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Renting clothes online in Portugal

Influence of consumer characteristics and service delivery on
attitude

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ABSTRACT

Title: Renting clothes online in Portugal: Influence of consumer characteristics and service delivery on attitude

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In recent years, novel consumption patterns have emerged, with consumers becoming increasingly aware of their impact on the environment. This has led to the rise of a new mindset and culture, in which consumers pay to use and experience goods and services instead of owning them, designated as access-based consumption.

Spurred by the success of this business model internationally and the gap existent in the Portuguese market, this study aims to identify the effect of individual consumer and service characteristics on the attitudinal development process and consumers' intention to adopt this disruptive service.

This study aimed to empirically test the effect of both consumer characteristics – fashion leadership, need for uniqueness, ownership importance, and environmental awareness – and service delivery features – importance of fast delivery and cleanliness of the rented products – on attitude toward renting clothes online on a monthly subscription basis. Besides, the effect of attitude, subjective norm and perceived behavioral control on participants' intention was also scrutinized. This research was based on the Theory of Planned Behavior.

The results from the survey indicated that fashion leadership, environmental awareness, importance of ownership, and ability to offer a fast delivery directly influenced consumer's attitude. Additionally, attitude and subjective norm revealed a positive effect on the intention to participate in the renting system.

The present research can inform fashion subscription service managers regarding which consumer and service dimensions should be considered, in order to accurately attract and convert the appropriate consumer segments and streamline their marketing campaigns accordingly.

Keywords: Fashion consumption; access-based consumption; fashion rental; consumer characteristics; service delivery; Theory of Planned Behavior; consumer attitude; consumer intention; Portugal

RESUMO

Título: Aluguer de roupa online em Portugal: Influência das características do consumidor e do serviço na atitude

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Nos últimos anos surgiram novos modelos de consumo e, simultaneamente, os consumidores tornaram-se mais conscientes do seu impacto no meio ambiente. Isto levou ao aparecimento de uma nova mentalidade e cultura, na qual os consumidores preferem pagar para usar e experimentar diferentes bens e serviços em vez de adquiri-los, designado de consumo baseado no acesso.

Impulsionado pelo sucesso deste modelo de negócio a nível internacional e pela sua inexistência no mercado português, este estudo teve como objetivo identificar o efeito de determinadas características do consumidor e do serviço na atitude e na intenção dos consumidores em participarem neste novo modelo de consumo.

O propósito desta tese foi testar empiricamente o efeito da liderança na moda, necessidade de exclusividade, importância da propriedade e consciência ambiental, assim como a importância da velocidade de entrega e o receio da falta de limpeza das roupas na atitude em relação a alugar roupa online com base numa subscrição mensal. Para além disso, o efeito da atitude, norma subjetiva e controlo comportamental percebido na intenção foi também estudado. Este estudo baseou-se na Teoria do Comportamento Planeado.

Os resultados deste estudo indicaram que a liderança na moda, a consciência ambiental, a importância da propriedade e a importância da velocidade de entrega influenciaram a atitude do consumidor. Ainda, a atitude e a norma subjetiva demonstraram afetar a intenção em relação ao aluguer de roupa.

Esta tese visa comunicar às empresas quais as dimensões que devem considerar para atrair certos segmentos, e ainda otimizar as suas campanhas de marketing.

Palavras-Chave: Consumo de moda; consumo baseado no acesso; aluguer de roupa; características do consumidor; características do serviço; Teoria do Comportamento Planeado; atitude do consumidor; intenção do consumidor; Portugal

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1. INTRODUCTION

In recent years, one of the significant issues facing sustainability in the apparel industry has been described as over-consumption and consequent development of a throwaway culture (Piscicelli *et al.*, 2015), as an outcome of consumers preferences to acquire more fashion pieces that are used and needed. This plethora of consumption has been encouraged by the rise of fast-fashion companies worldwide that are continually prompting consumers to wear clothes for short periods of time. Indeed, the global demand for garments and textiles has grown dramatically over the last few decades as a result of the relentless strain on consumers to keep track of fast evolving trends at a relatively low cost (Lang, 2018). As an indication of this over-consumption and throwaway culture, 79 billion cubic meters of water, 1.715 million tons of CO₂ emissions, and 92 million tons of waste resulted from the global textiles and clothing industry in 2015. Moreover, if the industry prevails as it currently is, by 2030, the numbers will rise by at least 50% (Global Fashion Agenda & The Boston Consulting Group, 2017).

In order to decrease the detrimental impact of clothing consumption and achieve a more sustainable pattern, consumers must reduce their consumption levels and frequency and improve their consumption practices by changing purchasing habits from tangible goods to intangible services. On the supply side, designing and manufacturing higher-quality goods would contribute to a shift in garments from being disposable to being durable. This way, increasing the number of times clothes are worn can be the most effective way to maximize value, decrease pressure on resources, and reduce negative impacts (Ellen MacArthur Foundation, 2017).

On the bright side, individuals are increasingly becoming more aware of their fashion intake's many negative consequences. Besides, with the development of the Internet and new technologies, there has been a proliferation of new consumption models, which allow access via sharing or pooling resources, products, and services (Belk, 2010; Botsman & Rogers, 2010; Gansky, 2010; Giesler, 2006). Indeed, in a recent study developed by PwC (2015), it is possible to recognize the sharing economy's enhanced positive perception. For instance, 83% of the respondents agreed that the sharing economy makes life more efficient and convenient. Also, 57% agreed that access is the new ownership. This way, projections estimate the rising

of the sharing economy from \$15 billion globally in 2014 to over \$300 billion by 2025 (PwC, 2015).

A possible alternative way to consume fashion products, called access-based consumption, has gained significant importance over the past decade. Access-based consumption enables consumers to fulfill their needs by paying to temporarily experience new and diverse products without the burden of ownership (Bardhi & Eckhardt, 2012). A specific type of access-based consumption is renting, which will be the subject of this dissertation. Fashion rental, entailing short-term rental and subscription plans, can be described as a service that enables consumers to continuously access a large variety of fashion styles in exchange for a fee (Ellen MacArthur Foundation, 2017).

Although it still does not seem possible for many consumers to combine the prospect of accessing a wide variety of fashion styles and minimizing the negative environmental impacts, companies such as Rent the Runway, Ycloset, Bag Borrow or Steal, and Gwynnie Bee are currently promoting this balance in the market. In the context of fashion, rental is not a modern concept, as the one-off rental has occurred for many years, for example, to rent a luxury dress. However, subscription models have emerged and had recently started to be recognized as a rising business opportunity (Park & Armstrong, 2017). For instance, Rent the Runway, founded in 2009, with a subscription business model based not only on wedding dresses but also on day-to-day looks, had successfully rented 809 million U.S. dollars in retail value throughout 2014 (Vasan, 2015).

The importance of this research relies on the fact that fashion rental has been hailed, from a sustainability perspective, as an alternative consumption model capable of reducing the environmental impact derived from the garment's lifestyle due to the increased number of times an item can be used (Hu *et al.*, 2014). Besides, renting systems also contribute to reducing new garments production, which consequently impacts the number of clothes and textiles sent to landfills (Becker-Leifhold & Iran, 2018). Furthermore, consumers worldwide are revealing a greater interest in participating in fashion rental. For instance, the U.S. clothing rental market was forecast to boost from 1 billion U.S. dollars in 2018 to 4.4 billion U.S. dollars by 2028 (Bedford, 2020).

Despite the growth and focus given to the rise of successful new businesses founded on the idea of accessing rather than owning, the concept of fashion rental based on a monthly subscription fee is still in its infancy. Hence the relevance of this empirical research is twofold. In terms of academic contribution, this study will provide a quantitative overview of the barriers and drivers capable of influencing consumers' evaluation of the rental service. More specifically, what consumer and service characteristics are able to influence Portuguese consumers' attitude toward renting high-quality clothes online. Furthermore this study, drawing upon Ajzen (1991) theory, investigates what antecedents can influence Portuguese consumers' intentions to participate in fashion rental. Much of the research developed until now focuses on the one-off rental service and not on the subscription-based model. Also, another imbalance of existing research is that much of it is founded on qualitative research techniques, as noted in Table 2. Moreover, insights from this empirical research are also expected to contribute to organizational learning on the potential consumer's response to this service. Also, which dimensions potential entrants should pay special attention to encourage people to participate in high-quality fashion rental services in Portugal.

To summarize, the current research aims to understand the degree to which fashion leadership, the need for uniqueness, ownership importance, environmental awareness, importance of fast delivery, and fear of lack of cleanliness affect the consumers' attitudes toward renting fashion clothes online. Furthermore, another objective is to comprehend whether attitude, subjective norms, and perceived behavioral control affect consumers' intention to rent clothes online.

As aforementioned, the purpose of this investigation is to understand the following research questions:

RQ1: What is the influence of attitude, subjective norm, and perceived behavioral control on consumer's intention to rent fashion clothes online?

RQ2: What is the influence of fashion leadership, need for uniqueness, ownership importance and environmental awareness on consumers' attitude toward renting fashion clothes online?

RQ3: What is the influence of fast delivery and lack of cleanliness on consumers' attitude toward renting fashion clothes online?

This dissertation structure is as follows: The next chapter will review the relevant literature regarding fashion consumption, collaborative consumption phenomenon, access-based consumption, renting in fashion, and the Theory of Planned Behavior. Moreover, it presents a thorough description of the consumer and service characteristics selected as potential attitude predictors – fashion leadership, need for uniqueness, importance of ownership, environmental awareness, delivery speed and cleanliness. This section serves as the basis for the development of the research hypotheses. The third chapter presents the research framework and the models from which the variables were drawn from. The fourth chapter referring to the methodology aims to describe the methodology applied to this study, the process of gathering data, the variables and measurement used, an analysis of the data, and its validity. Moreover, this section presents an overview of the online questionnaire that collected 315 responses based on a non-probability sampling approach. Fifthly, the chapter comprises an overview of the sample, the statistical results, and hypotheses testing. From this analysis, it was noted that six out of nine hypotheses were verified, namely the effect of fashion leadership, the importance of ownership, environmental awareness, and delivery speed on attitude. Besides that, the impact of attitude and subjective norm on intention was also demonstrated. In the sixth chapter, the main findings of this research and the discussion are addressed. Lastly, the main conclusions and implications are presented, as well as the limitations faced throughout this research.

2. LITERATURE REVIEW

2.1. Fashion consumption

Consumption in many product categories is driven by the humans' need to convey meanings and establish an identity. This mainly happens with clothing due to its highly symbolic nature and exposure to others (Van der Laan & Velthuis, 2016).

Clothing is made of different material-intensive products that require high levels of natural resources to produce, distribute, and maintain. Together with the current consumer's behavior of excess consumption and appetite for variety, this leads to a significant environmental concern (Armstrong *et al.*, 2015). Indeed, as revealed in the European Environmental Agency report (2019), the clothing, textiles, and footwear category rank fourth in the list of industries that display the highest primary raw materials use and water consumption, only following food, housing, and transport (Saskia Manshoven *et al.*, 2019).

Apparel is used to build an identity, emanate meanings about oneself, and express one's social status, gender, and age (Armstrong *et al.*, 2015). Moreover, consumers aim to build an individual identity through fashion, which follows specific social patterns, often overshadowing ethical and sustainable behaviors (McNeill & Moore, 2015). This way, while clothing holds a physical and functional purpose aimed to protect, fashion links the customer's identity to external symbols, such as brands, uniqueness, and status items. For a new style to be seen as trendy, it must be approved and embraced by a group's members. Finally, when a new and more relevant fashion style arises, the latter is often forgotten and replaced (Yurchisin & Johnson, 2010).

