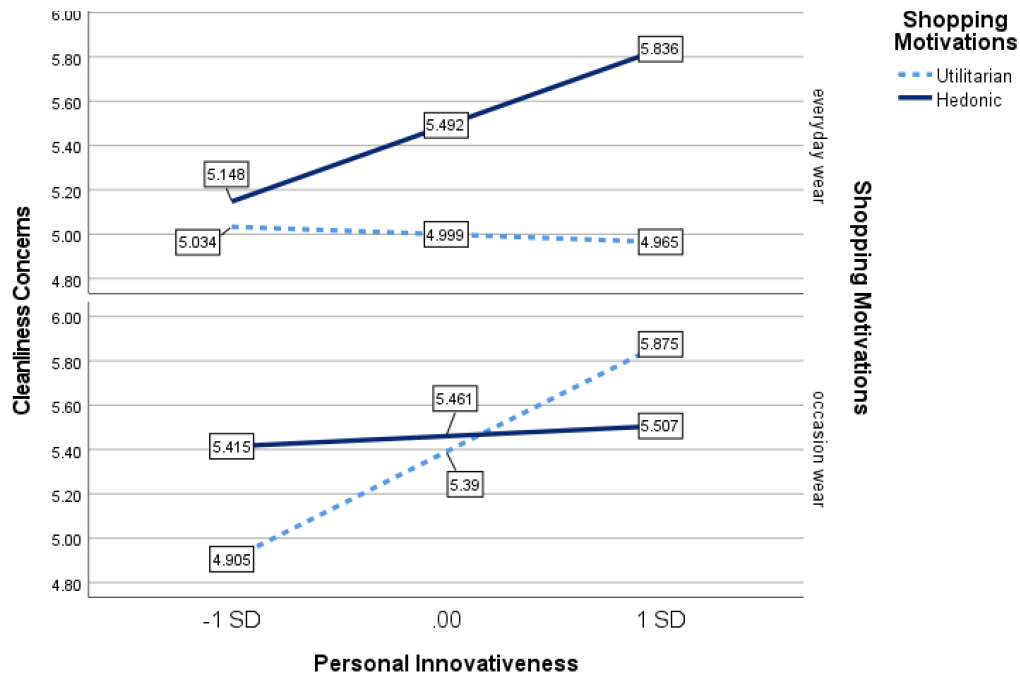
In the hedonic condition, no significant differences between shopping motivations and personal innovativeness ($b = .58$, $SE = .32$, $t(195) = 1.79$, $p \leq .1$, $95\% CI = [-.28 \text{ to } 1.51]$) were found at either ± 1 SD from the mean.

Figure 2 - Convenience Perceptions Three-way Interaction



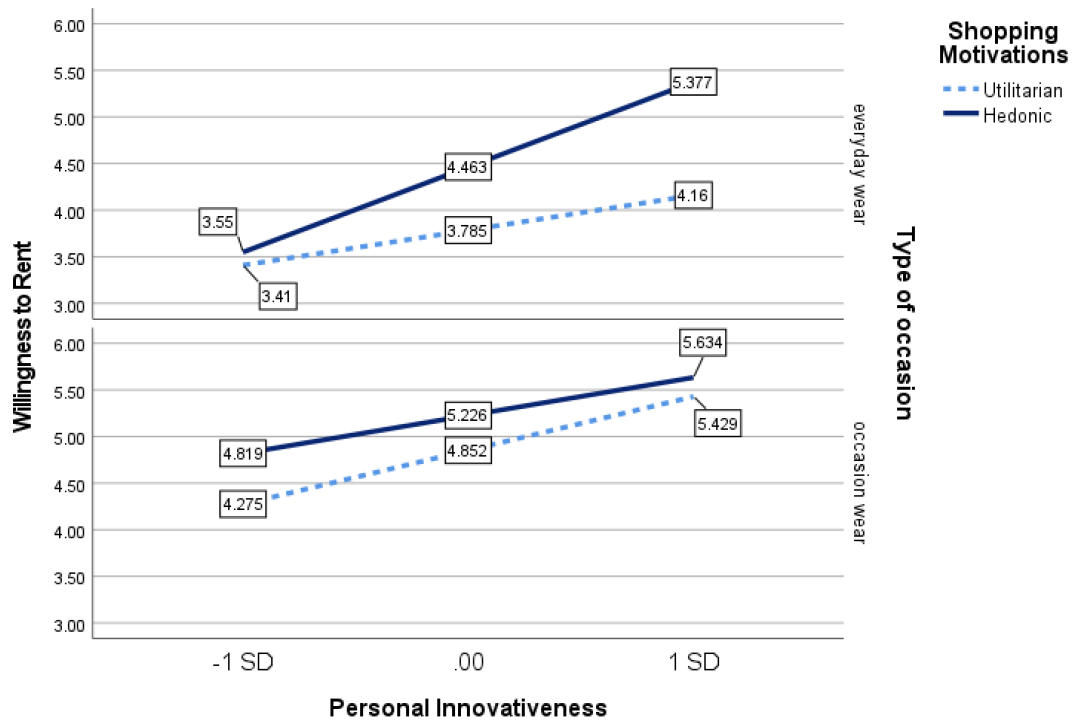
Cleanliness Concerns. The analysis outputs revealed a marginally significant two-way type of occasion x personal innovativeness interaction effect on cleanliness concerns ($b = .42$, $SE = .23$, $t(195) = 1.86$, $p < .1$, $95\% CI = [-.03 \text{ to } .87]$) despite a non-significant type of occasion x shopping motivations interaction effect ($b = -.42$, $SE = .39$, $t(195) = -1.16$, $p > .28$, $95\% CI = [-.47 \text{ to } 1.03]$) and a non-significant shopping motivations x personal innovativeness two-way interaction ($b = .31$, $SE = .23$, $t(195) = 1.34$, $p > .18$, $95\% CI = [-.14 \text{ to } .76]$). More importantly, a three-way type of occasion x personal innovativeness x shopping motivations interaction effect ($b = -.67$, $SE = .32$, $t(195) = -2.10$, $p < .05$, $95\% CI = [-1.29 \text{ to } -.04]$) was found for this dependent variable. Slope analysis was again conducted while considering the type of occasion conditions separately. Results show that differences between utilitarian and hedonic shopping motivations emerged at high levels of personal innovativeness (+1SD), in the everyday wear condition. Specifically, findings show that when participants were exposed to everyday wear, cleanliness concerns increased with increases in personal innovativeness levels, and motivated more by hedonic than utilitarian shopping motivations (+1SD) ($b = .91$, $SE = .39$, $t(195) = 2.32$, $p < .05$, $95\% CI = [1.37 \text{ to } 1.68]$). In the occasion wear condition, no significant differences in cleanliness concerns were present at $\pm 1SD$ from the mean when examining shopping motivations and personal innovativeness levels.