According to existing research, acceptance and adoption in the early phase of the product life cycle by fashion innovators often determine the success of a new fashion product (Goldsmith *et al.*, 1999). Based on the findings drawn from Roger's theory, innovators and early adopters are extremely fashion conscious and aware of emerging trends in fashion. Additionally, although the early and late majorities, which account for two-thirds of the overall consumers, are less risk-taking, they still show interest in adopting new trends (Birtwistle & Moore, 2007). Moreover, while early fashion innovators spend more each month and are mainly influenced by celebrities (Moore & Birtwistle, 2006), fashion followers pay special attention

to the garments' practicality and whether they could be used in the following season. However, both types of consumers do not expect to hold garments for an extended period (M. Lee, 2003). For instance, retailers such as H&M, Zara, and TopShop deliver fashion products that are intended to be used less than ten times at very competitive prices (Birtwistle & Moore, 2007).

As highlighted in the Environmental Impact of the Textile and Clothing Industry report developed by the European Parliament Research Service in 2019, the increase in fashion clothing use has resulted in a drastic rise in textile waste, which accounts for an estimated 2% to 10% of the environmental impact of EU consumption. Also, despite individual consumption levels, on average, increasing by 40% between 1996 and 2012, more than 30% of the wardrobe was kept unused or sent to landfill (Šajn, 2019). According to the market research published by Sabanoglu (2020), by 2016, Portugal had the third highest quantity of textile waste that went into landfills, with an average of 8.4 kilograms per capita.

To conclude, over the last decades, a new throwaway trend has evolved and contributed to substantial environmental damages due to rapid fashion changes (Birtwistle & Moore, 2007), facilitated by the fast-fashion industry.

2.2. Collaborative consumption

Collaborative consumption is not a new concept, but it has been enabled up and scaled up in the last years, facilitated by the advent of new technologies for information and communication (Belk, 2014; Botsman & Rogers, 2011).

According to Botsman & Rogers (2011), collaborative consumption is a socio-economical model and an alternative way of accessing products and services that offers significant environmental benefits by improving the efficiency of use, reducing waste, promoting better product creation, and absorbing the surplus produced by overproduction and overconsumption. Moreover, collaborative consumption can be described as one of the branches under the "umbrella concept" of the sharing economy (Selloni, 2017).

The concept of collaborative consumption emerged in 1978 when Felson and Speath officially introduced and defined it as "events in which one or more persons consume economic goods

or services in the process of engaging in joint activities with one or more other” (Felson & Spaeth, 1978, p.614). This definition can be considered relatively broad as it relies on the participation and consumption of everyday joint activities, such as speaking on the telephone and drinking beer with friends.

Even though the phenomenon of collaborative consumption was first documented in 1978, the notion of collaboration across technological platforms is new, and it has gained strength due to the rapid distribution of information, accelerated by improvements in communication technology, which have enabled the exchange of goods and services in ways not previously possible (Botsman & Rogers, 2011). Moreover, limited by the novelty and lack of research in this emerging mode of consumption, there is still no widely accepted description of this phenomenon, which refers to a technological network that gathers economic and social players (Perren & Kozinets, 2018). Thus, to explore this innovative and alternative way of consumption, it is essential to understand the evolution of the phenomenon’s definitions throughout the years, according to different authors.

Botsman and Rogers (2010) posit that collaborative consumption “emphasizes product usage rather than ownership and is based on the shared usage of underutilized or unwanted products through traditional sharing, renting, gifting, swapping, trading, bartering and lending”, particularly via the internet. Furthermore, in their seminal work, Botsman & Rogers (2011) state that the collaborative consumption model comprises three different systems, such as paying to access goods rather than owning them, also known as product-service systems, redistributing unwanted or underused products, also named redistribution markets, and lastly, through new ways of exchanging and trading tangible and intangible assets, designated as collaborative lifestyles. This way, collaborative consumption might be linked to services between business and consumer (B2C), for example, Uber, but it can also take place between consumers (C2C), in the form of redistribution markets and collaborative lifestyles, such as Airbnb (Möhlmann, 2015).

Belk (2014) referred to these commercial activities, which involve exchanging a fee required by the service provider and are often enabled by the Internet, as part of the sharing economy. To better differentiate these activities from traditional sharing, the author uses the term collaborative consumption and defines it as “people coordinating the acquisition and distribution of a resource for a fee or other compensation” (p.1597). This means Belk’s

concept comprises bartering, trading, and swapping, which involve giving and receiving non-monetary compensation but rejects activities in which there is no compensation, for example, CouchSurfing. It also excludes the process of gift-giving, as there is a perpetual transfer of ownership, for instance, when parents decide to give their child the title to an apartment, which is considered a gift. The author adds that while this alternative way of consumption is a new phenomenon born with the growth of the Internet, sharing is an activity “as old as humankind” (Belk, 2014) and can be described as “the act and process of distributing what is ours to others for their use and/or the act and process of receiving or taking something from others for our use” (Belk, 2010, p.717). For the author, a short-term rental, as it happens with car rental, cannot be seen as real sharing since it involves a fee usage. Overall, the author positions collaborative consumption between sharing and marketplace exchange, with characteristics of both (Belk, 2014).

Finally, as Bardhi & Eckhardt (2012) proposed, when collaborative consumption works through the market and is based on the usage sale, it is close to the definition of access-based consumption. This perspective will be further explained in the section below, as it will be utilized in the context of this thesis as a subset of the collaborative consumption phenomenon.

2.3. Access-based consumption

A new mindset and culture have emerged in recent years, in which consumers choose to pay to use and experience goods and services instead of possessing them (Bardhi & Eckhardt, 2012). Although public access to goods, such as borrowing books from public libraries or using public transports, has been so far a typical behavior in some cultures, the process of getting access through a marketplace has only recently gained tremendous importance, mainly due to the Internet growth (Bardhi & Eckhardt, 2012).

As one of the different terms for activities that belong to the general collaborative consumption phenomenon, access-based consumption refers to contexts where consumers pay a fee to enjoy temporarily limited access to goods (Lawson *et al.*, 2016). Bardhi & Eckhardt (2012) stress that this alternative consumption can be described as “transactions that can be market mediated but where no transfer of ownership takes place” (p.881). This definition differs from Belk's (2014) collaborative consumption description, as access-based consumption does not involve any transfer of ownership and excludes consumption modes

such as trading and swapping, where a transfer of ownership occurs (Park & Armstrong, 2017). Furthermore, under the umbrella of collaborative consumption, access-based consumption is also known as non-ownership consumption (Leismann *et al.*, 2013).

Despite its rise in popularity throughout the last decade (Bardhi & Eckhardt, 2012), access-based consumption has not always been a widely accepted or widespread mode. Indeed, access was traditionally perceived as a lower mode of consumption (Ronald, 2008). In fact, individuals who engaged in traditional rentals were described as precarious (Cheshire *et al.*, 2010), feckless customers (Rowlands & Gurney, 2000) who lacked financial power and status (Durgee & O'Connor, 1995).

When it comes to the rise of access consumption, four key factors were identified. The first regards the *technological advances*, such as the Internet, smartphones, and wireless networks (Botsman & Rogers, 2010; Gansky, 2010; Lovelock & Gummesson, 2004). These technologies allow more convenient and cost-efficient services than conventional rental offerings (Lovelock & Gummesson, 2004). This way, consumers have access to relevant information at any location, enabling convenience, control, and associations that are similar to ownership (Botsman & Rogers, 2010). *Global urbanization* can also be considered a factor in the sense that people are moving into cities, often associated with scarce space and limited personal storage. Therefore restricting the amount of owned goods and benefiting access as a way of consumption (Bardhi & Eckhardt, 2012; Gansky, 2010). Another important factor concerns the *financial crisis* that started in 2008, since most consumers were forced to reconsider their current consumption habits because they lost their jobs or decided to save money (Bardhi & Eckhardt, 2012; Gansky, 2010). By engaging in access-based consumption, consumers can access the object for a limited period without incurring in the product total cost (Bardhi & Eckhardt, 2012). The last factor refers to the increase in *environmental consciousness*. The existence of access-based firms allows a decrease in the environmental impact caused by the fashion industry because a material good that was firstly owned by a person and rarely used can now be utilized for different individuals, which consequently maximizes the product usage (Botsman & Rogers, 2010).

Consumption	Authors	Definition
Collaborative Consumption	(Botsman & Rogers, 2011, p.xv)	“Traditional sharing, bartering, lending, trading, renting, gifting, and swapping, redefined by through technology and peer communities”
	(Belk, 2014, p.1597)	“People coordinating the acquisition and distribution of a resource for a fee or other compensation”
	(Felson and Speath, 1978, p.614)	“Events in which one or more persons consume economic goods or services in the process of engaging in joint activities with one or more other”
Access-based Consumption	(Bardhi & Eckhardt, 2012, p.881)	“Transactions that can be market mediated but where no transfer of ownership takes place”

Table 1: Collaborative and Access-based consumption definitions

2.4. Fashion rental

Renting can be described as one of the subsets of access-based consumption (Moeller & Wittkowski, 2010). Durgee & O’Connor (1995) defined the renting model as a “transaction in which one party offers an item to another party for a fixed period in exchange for money and in which there is no change of ownership” (p.90). Hence, the ownership remains with the company, responsible for repairing, controlling, and maintaining the product to be sequentially used by different consumers (Tukker, 2004).

Notable fashion-related renting companies have entered the market, such as Albright, a New York fashion library that offers high-end fashion products pieces, Bag Borrow or Steal that provides a rental service for designer accessories, such as bags, jewelry, sunglasses and watches, and Gwynnie Bee, which offers fashionable plus-size clothing rentals (Lang & Armstrong, 2018a). Rent the Runway, one of the pioneers in fashion rental, it started in 2009 with a short-term rental of high-end luxury garments and now offers the opportunity to access the items for a monthly subscription that ranges from \$89 to \$199 per month, depending on the number of items a person wants to rent. In addition to these fully focused fashion rental

platforms, traditional retailers such as Banana Republic and Urban Outfitters also began their online rental service in 2019, as well as H&M, which announced their plan to join the rental market (Baek & Oh, 2020).

On one side, renting clothing enables consumers to access new and diverse fashion items without the burden of ownership (Moeller & Wittkowski, 2010), while the renting company retains the control and the ownership of these items. On the other side, this rental system can slow down fashion cycles as it increases the number of times the product is used before disposal (Zamani *et al.*, 2017). This way, environmental benefits arise from a decline in the production of goods and, therefore, a reduction in the resource inputs and energy consumption (Bocken *et al.*, 2016; Cooper, 2005). In general, the most effective way to capture value, minimize resource demand, and reduce negative impacts may be to increase the number of times a garment is used. Indeed, the greenhouse gas emissions would be 44% lower if the number of times a cloth is worn was two times higher on average (Ellen MacArthur Foundation, 2017).

As highlighted in the Ellen MacArthur Foundation (2017) report, different rental model propositions can be applied to match different consumers' needs. This way, while a subscription rental model could be attractive for customers who desire frequent outfit changes and always access evolving trends, a short-term rental model may be beneficial for a category of clothing where sizes continuously change, such as baby and children's garments and maternity wear. Lastly, one-off rental services can meet customers who are looking for special occasion clothing and affordable access to high-quality clothes. In the current study, the concept of renting refers to the subscription-based model comprising high-quality fashion brands.

Despite the rise and progress of new rental services, these access-based businesses have often displayed a slow adoption on the demand-side, mainly in the business-to-consumer scope (Catulli *et al.*, 2017; Tukker, 2004). An explanation could be the consumer resistance to innovation (Heidenreich & Kraemer, 2016), as it involves an effort from the consumers to re-evaluate how clothing is cared for, used, and disposed of, which may imply that consumers need to develop new skills, usage habits and forms of meaning to adopt an access-based consumption (Mylan, 2015).

2.4.1. Fashion rental in Portugal

In Portugal, the first one-off fashion rental model had its first breakthrough in 2014 when Chic by Choice was created. Operating in 15 countries, the company was Europe's leading designer rental site for women, limited to luxury clothing brands. At the moment of its launch, Chic by Choice charged around 85% off the retail price (*Chic by Choice - Forbes*, 2018). Moreover, Chic by Choice secured €500.000 in funding for its takeoff from Portugal Ventures and private investors Faber Ventures and Edge Group. Later in 2015, the startup received 1.5 million euros from Portugal Ventures and Faber to expand to the U.K. and Germany. In 2015, at the time of the acquisition of German clothing rental site La Remia, Chic by Choice had already reached a database of 350.000 subscribers. However, the business downward started when the investments began to sink, and losses surpassed one million euros. Unfortunately, Chic by Choice ceased operations in Portugal and, after a couple of months, joined forces with a Paris-based subscription rental service platform, Panoply City (Jones, 2019). Most recently, another rental service player emerged in Portugal, called Big Closet. It enables customers to rent high-quality dresses and accessories for 4 to 8 days and buy new and second-hand fashion garments and sell pieces from the customer's wardrobe.

Although the U.S. has led the way in the fashion rental field, a few innovative European enterprises are paving the way for the fashion rental oriented industry. Indeed, in 2017 the European market followed the leading American market, which accounted for 40% of the fashion rental market (Jones, 2019). Some notable examples are Lena and MUD Jeans, two Dutch innovator companies leveraging the monthly fee offer to run their businesses. In the U.K., Front Row, HURR Collective, Cinderella Me, My Wardrobe HQ are also reference points in the renting business. Despite the worldwide rise of the fashion renting system comprising special occasions to everyday life clothing (Little, 2019), there is still a gap in the Portuguese market.

Authors	
Methodology	<p>Qualitative (focus group, interviews)</p> <p>Botsman & Rogers (2010); Fletcher, (2012); Liele (2019); Durgee & O'Connor (1995); Bocken <i>et al.</i>, 2016; Catulli <i>et al.</i> (2017); Mylan (2015); Lawson (2016); Park & Armstrong (2017); Leismann <i>et al.</i> (2013); Gansky, (2010); Lovelock & Gummesson, (2004); Selloni (2017); McNeill & Moore (2015); Birtwistle & Moore (2007)</p>
	<p>Quantitative (survey)</p> <p>Moeller & Wiekowski (2010); Lang & Armstrong (2018a, 2018b); Hamari <i>et al.</i> (2016) Johnson <i>et al.</i>, (2016); S. H. N. Lee & Chow (2020); Zamani <i>et al.</i> (2017)</p>

Table 2: Summary of the research on alternative consumption

2.5. Theory of Planned Behavior

A variety of different models and extensions were built after introducing the well-known theory of reasoned action (TRA) developed by Ajzen and Fishbein in 1975. The theory was created to predict and explain human behavior in different circumstances (Davis *et al.*, 1989). Moreover, the model suggests that both attitude toward performing a behavior, which captures each person's overall evaluation of the behavior, and subjective norm, which stresses the effect of significant other's opinion about one's intentions to participate in behavior, are immediate determinants of intention to perform a behavior. Indeed, based on previous research, both attitude and subjective norms were found to have a positive impact on the intention to rent clothes (Johnson *et al.*, 2016).

The Theory of Planned Behavior (TPB) was later proposed by Ajzen in order to extend the applicability of the TRA beyond the prediction of volitional behaviors. For this reason, a new predictor named perceived behavior control was included as a determinant of behavioral intention (Madden *et al.*, 1992), and direct predictor of the actual behavior (Ajzen, 2002b). This third predictor encompasses the full set of accessible control beliefs, more specifically, beliefs about the access to the resources and opportunities to engage in a behavior and also to the internal and external factors that may be considered as a constraint to engage in the behavior. This way, this predictor is linked to the availability of resources and individual self-confidence in his or her own ability to perform a behavior (Taylor & Todd, 1995).

Just like in the original TRA, the intention to achieve a behavior is a central factor in the TPB, mainly because individuals' behavioral intentions are determinants of their actual behavior. In other words, intentions capture the motivations and underlying factors that drive behaviors.

Furthermore, they demonstrate how hard an individual is willing to try and how much commitment a person wants to practice in order to participate in a behavior. All in all, the greater the intention, the more likely the individual will engage in a behavior (Ajzen, 1991).

Finally, given the goal of explaining and predicting human behavior, the TPB states that human behavior is driven by three types of salient beliefs that are considered the prevailing determinants of an individual's intentions and actions (Ajzen, 1991). The first one regards beliefs about the possible behavioral effects, which are assumed to influence attitudes - *behavioral beliefs*. The second concerns beliefs about the expectations of other people - *normative beliefs*, which generate subjective norms, and thirdly, beliefs regarding the presence of factors that can promote or hinder engagement in the behavior - *control beliefs* (Ajzen, 1991, 2002b).

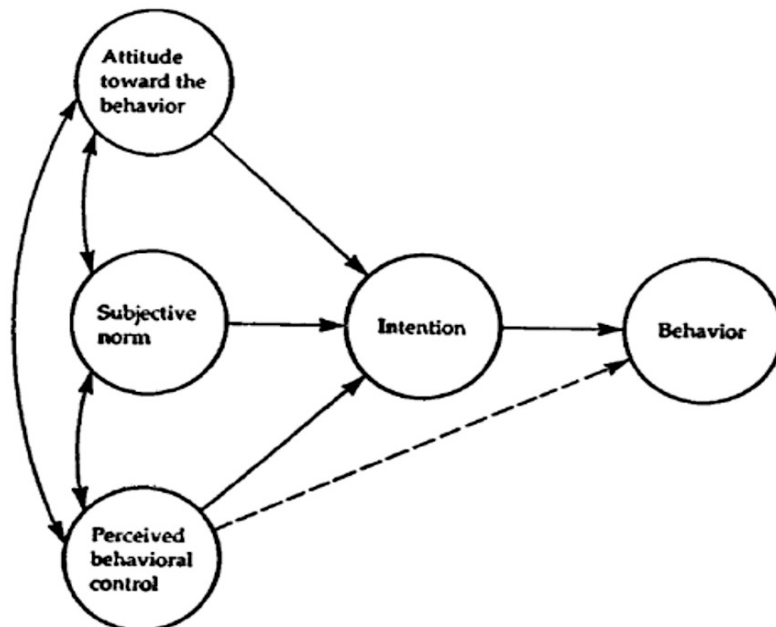


Figure 1: Theory of Planned Behavior (Ajzen, 1991)

2.6. Determinants of intention

The following paragraphs go through a brief academic literature description of the factors that determine consumers' intentions to rent clothes online based on the Theory of Planned Behavior by Ajzen (1991).

2.6.1. Attitude to the behavior

According to Ajzen (1991), an attitude refers to the degree to which an individual has a positive or negative appraisal of the action. Hence, the more favorable the evaluation is, the more likely the behavior's performance.

Regarding the attitude, each belief ties the behavior to a particular result or some other characteristic or attribute, for example, the cost of engaging in the behavior. Since the attributes that come to be related to the behavior are already favorable or unfavorable, individuals naturally and simultaneously develop an attitude toward the behavior (Ajzen, 1991). To sum up, a person's attitude toward performing a particular behavior is linked to the beliefs that engaging in that behavior will lead to specific results (Lang & Armstrong, 2018a).

Many previous studies have confirmed and proven the link between consumers' attitudes and behavioral intentions, particularly in clothing renting (Hamari *et al.*, 2016; Johnson *et al.*, 2016). This way, based on the notions of the TPB and previous researches concerning experiences with clothing rental, the following hypothesis was formulated regarding the intention to engage in clothing rental:

H₁: Attitude toward online fashion renting has a positive effect on the behavioral intention to rent clothes online.

2.6.2. Subjective norm

According to Ajzen (1991), this predictor is the individuals' perception about what the reference groups, such as peers or family, think about them performing or not performing certain behaviors. Indeed, subjective norm reflects how likely it is that the influencing individuals approve or disapprove of the behavior's performance. In conclusion, subjective norms are the individual's perception regarding the social pressures imposed on them to carry out the behavior in question (Lang & Armstrong, 2018a).

Prior research has demonstrated that social factors, mainly from close friends and family, can also influence one's intentions toward behaviors linked to fashion products and services (Johnson *et al.*, 2016; S. H. N. Lee & Chow, 2020). This way, the following hypothesis was formulated regarding the intention to engage in clothing rental:

H₂: Subjective norm has a positive effect on the behavioral intention to rent clothes online.

2.6.3. Perceived behavior control

According to the TPB, among the beliefs that eventually impact intention and action, there is a set that deals with the existence or absence of necessary resources and opportunities. Such control beliefs can be influenced by previous behavioral experience. However, they will also be affected by second-hand behavioral knowledge, friends' experiences, and other variables that increase or decrease the perceived complexity of performing the behavior. To conclude, the more resources and opportunities people think they have, and the fewer barriers or impediments they expect, the greater should be their perceived control over the behavior (Ajzen, 1991).

Past research has shown that the addition of perceived behavioral control to the TRA has positively influenced behavioral intention (Maichun *et al.*, 2016; Wang *et al.*, 2014). Thus, the following hypothesis was developed:

H₃: Perceived behavioral control has a positive effect on the behavioral intention to rent clothes online.

2.7. Factors influencing attitudes toward renting fashion clothes online

2.7.1. Fashion leadership

Fashion leadership characterizes people who appear to purchase a new fashion faster than others and play a leading role in adopting a new trend and style (Jiyun Kang & Park-Poaps, 2010). Therefore, fashion leaders showcase a pivotal role in the diffusion of new trends specially within the phenomenon of apparel consumption (Goldsmith *et al.*, 1993). Indeed, these consumers are drawn to innovation, not only in respect to fashion goods but also in choosing how to consume them. This way, it is expected that if fashion leaders positively evaluate renting as a way of consumption and, simultaneously, adopt it, they will contribute to the diffusion of this new way of consuming fashion goods. This study considers fashion leaders as consumers who learn about trends sooner, buy new garments once they are traded in the market and earlier than most, and can influence others to either reject or accept new trends (Lang & Armstrong, 2018a, 2018b).

When it comes to sustainability, fashion leadership showcases a relevant role as the industry continually encourages new trends, mostly for a brief period, which consequently results in

significant levels of material consumption (Fletcher, 2012). However, consumers can access fashionable items by renting them as soon as they are launched on the market and, simultaneously, use these pieces before anyone else, without the burden of ownership (Lang & Armstrong, 2018a). This way, it is expected that fashion leaders vigorously participate in renting since one of the perks behind rental is the opportunity to continually update pieces in one wardrobe without following the pressure to buy them (Armstrong *et al.*, 2015).

Moreover, using clothes through an access-based consumption, such as renting, would prolong the lifetime of clothing while simultaneously fulfilling the customer's urge to be the first to exhibit new fashions or try new ideas. Furthermore, the act of renting enables people to achieve more variety and increase the range of products. Thus, there is no divergence between the willingness to consume sustainably and the desire to change items frequently (Lang & Armstrong, 2018a).

In addition to the compatibility between renting and constant wardrobe change, a positive relationship between fashion leadership and clothing rental was confirmed by past research (Lang & Armstrong, 2018b). Thus, the following hypothesis was proposed:

H₄: Fashion leadership has a positive effect on consumers' attitudes toward renting fashion clothes online.

2.7.2. Need for uniqueness

The desire for unique products is the “trait of pursuing differentness relative to others through the acquisition, utilization, and disposition of consumer goods for the purpose to develop and enhance one's self-image and social image” (Tian *et al.*, 2001, p.52). According to the author, significant behavioral patterns related to consuming unique products are often non-conformity, desire to be unique, separable, and avoid similarity. This way, it is often thought that dressing in a distinctive and particular way is a non-verbal but visible way to display individuality (Workman & Kidd, 2000). In other words, for the consumers who seek to look different from others, avoiding similarities, and wearing innovative styles are considered essential factors (Tian *et al.*, 2001). For instance, consumers with a high need for uniqueness require scarce, innovative, personalized, or uncommon goods. Besides, they are more likely to be drawn to unconventional marketing tactics and shop in less trendy outlets and stores.