Figure 3 - Cleanliness Concerns Three-way Interaction



Willingness to Rent. Results showed a significant two-way shopping motivation x personal innovativeness interaction effect ($b = .44$, $SE = .20$, $t(195) = 2.15$, $p < .05$, 95% $CI = [.04 \text{ to } .84]$). However, it was detected a non-significant two-way type of occasion x shopping motivations interaction effect ($b = -.30$, $SE = .34$, $t(195) = -.88$, $p < .38$, 95% $CI = [.01 \text{ to } .60]$) and a non-significant two-way type of occasion x personal innovativeness interaction effect ($b = .16$, $SE = .20$, $t(195) = .81$, $p < .05$, 95% $CI = [-.23 \text{ to } .56]$) followed by a significant three-way type of occasion x personal innovativeness x shopping motivations interaction effect ($b = -.58$, $SE = .28$, $t(195) = -2.04$, $p < .05$, 95% $CI = [-1.13 \text{ to } -.02]$) on the willingness to rent dependent variable. Simple slopes analysis further demonstrated that when examining the type of occasion conditions separately, differences between hedonic and utilitarian motivations emerged. That is, in the everyday wear condition, differences in willingness to rent emerged at high levels of personal innovativeness (+1SD) ($b = .87$, $SE = .34$, $t(195) = 2.54$, $p < .05$, 95% $CI = [.19 \text{ to } 1.54]$), motivated by hedonic shopping motivations. In the occasion wear condition, no significant differences between shopping motivations were found at any personal innovativeness levels ($\pm 1SD$ mean) on consumers' willingness to rent (see Figure 4).

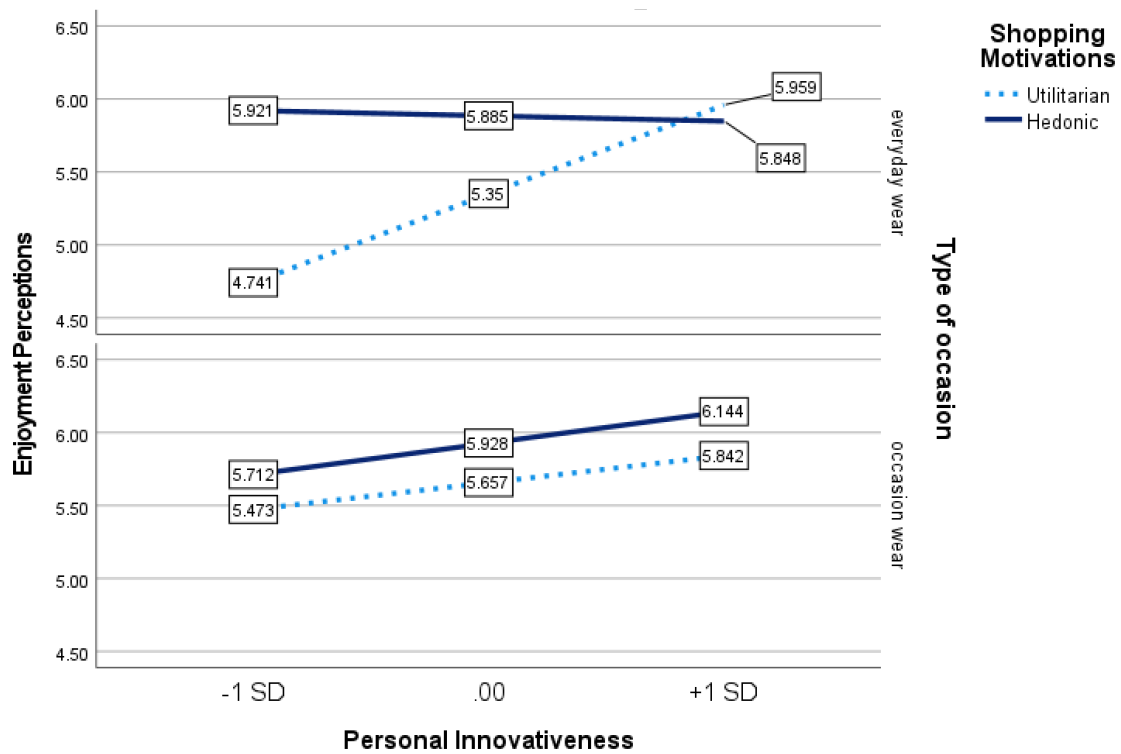
Figure 4 -Willingness to Rent Three-way Interaction