Hence, people may fulfill their appetite for uniqueness by shopping at local, less prominent stores that sell unique, rare, and difficult-to-obtain products (Lynn & Snyder, 2002).

Regarding sustainability, the demand for innovation can contribute to an increased purchase rate of apparel products and the use of such items for shorter periods. Indeed, one of the obstacles toward sustainable consumption is the necessity to differentiate from others through clothing consumption (Workman & Kidd, 2000). Although it was awaited a match between the need for uniqueness and the possibility of keeping up with fashion trends at a reasonably low cost, recent research has shown that this may not often happen, as renting through a platform can increase the possibility of wearing clothing similar to others. In fact, some consumers may feel worried about renting the same dress for a social event (Armstrong *et al.*, 2015). Therefore, the following hypothesis was developed.

H₅: Need for uniqueness has a negative effect on consumers' attitude toward renting fashion clothes online.

2.7.3. Importance of ownership

Fashion renting enables buyers to obtain the use of fashionable items without the burden of ownership, including risks regarding the modification or obsolescence of products, risks related to an incorrect product choice, responsibility for the product's maintenance and repair, and the whole expense for a product that is rarely needed and used (Moeller & Wittkowski, 2010). However, owning is a sign of status for some consumers, and it can also be perceived as a pleasing form of consumption in many cultures, as it brings security and independence (Gao, 2017). In fact, some people may argue that renting instead of owning will not fit their personal appearance, and it will destroy both their style and self-esteem (Lang, 2018).

As Wallendorf & Arnould (1988) stated, one of the critical characteristics of contemporary consumer culture is product possession, which in turn can be perceived as a barrier to access-based consumption. Meanwhile, ownership attachment is context-dependent, and rentals are no longer perceived as a barrier for situations where needs, such as skiwear and pregnancy clothing, often change rapidly (Rexfelt & Ornäs, 2009).

Typically, consumers with a high need for ownership may feel responsible for preserving, sustaining, caring for, and likely even defending their possessions if necessary. This suggests

that having to own goods will enable people to develop deep attachment feelings to their possessions, whereas renting goods can only provide instrumental utility. Therefore, individuals with a high demand for ownership may be more likely to enjoy possessions, and thus, online fashion rental can be viewed as risky and inconvenient. In other words, consumers who ascribe significant meaning to the rights that come with the possessions, such as the right to use and retain the benefit from the product usage, might not be willing to rent (Moeller & Wittkowski, 2010). Thus, the hypothesis below was suggested:

H₆: Importance of ownership has a negative effect on consumers' attitude toward renting fashion clothes online.

2.7.4. Environmental awareness

As suggested by Botsman & Rogers (2010), consumers' engagement in access-based consumption may result in several environmental benefits, as fewer natural resources are used. Considering that access-based consumption environmental outcomes differ across markets, consumers' perception of their ecological impact can also differ. Indeed, contributing to a healthier natural world is of significant meaning for those interested in sharing cars and rides, but is a less important factor in sharing accommodation (Böcker & Meelen, 2017). Nevertheless, Hamari *et al.* (2016) posited that consumers' perceptions regarding access-based usage sustainability positively impact their attitudes toward it.

Environmental awareness can be viewed as the consumer's concern regarding the diverse aspects and seriousness of environmental issues (Kim & Han, 2010; Paco & Raposo, 2009). This awareness, which may be based on personal background, other people's experience, and media information, is likely to contribute to eco-conscious habits and green consumption (Paco & Raposo, 2009). In general, consumers who are aware of environmental issues and believe in their ecological practices' beneficial results tend to develop a positive attitude toward conscious consumptions (Han *et al.*, 2010; Kim & Han, 2010). Therefore, the following hypothesis was suggested:

H₇: Environmental awareness has a positive effect on consumers' attitudes toward renting fashion clothes online.

2.7.5. Delivery speed

Delivery speed refers to the time interval between the placement of the order and the exact delivery to the customer's address (Riley & Klein, 2019). A series of researches proved that delivery time, when compared to other operating variables, significantly impacts online customer behavior (Nguyen *et al.*, 2018). Previous research on e-commerce has suggested that fast delivery is often ranked as moderately significant in forecasting customer satisfaction (Reibstein, 2002). A similar study by Hsu (2008) posited that the product's accurate delivery to the customer's home is the most reported feature affecting the retailer's online shoppers' approval. Furthermore, when a provider fails to guarantee appropriate delivery service, the consumer may perceive the whole service quality as low (Lo *et al.*, 2016), therefore, generating a negative attitude toward online shopping (Clemes *et al.*, 2014).

According to S. H. N. Lee & Chow (2020), the online fashion renting process is very close to online shopping, such as browsing for items and information, performing online transactions, and receiving the order at home. Therefore, the result attained from offering fast delivery on consumers' attitudes to buying online was also examined in the online clothing rental context.

While consumers search and gather for information about a certain service, they begin to develop an attitude toward participating in that service. Thus, rental enterprises may enhance consumers' evaluation regarding fashion rental by including value-added services, such as fast shipping. All things considered, the consumer's attitude toward online shopping is greatly affected by the firms' ability to offer a high-quality delivery service (Raman, 2019). This way, the following hypothesis was posited:

H₈: Fast delivery has a positive effect on consumers' attitude toward renting fashion clothes online.

2.7.6. Cleanliness

On the service provider side, there is a need for a central and distributed care stage in order to maintain, monitor the quality, and remove or upgrade excessively used products from the service. This way, logistics must ensure the actual and perceived quality, for instance, by not allowing garments to crease, get soiled, or damaged during transport. In order to accomplish that, rental service providers often send and receive their products in a purpose-made reusable clothing bag (Ellen MacArthur Foundation, 2017).

When it comes to the rented clothing condition, although consumers of a subscription or short-term rental do not usually intend to wear brand new clothes, there are still expectations regarding the standards of cleanliness of the rented goods. In fact, hygiene and cleanliness are primary and essential requirements (Ellen MacArthur Foundation, 2017) in the clothing rental industry. According to Armstrong *et al.* (2015) and Gao (2017), since the products were used multiple times, consumers may raise concerns about the rented goods' hygiene. The same issue was suggested in Armstrong *et al.* (2016) work, where people mentioned they were concerned about how the garments would be handled after the customer had worn them. Hygiene issues are often perceived as barriers to join the rental system, as shown in Armstrong *et al.* (2015) study.

H₉: Perceived (lack of) cleanliness has a negative effect on consumers' attitude toward renting fashion clothes online.

3. CONCEPTUAL MODEL

After careful examination of the research presented throughout the review of literature, the constructs selected were incorporated in the following model:

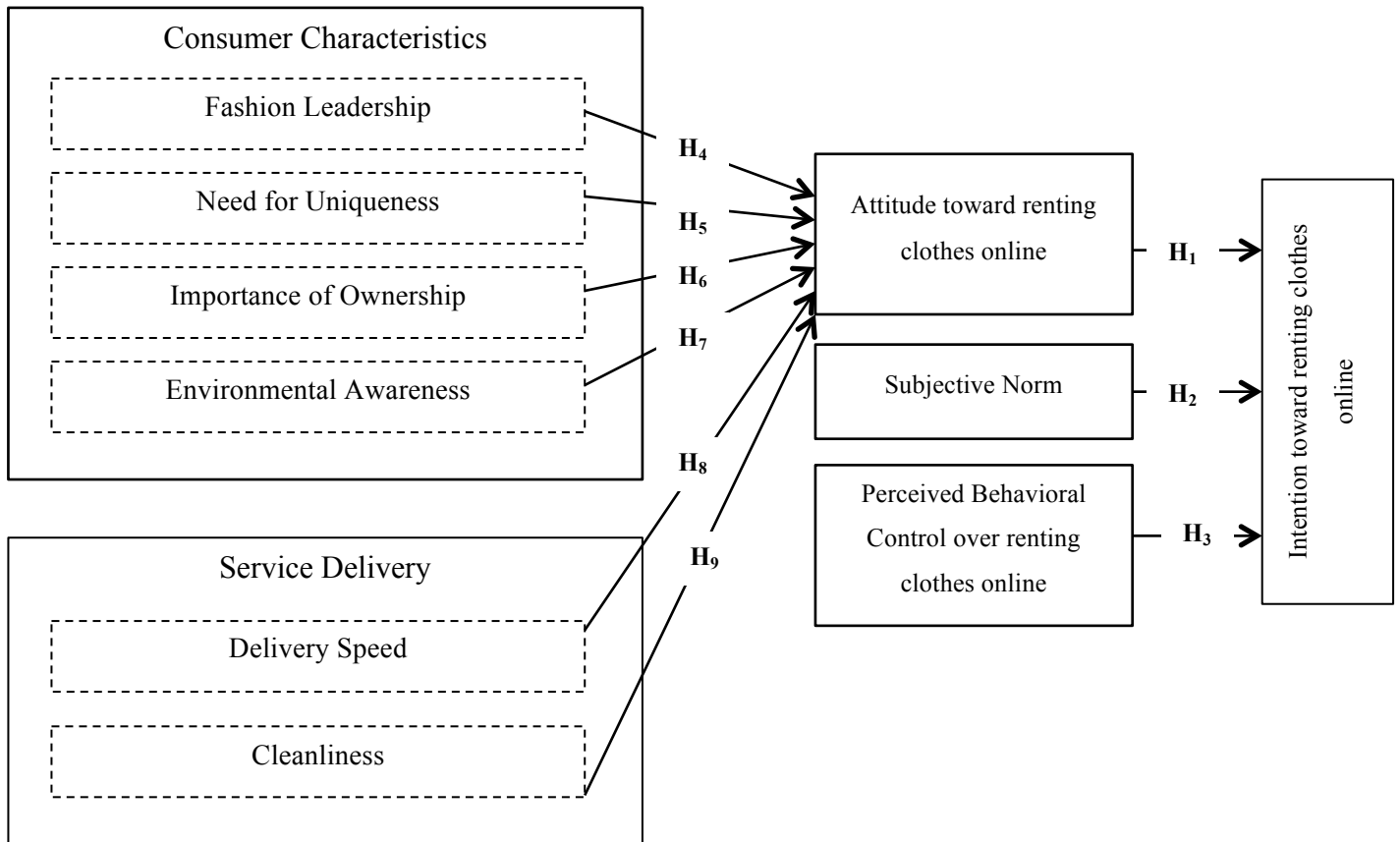


Figure 2: Conceptual Model

The present research framework was created taking into consideration the existing models exhibited by Lang (2018), Lang & Armstrong (2018a), S. H. N. Lee & Chow (2020) and Raman (2019) (Appendix 2), together with the TPB model developed by Ajzen (1991). More specifically, fashion leadership and the need for uniqueness, were drawn from Lang & Armstrong (2018a) research, which focused on renting and swapping everyday clothes.

Regarding the environmental awareness and the importance of ownership constructs, they were adapted from S. H. N. Lee & Chow (2020) research on online fashion renting retailing. In the latter study, the environmental construct slightly differs from the one scrutinized in this dissertation, as it aimed to investigate how consumers perceived renting to improve the environment directly and not how aware people are regarding environmental issues.

When it comes to the delivery speed construct, no extant literature was found within the renting context, albeit Raman (2019) has scrutinized the effect of customer service, which comprises fast delivery, on the attitude toward online shopping. According to Thakur & Srivastava (2015), consumers are susceptible and conscious about the service issues associated with timely delivery. Thus, as a new consumption model, it is essential to realize what services will likely make a difference in the attitudinal development process.

Regarding the variable linked to the fear of lack of cleanliness, Lang (2018) has previously included in his research the uncertainty about whether the cleaning and quality requirements would be ensured in the offline and online one-time clothing rental.

Furthermore, the attitude, subjective norm, and perceived behavioral control constructs were included in light with Ajzen (1991) statement that they work as predictions of intention, which is a determinant of individuals actual behavior.