Enjoyment Perceptions. Findings show a significant two-way type of occasion x personal innovativeness interaction effect ($b = -.35$, $SE = .13$, $t(195) = -2.58$, $p < .05$, $95\% CI = [-.61 \text{ to } -.08]$) and a significant two-way shopping motivations x personal innovativeness interaction effect ($b = -.53$, $SE = .13$, $t(195) = -3.89$, $p < .001$, $95\% CI = [-.79 \text{ to } -.26]$) on enjoyment perceptions. Although existing a non-significant type of occasion x shopping motivations interaction effect ($b = -.26$, $SE = .23$, $t(195) = -1.16$, $p < .25$, $95\% CI = [-.71 \text{ to } .19]$) More importantly, a three-way type of occasion x personal innovativeness x shopping motivations interaction effect ($b = .55$, $SE = .19$, $t(195) = 2.95$, $p < .01$, $95\% CI = [.18 \text{ to } .92]$) was also found. Once more, further tests were conducted examining the type of occasion conditions separately. Simple slope analysis showed that in the everyday condition, significant differences between hedonic and utilitarian shopping motivations were present at low levels of personal innovativeness (-1SD) ($b = .73$, $SE = .23$, $t(195) = 3.24$, $p < .01$, $95\% CI = [.29 \text{ to } 1.18]$). Specifically, enjoyment perceptions were motivated by hedonic than utilitarian motivations at low levels of personal innovativeness. However, these differences seemed to dissipate with increases in personal innovativeness levels. Similar to previous findings, in the occasion wear condition, no significant

differences were found between shopping motivations and personal innovativeness levels (± 1 SD mean), on enjoyment perceptions.

Figure 5 - Enjoyment Perceptions Three-way Interaction



The remainder results show no significant three-way interaction effects between type of occasion x personal innovativeness x shopping motivations, on price and environmentalism perceptions, partially validating H5. These results provide interesting and counter-intuitive findings. When examining the type of occasion conditions separately the results show that most differences emerged in the everyday wear condition. Specifically, the simple slopes analysis revealed that this effect is most evident at different levels of personal innovativeness and often favored by hedonic than utilitarian shopping motivations. This effect could be due to the fact that consumers do not automatically associate everyday wear with clothing rentals. Thus, making individuals more susceptible to behavioral modifications than other more evident circumstances such

as being surprised by occasion wear, that is traditionally associated with rental business models.

Table 13 - Hays's Process Model 3 Outputs

	B	SE	t	p	LLCI	ULCI
Convenience Perceptions						
Constant	4.01	.22	18.43	.00	3.58	4.44
Type of Occasion	-.15	.31	-.49	.62	-.77	.46
Shopping Motivations	-.35	.32	-1.11	.27	-.98	.27
Type of Occasion x Shopping Motivations	.73	.45	1.63	.10	-.15	1.62
Personal Innovativeness	-.10	.20	-.51	.61	-.49	.29
Type of occasion x Personal Innovativeness	.63	.26	2.37	.02	.11	1.14
Personal Innovativeness x Shopping Motivation	.84	.27	3.16	.00	.31	1.36
Type of Occasion x Personal Innovativeness x Shopping Motivations	-.95	.37	-2.60	.01	-1.68	-.23
Price Perceptions						
Constant	4.22	.26	16.55	.00	3.72	4.73
Type of Occasion	.61	.37	1.67	.10	-.11	1.34
Shopping Motivations	.73	.37	1.97	.05	.00	1.46
Type of Occasion x Shopping Motivations	-.60	.53	-1.14	.26	-1.64	.44
Personal Innovativeness	.28	.23	1.24	.22	-.17	.74
Type of occasion x Personal Innovativeness	.14	.31	.47	.64	-.47	.75
Personal Innovativeness x Shopping Motivation	.44	.31	1.41	.16	-.17	1.06
Type of Occasion x Personal Innovativeness x Shopping Motivations	-.65	.43	-1.50	.13	-1.50	.20
Environmentalism Perceptions						
Constant	5.27	.16	32.83	.00	4.95	5.58
Type of Occasion	.42	.23	1.83	.07	-.03	.88
Shopping Motivations	.32	.23	1.36	.18	-.14	.78
Type of Occasion x Shopping Motivations	-.14	.33	-.43	.67	-.79	.51
Personal Innovativeness	.20	.14	1.39	.16	-.08	.49
Type of occasion x Personal Innovativeness	.16	.19	.81	.42	-.23	.54
Personal Innovativeness x Shopping Motivation	.23	.20	1.15	.25	-.16	.61
Type of Occasion x Personal Innovativeness x Shopping Motivations	-.41	.27	-1.51	.13	-.95	.12