4. METHODOLOGY

4.1. Overview

This research aimed to answer the research questions of how specific consumer and service characteristics affect Portuguese attitudes toward renting high-quality fashion clothes online through a monthly subscription-based model and, subsequently, how attitude, subjective norm, and perceived behavioral control influence intention to engage in online fashion renting. Both secondary and primary data were gathered to test the hypotheses previously described in the literature review. This study follows a deductive approach, as the literature review was used to identify the hypotheses and an empirical testing was later performed.

On a first approach, secondary data was collected while searching and gathering information on the theoretical foundation of all research-relevant topics in order to create an appropriate review of existing literature. The secondary research assisted the development of an online questionnaire conducted on the Qualtrics platform. The online questionnaire approach was selected as it allowed reaching numerous people in a short period, with no cost, and with no geographic constraints. Besides that, the web-based survey enabled consumers to feel anonymous, which contribute to more accurate results. Although the survey research approach quickly reached a broad and relevant audience, it did not enable an adequate population representation. After that, the dataset was analyzed using statistical tests conducted in SPSS, IBM's statistical software.

4.2. Structure and methods

The online survey was conducted with the aim of not only comprehend whether the constructs of the theory of planned behavior impacted the consumers' intention toward renting fashion clothes online but also to study whether fashion leadership, need for uniqueness, ownership importance, environmental awareness, delivery speed, and cleanliness had a positive or negative effect on consumers' attitude. This way, the objective was to test the applicability of well-established theories, specifically the theory of planned behavior, to the context of access-based consumption in clothing renting in Portugal.

In the first step, the questions were translated into Portuguese (Appendix 1) in the closest possible way to the English version (Appendix 1) to overcome the language barrier. In the

next step, to assess whether the questions were phrased straightforwardly and unambiguously, and test whether the flow of the questionnaire was able to gather all the information needed to study the hypotheses, a pre-test of the survey was performed with ten randomly selected individuals.

The responses were acquired from a convenient sample, a non-probability sampling method. The survey was distributed between the researcher's social network and the network acquaintances, as they were also asked to share the questionnaire. Besides, the survey was released on October 16th and closed on October 23rd, from which were obtained 315 valid responses. To ensure that no missed values were presented in the final dataset, all the questions included a forced response feature. Furthermore, this investigation followed a cross-sectional study, as the data was collected under the same period.

The online survey consisted of seventeen questions, which were divided into five sections. Before starting with the questions, a short introduction was given, where the respondents were presented with the study's aim, with the confidentiality of the data, and they were also thanked for participating in the survey. The first set included a dichotomous question where the participants were asked whether they were Portuguese or not. This way, non-Portuguese respondents were immediately redirected to the end of the survey. Otherwise, a query on past participation in renting clothes was displayed. The second part focused on studying the independent variables, such as fashion leadership, need for uniqueness, ownership importance, environmental awareness, fast delivery, and cleanliness of the rented goods. Thereafter, respondents were presented with a hypothetical scenario, with the description of an online fashion rental service based on a monthly subscription fee. The features of the service were adapted from a well-know company's website, Rent the Runway. Additionally, the following set comprised questions regarding the components of the Theory of Planned Behavior, such as attitude toward the concept described in the survey, subjective norm, and how consumers perceive their control over engaging in renting clothes online. Afterward, in the fourth section, items inquiring about their intentions to participate in online fashion rental were displayed. The last section aimed to gather the participants' demographic data, such as gender, age, level of education, occupation, and income.

Regarding the question types used throughout the survey, the majority was the seven-point Likert scale, but it also comprised multiple choices, dichotomous and semantic differential

questions. The seven-point metric was selected in order to not force participants to have an opinion, as a neutral option was provided, and at the same time offer them enough options, which minimize the possibility of error (Malhotra & Birks, 2007).

4.2.1. Variables and measurements

All scales used in the questionnaire were adapted from existing literature and tailored to fit the current research to enhance validity and reliability. When possible, the scales were retrieved from academic papers related to the fashion-renting context (Appendix 3). However, due to a lack of previous studies linking service delivery and attitude, few items were adapted from other contexts.

Fashion leadership

This independent variable was measured through a six-item scale, in which five statements were retrieved from Gam (2011) and one from Lang & Armstrong (2018a). For this variable, a seven-point Likert scale was applied (1=*strongly disagree*, 7=*strongly agree*). The query's goal was to understand whether people perceived themselves as fashion leaders and also if they bought new fashion items before everyone else.

Need for uniqueness

When it comes to measure the need for uniqueness of the participants, a five-item scale was adopted from Tian *et al.* (2001). Each item followed a seven-point Likert form (1=*strongly disagree*, 7=*strongly agree*). This variable was applied to analyze to what extent respondents agreed with their level of uniqueness and put some effort into creating a personal and particular image.

Importance of ownership

The third independent variable was measured by combining a five-item scale adopted from S. H. N. Lee & Chow (2020) and Moeller & Wittkowski (2010). In order to measure the level of participants' agreement with each sentence, a seven-point Likert scale was utilized (1=*strongly disagree*, 7=*strongly agree*). The purpose of this question was to realize into what degree possessions were important to them.

Environmental awareness

This construct followed a combination of Gam (2011) and Han *et al.* (2010) operationalization. The reason behind this variable was to understand whether the respondents were aware of the current and future environmental issues, and to what extent did they believe those issues were an exaggeration. A seven-point Likert scale (1=*strongly disagree*, 7=*strongly agree*) was used to measure the five sentences.

Fast delivery

This construct was based on Riley & Klein (2019) and Rita *et al.* (2019) researches and adapted in order to fit the context of this dissertation. A seven-point Likert scale (1=*not at all important*, 7=*very important*) was used to measure the five sentences. This variable allowed a better understanding of the importance of delivery speed in participants' decision to rent fashion clothes from the Internet. Since there is no academic literature about delivery speed and attitude toward renting clothes online, an adaptation was made from an online purchasing behavior scenario.

Cleanliness

The cleanliness question encompassed three sentences, and it was measured with a seven-point Likert scale (1=*strongly disagree*, 7=*strongly agree*). This query aimed to understand whether participants would feel comfortable wearing clothes previously used by others and if they were worried about the rented items' cleanliness. All the items measured were adopted from J. Kang & Kim (2013).

Attitude

This variable was measured through a semantic differential scale to assess four items (harmful/beneficial, pleasant/unpleasant, bad/good, worthless/valuable) recommended from Ajzen (2002a). This variable aimed to recognize the consumers' evaluation toward a non-existing concept in Portugal, the fashion rental based on a monthly subscription.

Subjective norm

A four items scale modified from Taylor & Todd (1995) and Fishbein & Ajzen (2011) was used to measure subjective norm, with the purpose to understand the social pressure felt to engage in new ways of consumption, such as online fashion renting.

Perceived behavioral control

This predictor was defined as the perceived level of control, resources, knowledge and ability to rent clothes online, which was measured using three sentences on seven-point Likert scale (1=*strongly disagree*, 7=*strongly agree*). The items were adapted from Taylor & Todd (1995).

Intention

This dependent variable was measured through four items. Responses to all sentences were recorded on a seven-point Likert scale (1=*strongly disagree*, 7=*strongly agree*). The items were slightly modified from Fishbein & Ajzen (2011) and Pavlou, (2003) and they aimed to recognize whether respondents showed intentions to engage in the renting business as a new way of consumption within the next six months.

4.3. Data analysis

Adequate empirical research and analyze of the research-relevant dimensions were performed by gathering information through an online survey. The data collected were analyzed through the statistical software SPSS. In addition, a confidence level of 95% was assumed to test the formulated hypotheses, and two regression analyses were conducted. While the first one aimed to evaluate what antecedents of intention demonstrated a significant impact on the latter, the second test measured which consumer and service features impacted the attitude toward renting clothes online.

Although the scales displayed in the online survey to measure each variable included in the model were adopted from previous researches, it was important to conduct a reliability analysis. This way, a Cronbach's Alpha test (Appendix 4) was carried out in order to understand whether the items within each factor presented an internal consistency. To this end, the George & Mallery (2003) quality ranking recommendation was followed.

The factors need for uniqueness (0.885), ownership importance (0.827), delivery speed (0.864), and subjective norm (0.856) indicated good results in terms of the level of reliability. In addition, fashion leadership (0.895), environmental awareness (0.909), attitude (0.918), and intention (0.943) factors displayed excellent reliability results. When it comes to the reliability of the scales used to measure the cleanliness fear of rented goods, the Cronbach's Alpha was considered acceptable (0.771). Lastly, the perceived behavioral control construct was found to

have a questionable reliability index (0.686). However, according to Hair *et al.* (2017), the minimum cut-off value suggested was 0.60. Thus, all the variables fulfill internal consistency requirements since the values were all above or close to 0.7.

Furthermore, to complement the study about whether the indicators well represented the constructs, the average variance extracted (AVE) and composite reliability (CR) were also assessed (Table 3). All the values were higher than 0.5 for the AVE and greater than 0.7 for the CR, which can be considered a satisfactory outcome (Hair *et al.*, 2011).

Construct	Cronbach's Alpha	AVE	CR
Attitude	0.918	0.719	0.911
Subjective Norm	0.856	0.575	0.843
Perceived Behavioral Control	0.686	0.579	0.805
Behavioral Intention	0.943	0.718	0.911
Fashion Leadership	0.895	0.600	0.900
Need for Uniqueness	0.885	0.581	0.875
Ownership Importance	0.827	0.568	0.865
Environmental Awareness	0.909	0.744	0.921
Fast Delivery	0.864	0.775	0.911
Cleanliness	0.791	0.699	0.873

Table 3: Cronbach's Alpha, AVE and CR values

4.3.1. Assumptions analysis

The analysis of the statistical results was divided into two models. The first model measured whether attitude, subjective norm, and perceived behavioral control significantly predict consumer's intention to rent clothes online within the next six months, while the second model assessed whether fashion leadership, the need for uniqueness, ownership importance, environmental awareness, fast delivery and cleanliness were significantly associated with the consumer's attitude to participate in fashion rental.

Before testing the hypotheses presented in section two, a preliminary study was developed to ensure that none of the regression assumptions were violated and therefore to preserve the validity of the collected data. Thus, the absence of multicollinearity was confirmed by examining the collinearity columns, where the Tolerance values were higher than 0.1 and, the VIF numbers were all lower than 10 (Hair *et al.*, 1995).

The Durbin-Watson statistics showed that residuals' values were independent (Figure 6 and Figure 8) in both models. Moreover, the variables presented a linear relationship and residuals were normally distributed (Appendix 5). The presence of outliers was also disregarded, as the Cook's Distance values were all lower than 1.

Homoscedasticity of the residual's variance was confirmed, through a statistical test (Appendix 5), in the model predicting the dependent variable attitude, but not in the model predicting consumer's intentions. In this case, the weight least square was applied to arrive at a better fit of the data (Appendix 5).

5. RESULTS

This chapter presents a description of the sample characteristics and descriptive statistics gathered through the online questionnaire, followed by two regression analyses in order to test the nine hypotheses previously detailed.

5.1. Sample characteristics

The online questionnaire collected a total of 315 valid responses with no missing values. Since the study was focused on the Portuguese market, the sample was only composed of Portuguese respondents. Of those, 25.7% were male, and 74.3% were female. In terms of ages, the majority was aged between 18 to 24 years old (65.7%), followed by individuals from 25 to 34 years old (23.2%). The intervals “less than 18” and “more than 34” only accounted for 11.1% of the responses (Figure 3).