Enjoyment Perceptions						
Constant	5.35	.11	48.49	.00	5.13	5.57
Type of Occasion	.31	.16	1.94	.05	-.01	.62
Shopping Motivations	.53	.16	3.33	.00	.22	.85
Type of Occasion x Shopping Motivations	-.26	.23	-1.16	.25	-.71	.19
Personal Innovativeness	.50	.10	4.98	.00	.30	.69
Type of occasion x Personal Innovativeness	-.35	.13	-2.58	.01	-.61	-.08
Personal Innovativeness x Shopping Motivation	-.53	.13	-3.89	.00	-.79	-.26
Type of Occasion x Personal Innovativeness x Shopping Motivations	.55	.19	2.95	.00	.18	.92
Cleanliness Concerns						
Constant	5.00	.19	26.61	.00	4.63	5.37
Type of Occasion	.39	.27	1.45	.15	-.14	.92
Shopping Motivations	.49	.27	1.80	.07	-.05	1.03
Type of Occasion x Shopping Motivations	-.42	.39	-1.09	.28	-1.19	.34
Personal Innovativeness	-.03	.17	-.17	.87	-.36	.31
Type of occasion x Personal Innovativeness	.42	.23	1.86	.06	-.03	.87
Personal Innovativeness x Shopping Motivation	.31	.23	1.34	.18	-.14	.76
Type of Occasion x Personal Innovativeness x Shopping Motivations	-.67	.32	-2.10	.04	-1.29	-.04
Willingness to Rent						
Constant	3.78	.17	22.69	.00	3.46	4.11
Type of Occasion	1.07	.24	4.46	.00	.60	1.54
Shopping Motivations	.68	.24	2.80	.01	.20	1.16
Type of Occasion x Shopping Motivations	-.30	.34	-.88	.38	-.98	.38
Personal Innovativeness	.31	.15	2.03	.04	.01	.60
Type of occasion x Personal Innovativeness	.16	.20	.81	.42	-.23	.56
Personal Innovativeness x Shopping Motivation	.44	.20	2.15	.03	.04	.84
Type of Occasion x Personal Innovativeness x Shopping Motivations	-.58	.28	-2.04	.04	-1.13	-.02

6 Conclusion

The present dissertation aims to understand what the perceptions and attitudes of Portuguese consumers towards clothing rental platforms are, and whether this business model would fit the Portuguese market. Furthermore, this study also sought to understand what the effect of personal innovativeness and shopping motivations on perceptions and attitudes was on the willingness to rent clothing.

Regarding the first research question, the findings present compelling evidence that there is a considerable interest in using rental services. However, consumers have a clear preference for renting occasion wear, as hypothesized. Due to this type of wear being generally more expensive and worn fewer times, renting presents itself as a persuasive and innovative alternative to traditional business models. Furthermore, it was shown that consumers consider this service as a sustainable method of consumption for both types of wear. Yet renting occasion wear shows to generate greater benefits for the environment, which can be explained due to the reduction in consumption of items that typically have an extremely low-usage rate.

The second research and third questions concerned the impact of personal innovativeness and shopping motivations on consumers' perceptions, attitudes, and willingness to rent clothing. Results show that, as expected, higher levels of personal innovativeness positively influence consumers' willingness to rent, as well as their perceptions and attitudes. These findings support previous research that suggests that innovativeness leverage the tendency to try and experience new products and services (Tu & Hu, 2018; Lee & Huang, 2020). Regarding shopping motivations, according to what was detailed in previous research (Ruan et al. 2022; Becker-Leifhold, 2018), hedonic motivations elicit better perceptions and attitudes towards clothing rental business models and also influence a higher willingness to rent from consumers. Clothing rental platforms are therefore a way of having pleasurable, fun, and exciting experience while exploring trends and styles that incentivize more hedonistic behaviors.

Lastly, a counter-intuitive effect emerged from three-way interaction between type of occasion, personal innovativeness, and shopping motivations. It can be concluded that shopping motivations when combined with personal innovativeness influence the willingness to rent, perceptions and attitudes toward different types of clothing, especially everyday wear. This is a unique finding that, to the best of the author's knowledge, has

not been unveiled before. Although occasion wear seems to be the first choice, when personal innovativeness is activated, it shows to moderate shopping motivations, which in turn, moderates the impact of type of clothing on consumers' perceptions, attitudes, and intentions to rent clothing.

7 Theoretical Implications

This research contributes to the existing literature regarding clothing rental business models, (Lee & Huang, 2020; Mukendi & Henninger, 2020; Lee & Chow, 2020) collaborative consumption (Becker-Leifhold & Iran, 2018; McNeill & Venter, 2019; Park & Armstrong, 2019; McCoy & Chi, 2022), sustainable fashion (Armstrong et. al, 2015; Tu & Hu, 2018) and consumer behavior (O'Brien, 2010; Arnould & Bardhi, 2005; Holbrook & Hirschman, 1982; Babin et al., 1994; Midgley & Dowling, 1987; Goldsmith & Hofacker, 1991; Li et al., 2021).

The concept of clothing rental platforms although being in expansion throughout certain countries of the world, it is a considerably novel model for the Portuguese population. Consequently, there are still extremely few research studies on how this market would react to the introduction of clothing rental platforms as a consumption form. Thus, the present research study adds on to the existing literature country specific that exists regarding clothing rental platforms. Furthermore, it also presents a distinctive approach through focusing on how diverse types of occasion will shape the outcomes in the assessed perceptions, attitudes, and willingness to rent. The findings gathered from the experimental study allow to further understand the most valued characteristics of this business model and how consumers perceive it before entering a market. This adds to previous literature detailing drivers and deterrents of fashion rental platforms (Baek & Oh, 2021; Moeller and Wittkowski, 2010; Lee & Huang, 2020; Jain et al. 2022) with a novel cultural approach regarding the country of Portugal.

Moreover, there is no evidence of previous research studies regarding the moderated moderation effect of shopping motivations and personal innovativeness, particularly in the fashion industry. Therefore, this research is amongst the first to provide evidence personal innovativeness can influence shopping motivations. Both of these constructs add to prior research on pleasurable and fun experiences but with an innovation: its

application to the clothing rental business (Holbrook & Hirschman, 1982; Li et al., 2021; Stock et al., 2015; Tu & Hu, 2018).

8 Managerial Implications

The present dissertation has uncovered interesting findings for managers and companies regarding the Portuguese consumer's interest towards sustainable consumption and clothing rental business models. There is a clear interest from the population in engaging with this type of collaborative consumption model, which can present itself as a business opportunity for both existing and new companies that desire to fuel a more environmentally friendly model of retailing.

Sustainability is undoubtedly one of the main discussion issues all over the world and consumers are increasingly aware of the terrible effects fashion and overconsumption have on the environment. Thus, clothing rental models can be used to build a solution catered to those who want to consume more conscious and ethically, while maintaining the excitement and pleasurable feelings that periodically buying new pieces can stimulate. Furthermore, clothing rental platforms offer lower prices than traditional retail, which can also appeal price conscious consumers, which for the Portuguese market is another advantage of this business model.

Although consumers showed interest in rental platforms for both occasion and everyday wear, there is a clear higher interest for the offer of occasion wear. Hence, in the beginning it should be bet on this type of assortment. Additionally, it must be ensured that all pieces are professionally cleaned and certified to ensure consumers of the reliability of the service. It should also be noted that it should be designed an extremely convenient and user-friendly service platform to guarantee that consumers perceive all the benefits of the model. Regarding the personality traits and motivations of consumers, this model has appealing qualities to both hedonic and utilitarian fields. However, building an engaging experience that highlights the possibility of a guilt-free, fun, and exciting shopping experience at the best price, leveraging in this way hedonic motivations will most probability generate better results than focusing on utilitarianism. Due to the novelty of the service, individuals who consider themselves to have higher innovation levels should be the ones being mainly targeted.

Finally, due to this business model being still in the early stages of development, it poses as a great opportunity for implementation in the Portuguese market. It shows that Portuguese consumers could be ultimately interested in using clothing rental platforms for different types of occasions depending on the businesses proposition.

9 Limitations and Future Research

Although this research uncovers interesting conclusions towards the clothing rental market in Portugal and the effects that innovativeness and shopping motivations can have on shaping consumer's decision-making processes, there are still certain limitations that must be considered.

Firstly, the sample of the study is not representative of the Portuguese population. The large majority of the study was female (70%) and there was a high concentration of participants aged between 18 to 25 years old (50.2%), which creates an unbalanced sample. If participants have similar demographic backgrounds and characteristics the results obtained will not have the desired representativity of the population. Moreover, the number of valid responses was also not representative of the Portuguese market, which influences the statistical significance of results.

Secondly, the use of an online survey as the research instrument may also generate limitations to study. Through this method the researcher is not able to control the environment, attention level and seriousness of the respondent, which can tamper the results. Furthermore, although online questionnaires are advised to be the method of choice for investigating sensitive and private topics, such as personality traits and motivations, participants might still feel compelled to respond according to their perception of what would be the best answer at the eyes of society. Consequently, results can be influenced by the effect of the social desirability bias, which weakens the overall reliability of the study.

Lastly, due to the clothing rental business model being a considerably novel concept in the Portuguese market, it could have created certain difficulties for the survey respondents to place themselves in the scenarios being described. Thus, even though it was provided a description of what a clothing rental service entailed at the beginning of the questionnaire as a contextualizing element, it might not have been enough to clearly

set the participants to the necessary imaginary situation. This hypothetical thinking could induce the participant in making wrong assessments of how they evaluate each variable being questioned.

Finding sustainable consumption methods will undoubtedly be one of the most pressing topics of research and therefore it should be continued to be developed further research regarding fashion rental platforms and how those can shape markets and provide an alternative consumption. To expand the research findings of this research study, it would be interesting to launch an actual clothing rental platform for assessing consumer attitudes and perceptions through qualitative data regarding their experience. Additionally, it would be interesting to assess what is the effect that personal innovativeness and shopping motivations have behind the adoption of other collaborative consumption business models.

10 Appendices

Appendix 1 – Pilot Study Stimuli Scenarios

Occasion wear x Hedonic motivations

Your company holds a glamorous Christmas Gala every year, which will be held next month and you want to find a new outfit for this occasion.

Your objective is to find an outfit that makes you feel your best and will make you receive compliments all night.

Occasion wear x Utilitarian motivations

Your company holds a glamorous Christmas Gala every year, which will be held next month and and you want to find a new outfit for this occasion.

Your objective is to find an outfit that will be practical for the occasion and make you be comfortable all night.

Everyday wear x Hedonic motivations

Your team at work organizes a small Christmas lunch every year, which will be held next month, and you want to find a new outfit for this occasion.

Your objective is to find an outfit that makes you feel your best and will make you receive compliments all day.

Everyday wear x Utilitarian motivations

Your team at work organizes a small Christmas lunch every year, which will be held next month, and you want to find a new outfit for this occasion.

Your objective is to find an outfit that will be practical for the occasion and make you be comfortable all day.

Appendix 2 – Main Study Stimuli Scenarios

Occasion wear x Hedonic motivations

Please imagine yourself in the following situation.