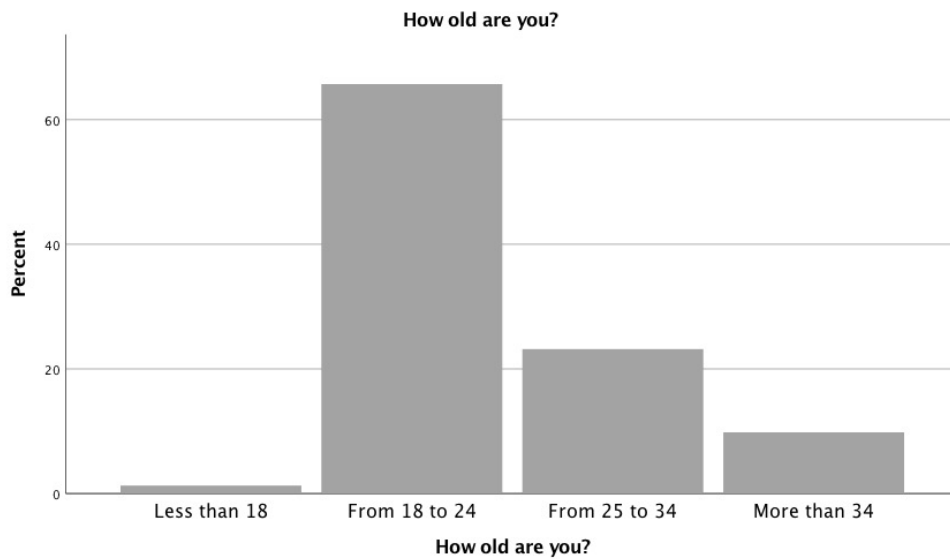


Figure 3: Age of respondents

In regards to education, 52.4% had a Master’s degree, followed by 39.7% of undergraduate students. Only 7.3% were high school students (Figure 4). In terms of occupation, full-time employees accounted for 52.4% of the sample, while students represented 33.7% of the respondents (Figure 5). When it comes to the sample monthly income, after taxes deduction, 32.4% claimed earnings lower than 500€, 24.1% selected the "500-999€" interval, and 25.4% indicated they had an income per month ranging 1.000€ to 1.499€. When it comes to previous experience with fashion rental services, almost none of the participants have rented clothing before (96.5%).

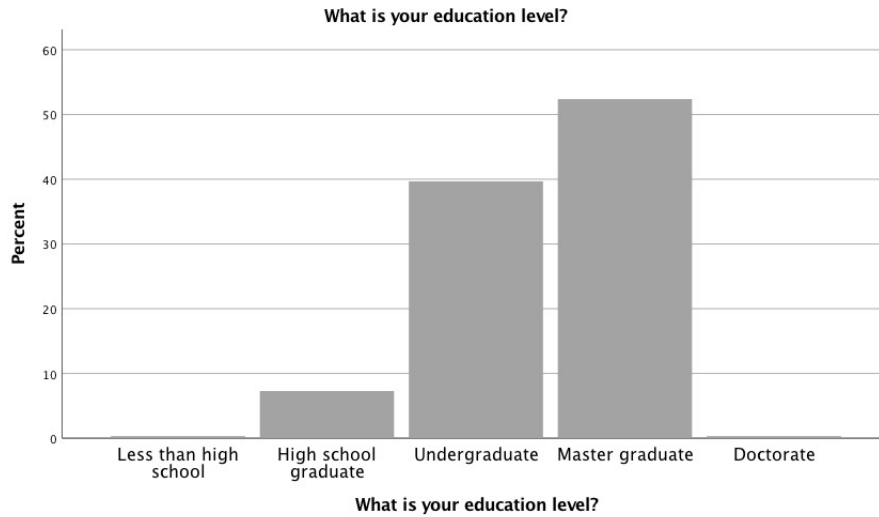


Figure 4: Educational level of respondents

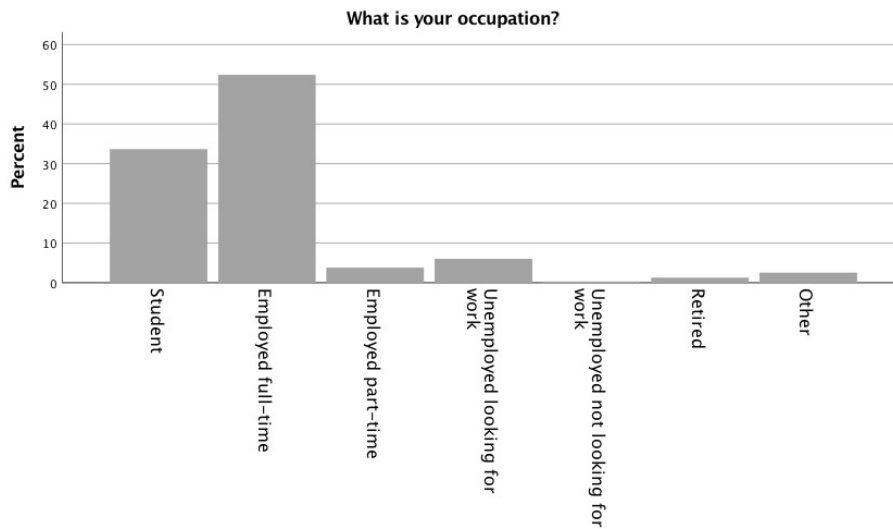


Figure 5: Occupation of respondents

5.2. Descriptive statistics

When it comes to the descriptive statistics, it was observed that on average, individuals rated themselves the lowest on fashion leadership ($M=3.38$, $SD=1.58$), followed by the need for uniqueness, which was slightly above the neutral position ($M=4.27$, $SD=1.50$). The fear of lack of cleanliness of the rented products was rated above point four ($M=4.57$, $SD=1,12$), as well as ownership importance ($M=4.74$, $SD=1.37$). Scores on environmental awareness ($M=6.51$, $SD=0.90$) and prominence of delivery speed feature when renting clothes online were notably high ($M=6.26$, $SD=0.78$). Moreover, participants rated a low score on the social pressure from reference groups ($M=3.20$, $SD=1.38$), opposite to the high score on the control

they believe they have over renting clothes online ($M=5.24$, $SD=0.08$). In other others, participants highly scored their level of knowledge, ability, and resources to engage in online fashion renting. Interestingly, the sample showed a positive attitude ($M=5.20$, $SD=1.30$) toward renting clothes online, however, did not display future intentions to engage in online fashion rental ($M=2.88$, $SD=1.56$).

Descriptive Statistics

	N	Mean	Std. Deviation
Fashion Leadership	315	3.3778	1.58275
Need for Uniqueness	315	4.2711	1.49939
Ownership Importance	315	4.7390	1.37070
Environmental Awareness	315	6.5063	.90203
Delivery Speed	315	6.2603	.78103
Cleanliness	315	4.5725	1.11920
Attitude	315	5.1992	1.29758
Subjective Norms	315	3.2032	1.37843
Perceived Behavioral Control	315	5.2339	1.42393
Intention	315	2.8786	1.56091
Valid N (listwise)	315		

Table 4: Mean scores and standard deviation of research variables

5.3. Hypotheses and model testing

5.3.1. Attitude, subjective norm and perceived behavior control on intention

A WLS regression analysis (Appendix 5) was applied to measure the interaction between the dependent variable – intention – and the independent variables – attitude, subjective norm, and perceived behavioral control. The objective of this model was to comprehend whether the independent variables were associated with the dependent variable through an Enter regression test.

Model Summary ^{b,c}										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.736 ^a	.542	.538	1.21795	.542	122.755	3	311	.000	2.023

a. Predictors: (Constant), Perceived Behavioral Control, Subjective norms, Attitude

b. Dependent Variable: Intention

c. Weighted Least Squares Regression - Weighted by weight

Figure 6: Model Summary of the impact of attitude, subjective norm, perceived behavioral control on intention

Model	Coefficients ^{a,b}						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance	VIF
	B	Std. Error	Beta					
1 (Constant)	-.114	.238			-.478	.633		
Attitude	.222	.040	.249		5.608	.000	.746	1.341
Subjective norms	.617	.047	.581		13.071	.000	.746	1.341
Perceived Behavioral Control	-.028	.035	-.031		-.809	.419	.993	1.007

a. Dependent Variable: Intention

b. Weighted Least Squares Regression - Weighted by weight

Figure 7: Coefficients of the impact of attitude, subjective norm, perceived behavioral control on intention

As demonstrated in Figure 6, R square showed a satisfactory result of 0.542 that indicated the independent variables explained 54.2% of the variation in intention toward renting clothes online. When looking at the Sig column (Figure 7), the significant relationship between attitude and intention (p-value =0.000), as well as subjective norm and intention (p-value=0.000), were confirmed, as both p-values were lower than 0.05. The effect of perceived behavioral control on the predicted variable was not considered significant (p-value=0.419).

The statistics indicated that attitude was positively associated with intention toward renting fashion clothes online ($\beta=0.222$, p-value=0.000). This way, for every unit increase in attitude, the dependent variable, intention, increase by 0.222 units. Furthermore, the effect of subjective norms on intention was the strongest (Beta=0.581, p-value=0.000). Regarding the association between subjective norms and intention, for every unit increase in the subjective norm, the participants' intention increases in 0.617 units ($\beta=0.617$, p-value=0.000). Subjective norm was introduced in the model to reflect the individuals' perceptions regarding what influential people think about them performing a specific behavior (Ajzen, 1991). By linking this to the results, it was possible to understand that the pressure felt from reference groups was significantly impacting the respondents' intention to rent clothes online. Therefore hypotheses one (H1) and two (H2) were both supported, while hypothesis three (H3) was rejected.

5.3.2. Consumer and delivery service characteristics on attitude

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.394 ^a	.155	.139	1.20403	.155	9.449	6	308	.000	1.995

a. Predictors: (Constant), Cleanliness, Fashion Leadership, Environmental Awareness, Delivery Speed, Ownership Importance, Need for Uniqueness

b. Dependent Variable: Attitude

Figure 8: Model summary of the impact of consumer and service characteristics on attitude

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.185	6	13.697	9.449	.000^b
	Residual	446.502	308	1.450		
	Total	528.687	314			

a. Dependent Variable: Attitude

b. Predictors: (Constant), Cleanliness, Fashion Leadership, Environmental Awareness, Delivery Speed, Ownership Importance, Need for Uniqueness

Figure 9: ANOVA table of the impact of consumer and service characteristics on attitude

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.041	.766		1.359	.175		
	Fashion Leadership	.151	.054	.184	2.806	.005	.640	1.563
	Need for Uniqueness	.066	.056	.076	1.181	.238	.654	1.528
	Ownership Importance	-.142	.054	-.150	-2.613	.009	.836	1.197
	Environmental Awareness	.452	.078	.314	5.808	.000	.936	1.068
	Delivery Speed	.193	.088	.116	2.200	.029	.982	1.019
	Cleanliness	-.025	.061	-.021	-.405	.686	.990	1.010

a. Dependent Variable: Attitude

Figure 10: Coefficients of the impact of consumer and service characteristic on attitude

This model included attitude as the predicted variable, and fashion leadership, the need for uniqueness, ownership importance, environmental awareness, delivery speed, and fear of lack of cleanliness as predictors. Although the regression displayed a low R square (=0.155) $F(6,308)=9.449$, $p\text{-value}=0.000$, which means that the independent variables only explained

15.5% (Figure 8) of the variation in the predicted variable, the regression model had a statistically significant explanatory power (Figure 9). According to Onditi (2013), R Square's low values were, to some extent, expected because of the difficulty of predicting human behavior. Nevertheless, it was still possible to draw relevant conclusions, as some predictors were discovered to be statistically significant.

According to Figure 10, the variables cleanliness (p -value=0.686) and the need for uniqueness (p -value=0.238) were the only ones that showed a non-statistically significant prediction of the outcome variable. Indeed, neither the fear for non-clean products nor the need for unique brands and clothes had an effect on participants' attitudes to engage in online fashion rental. Therefore hypotheses five (H5) and nine (H9) were rejected.

The effect of environmental awareness in the participants' attitude was found to be the strongest, with a standardized coefficient of 0.314. Moreover, when looking at the unstandardized coefficient, it was possible to verify that any unit increase in the predictor significantly increases the predicted variable by 0.452 units. This result supported hypothesis seven (H7). Indeed, the more participants were aware of the environmental issues, the more positive their attitude to online fashion rental.