Your company holds a glamorous Christmas Gala every year, which will be held next month, and you want to find a new outfit for this occasion.

Your objective is to find an outfit that makes you feel your best and will make you receive compliments all night.

Occasion wear x Utilitarian motivations

Please imagine yourself in the following situation.

Your company holds a Christmas Gala every year, which will be held next month, and you want to find a new outfit for this occasion.

Your objective is to find an outfit that will be practical for the occasion and make you be comfortable all night.

Everyday wear x Hedonic motivations

Please imagine yourself in the following situation.

You want to find new outfits for your latest job, which will start next month.

Your objective is to find pieces that makes you feel your best and will make you receive compliments all day.

Everyday wear x Utilitarian motivations

Please imagine yourself in the following situation

You want to find new outfits for your latest job, which will start next month.

Your objective is to find pieces that will be practical for the occasion and make you feel comfortable all day.

Appendix 3 – Manipulation Checks

Q1. Based on the description above, the type of outfit I would select for this occasion, on a scale, from 1 (completely regular) to 7 (Completely Special), would be:

- 1. Completely regular
- 2. Regular
- 3. Slightly regular
- 4. Neither regular, nor special
- 5. Slightly special
- 6. Special
- 7. Completely Special

Q2. Based on the description above, on a scale from 1 (completely seeking practicality) to 7 (completely seeking excitement), what do you think the main motivation behind your choice would be?

- 1. Very much seeking practicality
- 2. Seeking practicality
- 3. Slightly seeking practicality
- 4. Neither seeking practicality, nor seeking excitement
- 5. Slightly seeking excitement
- 6. Seeking excitement
- 7. Very much seeking excitement

Appendix 4 – Main Study Survey

Welcome!

This research study is being developed under the scope of a Master Thesis from Católica Lisbon School of Business and Economics.

It will take approximately 5 minutes to complete this survey and your participation will be extremely valuable for the successful completion of this project.

All answers are completely anonymous and voluntary.

For any further questions please contact me on: s-ifontinha@ucp.pt

Thank you very much for participating!

Q1. Have you been living in Portugal for over 1 year?

Yes

No

Q2. Please rate your level of agreement with the following statements.

	1. Completely disagree	2. Disagree	3. Slightly disagree	4. Neither agree nor disagree	5. Slightly agree	6. Agree	7. Completely agree
If I heard about a new product/service, I would look for ways to experiment with it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Among my peers, I am usually the first to try out new products/services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to experiment with new products/services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Infinity is a **fashion rental platform** with thousands of clothing pieces and styles that will inspire you to have the wardrobe of your dreams.

It allows you to find pieces that will make you look fantastic for every occasion, from being the best dressed guest in a glamorous event or rocking the best power suit to work.

Infinity é uma **plataforma de aluguer de moda** com milhares de peças e estilos que o/a vão inspirar a ter o guarda roupa dos seus sonhos.

Permite encontrar peças para todas as ocasiões, desde looks para ser considerado/a o/a melhor vestido/a da noite a encontrar aquela peça que o/a faz aumentar a sua confiança no trabalho.



Q3. Based on the scenario previously described, please rate your level of agreement with the following statements.

	1. Completely disagree	2. Disagree	3. Slightly disagree	4. Neither agree nor disagree	5. Slightly agree	6. Agree	7. Completely agree
The likelihood I would use the rental service for this scenario is high.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be willing to use the rental service next time I am in the same situation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be willing to recommend this rental service to my friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be willing to visit the website of this fashion rental platform.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5. Based on the scenario previously described, please rate your level of agreement with the following statements.

	1. Completely disagree	2. Disagree	3. Slightly disagree	4. Neither agree nor disagree	5. Slightly agree	6. Agree	7. Completely agree
I believe the clothes have been professionally cleaned before being sent to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust in the platforms' capability to ensure clean clothes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6. Based on the scenario previously described, please rate your level of agreement with the following statements.

	1. Completely disagree	2. Disagree	3. Slightly disagree	4. Neither agree nor disagree	5. Slightly agree	6. Agree	7. Completely agree
I prefer renting, since I don't have to worry about cleaning and maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer renting, since I don't create clutter in my closet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7. Based on the scenario previously described, please rate your level of agreement with the following statements.

	1. Completely disagree	2. Disagree	3. Slightly disagree	4. Neither agree nor disagree	5. Slightly agree	6. Agree	7. Completely agree
I can wear more clothing for the same amount of money if I rent.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't want to pay more for clothing just because it's new.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe I'm getting a good value-for-money by using this service.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm happy because I'm saving money by using this way of consumption in situation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7.1 How much would you be willing to pay for renting the outfit you choose for this occasion?

0 35 70 105 140 175 210 245 280 315 350

Price	
-------	--

Q7.2 Now, imagine that this renting platform also offers a monthly membership package, where each month you can choose up to 8 clothing pieces for a determined price.

You can rent multiple designer styles for everything from work to special occasions.

Would you be interested in this service?

	1. Completely disinterested	2. Disinterested	3. Slightly disinterested	4. Neither disinterested, nor interested	5. Slightly interested	6. Interested	7. Completely interested
Rent multiple designer styles for work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rent multiple designer styles for special occasions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7.3 How much would you be willing to pay monthly for this subscription service?

If you would not be interested please select 0.

0 35 70 105 140 175 210 245 280 315 350

Membership Fee ()	
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Q8. Based on the scenario previously described, please rate your level of agreement with the following statements.