Based on a p -value equal to 0.005, fashion leadership demonstrated a statistically significant impact on attitude toward renting garments online, consistent with hypothesis four (H4). As the fashion leadership index increases one unit, a significant change of 0.151 occurs in the outcome variable. The more people perceive themselves as fashion leaders, the higher likelihood of evoking positive attitudes toward renting clothes online.

Additionally, the effect of importance given to ownership on attitude was considered statistically significant (p -value=0.009) and negative (β =-0.142). Hence, more importance given to possessions was associated with a negative attitude to engage in online fashion rental, which supported hypothesis six (H6).

Lastly, the delivery speed feature's effect was perceived as positively significant (β =0.193, p -value=0.029). This factor had the purpose of measuring whether participants valued a fast delivery feature when renting clothes online. After looking at the statistics, it was possible to highlight that a unit increase in the delivery speed variable generates a statistically significant

increase of 0.193 units on attitude, which means the greater the importance of delivery speed, the more positive the attitude to renting clothes online. Therefore, hypothesis eight (H8) was supported.

6. FINDINGS AND DISCUSSION

This study aimed at understanding the effect of both consumer characteristics – fashion leadership, need for uniqueness, ownership importance, and environmental awareness – and service delivery features – delivery speed and cleanliness of rented products – on attitude toward the concept of renting clothes online on a monthly subscription basis. Besides, the effect of attitude, subjective norms, and perceived behavioral control on participants' intention was also scrutinized. The antecedents of intention were grounded on the theory of planned behavior (Ajzen, 1991). This theory was used as a reference to develop the general model of this study, together with Lang (2018), Lang & Armstrong (2018a) S. H. N. Lee & Chow (2020) and Raman (2019) respective models. This way, in order to evaluate the significant predictors of consumer's intention to rent clothes online, a hypothetical example was displayed in the online questionnaire, as the business concept under study does not exist in Portugal. The scenario exhibited was developed based on the service's information displayed on the Rent the Runway website. Furthermore, the quantitative research gathered 315 valid responses, and it was exclusively focused on the Portuguese market. In the following phase, the quantitative data was exported to the SPSS statistical platform, where two regression analyses assessed the two main effects being studied.

Evidence from the statistical study presented in chapter five revealed that two of the TPB constructs, attitude, and subjective norms, were significant at predicting the dependent variable. In other words, the two predictors demonstrated a positive impact on participants' intention to rent clothes online. Interestingly, subjective norms showed a more significant impact than the participants' overall evaluation, as previously suggested by Lang (2018) and S. H. N. Lee & Chow (2020) but contrasting with Piscicelli *et al.* (2015) research, where subjective norms were the third strongest predictor, after attitude and perceived behavioral control. A plausible reason for this finding may be that subjective norms in the early phase of innovation tend to reveal a more robust influence, as users do not have enough experience to develop an attitude (Taylor & Todd, 1995). Considering this, as 96.5% of the participants claimed that they had never participated in fashion rental, the expectations from influential and important people were confirmed to significantly affect the participants' decision to rent clothes online.

Such findings may also reflect the low degree of individualism inherent in the Portuguese culture (Hofstede Insights, n.d.), which could have instigated the effect from others' opinions,

mainly from those close to the individual, on the intentions to engage in a new way of consumption. As posited by Hofstede (1984), consumers living in cultures with a low degree of individualism are more biased by social norms.

When looking at the survey data, it was possible to highlight that, although participants held, on average, a positive attitude toward the described fashion rental service, they claimed that they did not intend to participate in it within the following months. This low intention to engage in the new fashion consumption could have occurred as the items utilized to measure consumers' intention included the "within the next six months" condition. Due to COVID-19 pandemic, participants are currently living a fragile and uncertain moment of their lives and may be less eager to engage in a novel consumption method. Moreover, according to Hofstede insights (Hofstede Insights, n.d.), the Portuguese culture expresses a high degree of uncertainty avoidance. This way, since renting goods through a monthly subscription can be perceived as a new fashion consumption approach, it may have prompted the low score on intentions.

Regarding the attitude, a significant part of the respondents considered the concept described in the survey as pleasant, beneficial, valuable and good. The findings concerning the positive influence of attitude on behavioral intention were consistent with prior research in this field (Johnson *et al.*, 2016; S. H. N. Lee & Chow, 2020; S. H. N. Lee & Huang, 2020). Additionally, in line with Hamari *et al.* (2016) results, the effect of attitude on intention was relatively small, which can indicate a discrepancy between attitude and actual behavior. Moreover, the fact that intention was positively affected by subjective norms was also supported by previous findings (S. H. N. Lee & Chow, 2020; S. H. N. Lee & Huang, 2020). Furthermore, the lack of influence from perceived behavioral control over renting clothes online was also suggested by Lang & Armstrong (2018) work, which was distinct from Piscicelli *et al.* (2015) results, which reflected a significant connection between both variables.

The present research results suggested that the higher the degree of fashion leadership, the higher the likelihood of developing a positive attitude toward renting clothes online. Lang & Armstrong (2018) also highlighted the relationship between both variables. The fashion leadership predictor was included to understand how much participants considered themselves as fashion leaders and, consequently, were aware of new fashion styles and often desired the

latest trends. As suggested by Bertrandias & Goldsmith (2006), fashion leaders show a positive attitude toward continuous fashion change, which can be achieved through renting services. To enhance the consumers' evaluation of fashion renting, enterprises should shed light on the possibility to wear new fashion trends before everyone else, and to receive different clothes on a monthly basis.

The participants' need for uniqueness did not show a significant impact on attitude. This way, the eagerness to be unique and develop a personal image through scarce, innovative, personalized, or uncommon goods was not a significant predictor of the evaluations and benefits sought from renting clothes online. Prior research was consistent with this result (Lang & Armstrong, 2018a).

Although respondents' awareness about environmental topics, such as pollution and animals' extinction, revealed a higher impact on attitude than the importance attached to possessions, both demonstrated a significant influence on the overall evaluation of the described fashion rental service. The environmental awareness measurement mirrored the participants' concern and consciousness of the impact of bad practices on the environment and knowledge about the long-term benefits of protecting the planet, such as providing a better world for future generations. As predicted, the statistical analysis findings verified that the more profound the concern and awareness of the current environmental issues, the more positive the attitude to participate in a more sustainable consumption method. The majority of respondents demonstrated they were extremely aware of existing environmental problems. Indeed, 81% of the sample completely agrees with the seriousness related to the increasing destruction of the environment. Considering this, future enterprises operating in the online clothing rental business must stress the impact of the fashion industry on the environment and future destructive consequences to the planet if humans continue to consume and dispose of garments as they are currently doing. Also, clothing rental companies should emphasize the future benefits to the environment from engaging in more sustainable consumption, such as renting instead of buying. The findings posited by Gullstrand Edbring *et al.* (2016) on their empirical research were parallel to these results, as well as, the findings from S. H. N. Lee & Huang (2020).

Moreover, the statistical results also indicated that the greater the attachment and significance given to possessions, the more negative the attitude toward renting clothes online. In other

words, as the renting service described to the participants only provided access to goods and not the possibility to own them, those with a high need for ownership were more likely to develop a negative attitude toward the concept of renting fashion items online. This influence of importance of ownership on attitude toward the concept of renting described to the participants was also suggested by Moeller & Wittkowski (2010) in their prior research. In order to overcome this negative impact, rental businesses should underline the burdens of owning goods, such as costs of acquisition and maintenance, and subsequently, shed light on the opportunity to wear brands and goods that otherwise would never be used, for example, a jacket or a dress from a well-known and high-quality brand.

Regarding the impact of delivery speed, the more consumers agreed with the importance of this characteristic in the renting business, the more positive the attitude toward fashion rental. This may suggest that if clothing rental companies can offer a fast delivery service, consumers will more likely evoke a positive attitude toward the service. Thus, companies either starting or expanding toward renting business models should guarantee and highlight this feature available to consumers participating in the subscription plan. By ensuring quick and on-time delivery of the clothes, it becomes more convenient for consumers to plan their use, for instance, in upcoming meetings, parties, and their daily lives. Although no extant literature linking delivery speed and renting service was identified, past research on purchasing online behavior was consistent with the findings from this study (Aldousari *et al.*, 2016; Raman, 2019).

To conclude, consumers' fear of the absence of cleanliness of the rented goods was not associated with attitude toward the concept of renting clothes online. This result was not parallel to Lang (2018) conclusions, in which performance risk, where cleaning features were evaluated, negatively impacted attitude. By looking at the quantitative data, 31% of the participants showed a neutral opinion regarding the lack of comfort in wearing clothes previously used by others, and 51% displayed they were likely to feel uncomfortable. Besides, 65% of the sample agreed with the fear of lack of cleanliness. Thus, these results were consistent with Gullstrand Edbring *et al.* (2016) empirical study, where the consumers mentioned hygiene concerns as a barrier to access-based consumption.

7. CONCLUSIONS AND IMPLICATIONS

7.1. Main conclusions

The present study focused on a form of consumption emerging in different industries, including fashion. The access-based consumption enables consumers to access goods in exchange for a fee without having the burden of ownership. This new way of consuming fashion goods also contributes to increased product usage and reduction of new items purchases.

This research attempted to investigate how diverse consumer and service characteristics impacted attitudes toward the concept of renting clothes online based on a monthly subscription fee. Furthermore, the constructs drawn from the Theory of Planned Behavior were also studied to understand whether they explained, influenced, or predicted consumers' intentions. Through this information, potential new entrants will recognize what features they should shed light on when communicating and describing the service. This research can also be relevant for retailers aware of the new consumption pattern and that are considering including it in their business models.

The online questionnaire distributed among Portuguese consumers contributed to gathering relevant data about customers and, consequently, to the empirical investigation of the research questions. The statistical results revealed that the perceptions of fashion leadership, environmental awareness, and fast delivery positively affected participants' attitudes toward renting clothes online. Thus, it is possible to conclude that consumers with a desire for newness are likely to positively evaluate the renting alternative, as it enables them to access novel trends immediately after they are launched. This way, as affirmed by Walker (2012), the fact that customers yearn to always be in line with the latest fashion cycle does not have to be perceived as a deterrent to sustainable consumption but as a motivation. Furthermore, the consumer's awareness of the major problems affecting the environment revealed a positive and strongest effect on the renting concept's overall evaluation.

Ownership is often linked to displaying identity, social status, and saving memories (Becker-Leifhold & Iran, 2018). This study concluded that the importance of owning items disclosed a negative influence on attitude toward renting fashion clothes online. Shifting the mindset

from owning to accessing may require a long-term change in society's embedded values, as ownership was seen as a source of independence and security for many years.

From a business perspective, the ability to offer a fast delivery will likely increase the consumer's appraisal of the service. Therefore, if companies manage this feature well, consumers are more likely to naturally and simultaneously develop a positive attitude toward the service. Furthermore, although consumer concerns, such as lack of cleanliness, are frequently considered an obstacle to participating in clothing rental, this investigation revealed no significant effect on consumers' attitudes.

To summarize, from the six characteristics selected for this study, fashion leadership, environmental awareness, and fast delivery were expected to behave as drivers to reinforce attitude toward the renting service. On the other hand, the attitude was supposed to be negatively influenced by the need for uniqueness, the importance of owning goods, and fear of lack of cleanliness. After all, it was possible to conclude that the perceptions of fashion leadership, environmental awareness, fast delivery and ownership importance were able to explain variance in the consumers' evaluation of the rental service described in the questionnaire.

Regarding the TPB constructs' outcome investigation, it identified a significant role of attitude and subjective norms in predicting consumers' intention to engage in access-based consumption of high-quality garments through a monthly plan. This way, the intention to rent clothes online will likely be influenced by the consumers' evaluation of the service and the social pressure derived from the perception of what others believe individuals should do.