	1. Completely disagree	2. Disagree	3. Slightly disagree	4. Neither agree nor disagree	5. Slightly agree	6. Agree	7. Completely agree
Using this rental platform would generate a positive impact in reducing the ecological footprint of the fashion industry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel good about renting, because it is a more sustainable way of consuming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9. Based on the scenario previously described, please rate your level of agreement with the following statements.

	1. Completely disagree	2. Disagree	3. Slightly disagree	4. Neither agree nor disagree	5. Slightly agree	6. Agree	7. Completely agree
Having fun is important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I work hard at having fun.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreation is a necessity for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 How familiar were you with the concept of clothing rental platforms before answering this study?

- 1. Completely unfamiliar
- 2. Unfamiliar
- 3. Slightly familiar
- 4. Neither unfamiliar, nor familiar
- 5. Familiar
- 6. Slightly familiar
- 7. Completely familiar

Q11 Have you ever used a clothing rental platform before?

- Yes, I have
- No, I haven't

Q12.1 What is your gender?

- Male
- Female
- Prefer not to say

Q11.2 What is your age?

- Younger than 18 years old
- 18 - 25 years old
- 26 - 35 years old
- 36 - 40 years old
- 41 - 50 years old
- 51 - 60 years old
- 61 - 70 years old
- Older than 70 years old

Q11.3 What is your current professional status?

- Student
- Full-time Employment
- Part-time Employment
- Student-worker
- Self-employment
- Retired
- Unemployed

Q11.4 What is your level of education?

- Lower than High School
- High School
- Undergraduate Degree
- Graduate Degree
- Doctoral Degree

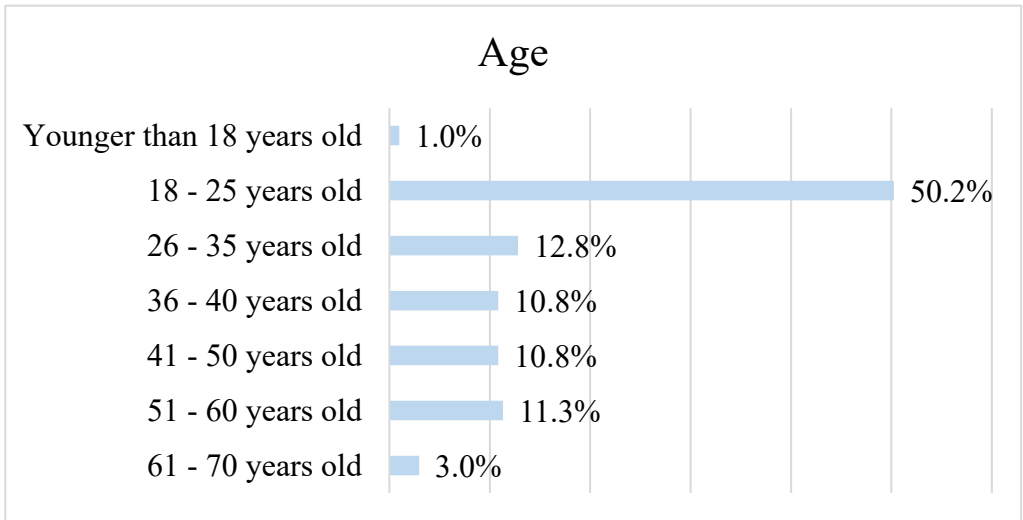
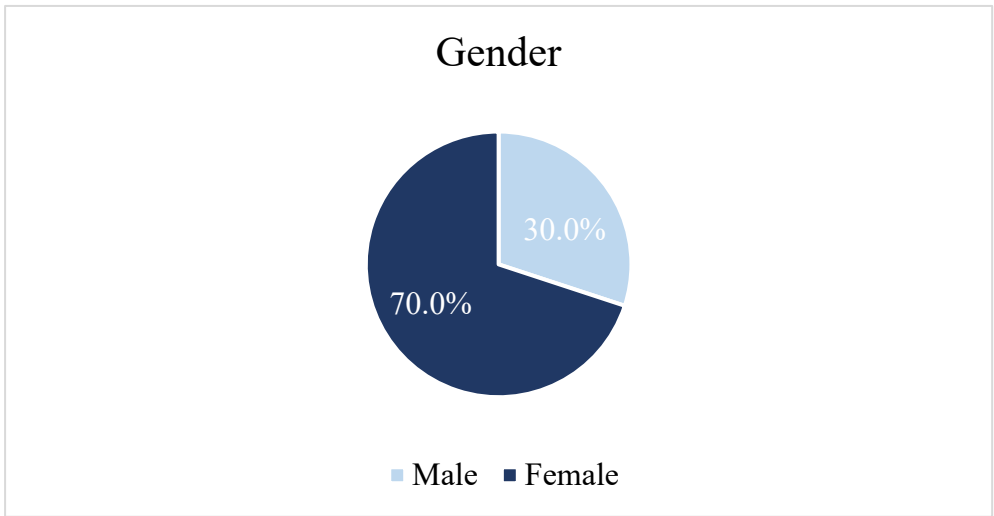
Q11.5 What is your household's monthly income?

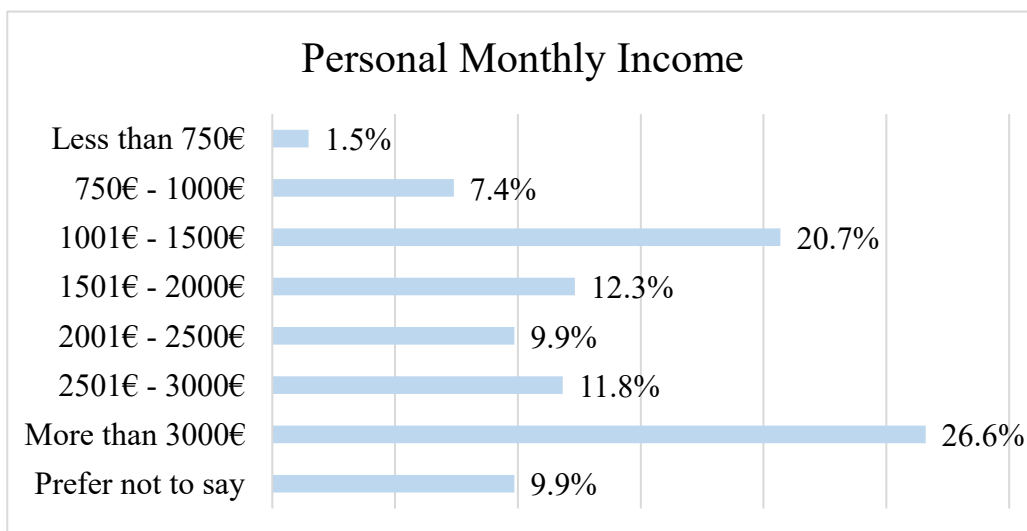
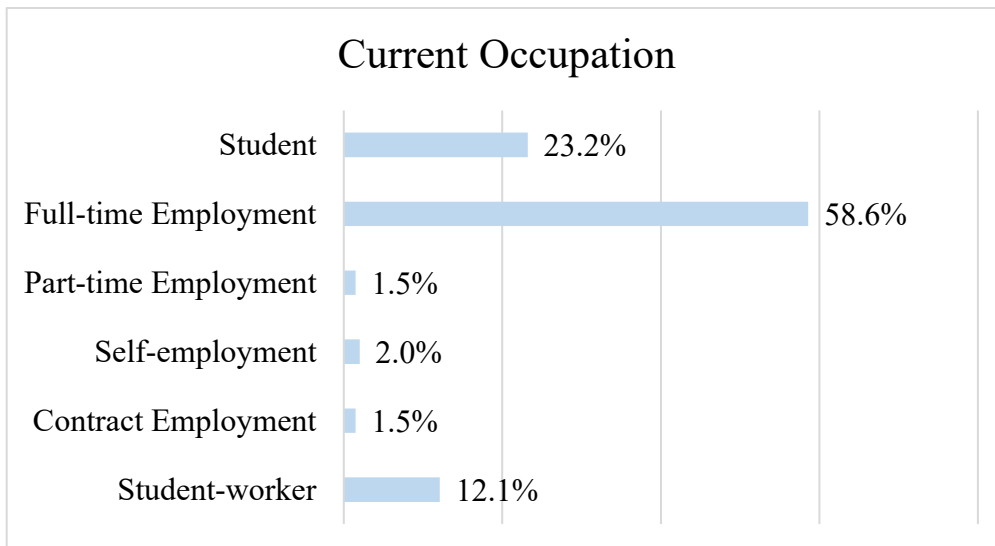
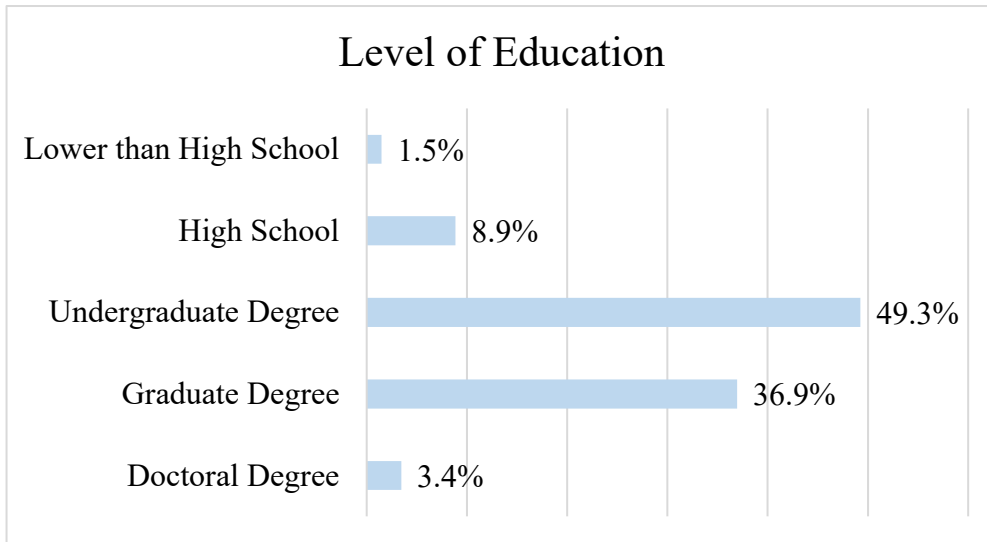
- Less than 750€
- 750€ - 1000€
- 1001€ - 1500€
- 15001€ - 2000€
- 2001€ - 2500€
- 2501€ - 3000€
- More than 3000€
- Prefer not to say

Q11.6 Where do you come from?

▼ Afghanistan (1) ... Zimbabwe(195)

Appendix 5 - Demographics





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