7.2. Theoretical and managerial implications

This research reveals several theoretical and managerial contributions. First, it widens the range of information within the sharing economy, specifically within the access-based consumption stream of research, by including a meticulous analysis of the potential drivers and obstacles toward developing a positive attitude to online clothing rental. Since this type of business model is not yet a common practice in Portugal and, therefore, people do not hold a preconceived opinion, it might be essential for new players to shed light on that element, as it will further affect consumer's intentions toward clothing rental. As mentioned in the extant

research, it is at this point of attitudinal growth that disruptive companies have the opportunity to shape shopper's propensity to engage in online access services (Yu & Wu, 2007).

With this in mind, it is crucial to discern which consumer and service's characteristics can potentially shape opinions toward a new consumption model. To the researcher's knowledge, no similar investigations were developed in the Portuguese context, nor did any study include both consumers' traits, logistics, and cleaning service as determinants of online renting attitude. This way, this dissertation enriched the current understanding of potential significant predictors of intention toward the online fashion rental model. Indeed, the models that guided this research's development were focused either on the consumer's features or the service's attributes. Moreover, as attitude is often the component with the most predictive effect on behavioral intention, most studies limit their research to this antecedent. Although, as evidenced by this study, subjective norms held the strongest explanatory effect of the variance on intentions toward renting clothes online. Thus, this research attached new insights into the TPB components by revealing how specific characteristics and perceptions can influence intentions and attitudes.

Furthermore, the present study enriches the current literature by considering a scenario different from the usual one-time clothing rental and leading the search to a country where neither the service nor information exists. At the same time, this dissertation illustrates new insights on a trend that can emerge in Portugal at any time, as more brands announce the possibility of incorporating a subscription plan into their business model. For instance, the well-known brand Marques' Almeida (*Elle*, 2019), founded by two Portuguese designers, admitted being working on a subscription and second-hand sale through their website.

The impressive growth and adoption of clothing consumption worldwide on an access basis may indicate that in the future, this consumption pattern could turn out as ordinary as a current online purchase. Moreover, as the sustainability topic develops into an ongoing issue, new start-ups are striving to enter the market and compete, while offering a less environmentally damaging consumption solution. This attempt is an effect caused by the everyday growth of a conscious consumer. Meanwhile, large retailers are also pushing to include access-based services into their business models. Hence, in order to build a successful

business, companies must understand the key determinants influencing consumer's behavior within the fashion rental industry.

This dissertation provides relevant hints for companies considering starting a new business centered on the subscription plan system or just including it in their business strategy. This study recognized the existence of two potential segments. This way, the first concerns fashion leaders who can likely be reached by enhancing the service's novelty and, besides, highlighting the opportunity to try out fashionable clothes every month. This strategy takes advantage of fashion leaders' undeniable appetite to enroll in innovative consumption processes within the fashion field. Moreover, since this segment often has the endowment to influence others, it is crucial to convince them to engage in the rental service and share their experience.

Furthermore, environmentally conscious consumers were the second potential segment emerging from this research. As aforementioned, consumers who reveal a high degree of concern with the environment tend to develop a positive attitude toward sustainable consumption. In order to make clothing rental an appealing approach for this segment, it is fundamental to shed light on the environmental advantages arising from accessing rather than owning goods, such as a decrease in the use of natural resources and reduction in carbon footprint emissions from excessive production in the fashion industry. This way, if the renting provider successfully communicates the logistics associated with the renting service, such as laundry and transportation, and their environmental impact while comparing it with the ongoing impact of fast fashion, it may turn out an ordinary consumption approach for conscious consumers.

Another point that deserves attention is the importance of the delivery speed feature. For that reason, online rental providers need to allocate resources to deliver clothes to subscribers in the quickest possible way. A thorough analysis should be developed to understand the most effective transportation but least polluting to the environment.

Moreover, the study noted a positive relationship between subjective norms and intentions to rent clothes online, which refers to consumers' perceptions regarding what influential groups think about them engaging or not in the clothing rental system. Based on this, the service provider should partner with fashion influencers to promote and create buzz on this new and

disruptive way of consumption. Besides, the rental supplier should also consider taking advantage of the recent “giveaway” strategy, where consumers would have to tag different friends and family members on the rental company’s official page. In the end, a person would be randomly selected to benefit from a one-month free subscription. Meanwhile, a wide variety of potential consumers develop service awareness.

Lastly, an interesting fact concerns the service’s positive attitude even though most of the consumers have not previously participated in any rental service, indicating a possible positive response from the Portuguese consumers if a similar concept opens in Portugal. However, to overcome the gap between the high and low scores on attitude and intentions, respectively, managers should develop a powerful campaign that generates word of mouth and simultaneously clarifies consumers on how the service works.

7.3. Limitations and future research

Some limitations were encountered throughout the development of this project. First, the survey was conducted using a non-probability sampling approach, which means that the findings cannot be generalized, as this sample was not representative of the population. As a result, the researcher highly suggests a future analysis with a representative and random sample of the respective target population to achieve more accurate findings.

The survey questioned consumers about their evaluations of a non-existent and probably unfamiliar consumption concept for most of the respondents. This may have been a challenge to them and, at the same time, caused biased answers. In addition, participants who had previously heard or tried similar services might be affected by past experiences.

Another research approach with a high potential to provide useful conclusions would be to combine focus groups and interviews to collect exploratory qualitative information and questionnaire to conduct statistical analysis. Another interesting research would be to incorporate demographic and psychographic variables into the research to define a more accurate profile of the potential segments.

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9. APPENDICES

Appendix 1: Survey

Dear Participant, I would like to thank you in advance for filling in this survey. I am a management student doing a dual Master's degree at Bocconi University and Católica Lisbon. Please note that the answers provided are totally anonymous and there are no right or wrong answers, so please be as honest as possible. I'd like to find out how you feel about renting clothes online. I know how precious your time is, but this survey will only take you around 7-9 minutes to answer.

Caro participante, gostaria de agradecer antecipadamente por preencher este questionário. Sou uma aluna de gestão a fazer duplo mestrado na universidade Bocconi e na universidade Católica. As respostas fornecidas são totalmente anónimas e não há respostas certas ou erradas, por isso sê o mais honesto possível. Gostaria de saber através deste questionário como se sente em relação a alugar roupas online. Este questionário durará entre 7-9 minutos.

Q1 Are you Portuguese native?

- Yes
- No

Q1 Tem nacionalidade portuguesa?

- Sim
- Não

Q2 Have you ever rented clothing before?

- Yes
- No

Q2 Já alugou roupa antes?

- Sim
- Não

Q3 Please rate how much you agree with the following statements (1=strongly disagree; 7=strongly agree)

	1	2	3	4	5	6	7
I am aware of fashion trends and want to be one of the first to try them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am the first to try new fashion, therefore, many people regard me as being a fashion leader	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important for me to be a fashion leader	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am usually the first to know the latest fashion trends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I spend a lot of time on fashion-related activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I always try to buy at least one outfit of the latest fashion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3 Avalie o quanto concorda com as seguintes afirmações (1=discordo completamente; 7=concordo completamente)

	1	2	3	4	5	6	7
Conheço as novas tendências da moda e quero ser um dos primeiros a experimentá-las	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Normalmente sou o primeiro a experimentar as novas tendências, portanto, muitas pessoas consideram-me um fashion líder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
É importante para mim ser um fashion líder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Normalmente sou o primeiro a saber as últimas tendências da moda	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu dedico muito tempo a atividades relacionadas com moda	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tento sempre comprar pelo menos uma peça de roupa da última tendência	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4 Please rate how much you agree with the following statements (1=strongly disagree; 7=strongly agree)

	1	2	3	4	5	6	7
I often look for one-of-a-	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

kind products or brands so that I create a style that is all my own

Often when buying clothes, an important goal is to find something that communicates my uniqueness

I often combine fashion items in such a way that I create a personal image for myself that cannot be duplicated

I often try to find a more interesting version of ordinary clothing items as I enjoy being original

I am often on the lookout for new products or brands that will add to my personal uniqueness

Q4 Avalie o quanto concorda com as seguintes afirmações (1=discordo completamente; 7=concordo completamente)

	1	2	3	4	5	6	7
Costumo procurar produtos ou marcas diferentes para criar um estilo que seja só	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

meu Muitas vezes ao comprar roupa, tento encontrar algo que comunique o meu estilo próprio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Costumo combinar roupas e acessórios, criando uma imagem pessoal que é difícil duplicar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muitas vezes tento encontrar uma versão mais interessante das roupas comuns, pois gosto de ser original	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Estou sempre à procura de novos produtos ou marcas que contribuam para a minha imagem pessoal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5 Please rate how much you agree with the following statements (1=strongly disagree; 7=strongly agree)

	1	2	3	4	5	6	7
The money paid for renting fashion items online is not worthwhile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

since I cannot own the items

Not able to own the fashion items I love is annoying

I want to own the fashion items I like and feel that they are mine

Ownership is important to me

Ownership has comfort, because I have access to my possessions

Q5 Avalie o quanto concorda com as seguintes afirmações (1=discordo completamente; 7=concordo completamente)

	1	2	3	4	5	6	7
O dinheiro pago pelo aluguer da roupa não vale a pena, pois não posso adquirir as peças	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Não poder ter as roupas e acessórios que adoro é irritante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quero ter as roupas e acessórios que gosto e sentir que são meus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ter propriedade sobre os objetos é importante para mim

A propriedade traz conforto, porque tenho acesso aos meus bens a qualquer momento

Q6 Please rate how much you agree with the following statements (1=strongly disagree; 7=strongly agree)

	1	2	3	4	5	6	7
Environmental protection will provide a better world for me and for our future generations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The increasing destruction of the environment is a serious problem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The effects of pollution on public health are worse than we realize	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over the next several decades, thousands of species will become extinct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6 Avalie o quanto concorda com as seguintes afirmações (1=discordo completamente; 7=concordo completamente)

	1	2	3	4	5	6	7
A proteção do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ambiente
vai gerar
um mundo
melhor para
mim e para
a geração
futura

O aumento
da
destruição
do planeta é
um
problema
sério

Os efeitos
da poluição
na saúde
pública são
piores do
que
imaginamos

Durante os
próximos
anos,
milhares de
espécies
extinguir-
se-ão

Q7 Please rate how important to you are following statements (1=not at all important; 7=very important)

	1	2	3	4	5	6	7
When renting clothes online, I would want my shipments to arrive as soon as possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When it comes to rent clothes online, the faster the delivery the better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When renting clothes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

online, I would want the product to be delivered by the time promised by the company

Q7 Avalie o quão importante são as seguintes afirmações (1 = nada importante; 7= muito importante)

	1	2	3	4	5	6	7
Ao alugar roupa online, gostaria que o meu pedido chegasse o mais rapidamente possível	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando se trata de alugar roupa online, quanto mais rápida for a entrega, melhor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No aluguer de roupa online, gostaria que o produto fosse entregue no prazo prometido pela empresa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 Please rate how much do you agree with the following statements (1=strongly disagree; 7=strongly agree)

	1	2	3	4	5	6	7
I would feel worried about the cleanliness of rented clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would not feel comfortable when wearing clothing that has been worn by others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cleanliness of the rented clothing would be poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 Avalie o quanto concorda com as seguintes afirmações (1=discordo completamente; 7=concordo completamente)

	1	2	3	4	5	6	7
Eu sentir-me-ia preocupado com a limpeza das roupas alugadas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu não me sentiria confortável ao usar roupas que foram usadas por outras pessoas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A limpeza das roupas alugadas seria baixa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consider the following service description:

1. For a **monthly subscription fee**, you can rent a **fixed amount of items** you choose from 150+ high-quality brands. You have the opportunity to rent party dresses, work and daily life looks and one-of-a-kind vintage items;
2. The clothes are delivered to your home (2/3 days) through a package you can also use to ship back, making them available for rent on the website once again;
3. If during the month you wish to rent one or more items for longer or rent an additional piece this can be easily arranged through a fee;
4. The monthly fee also includes fast shipping, returns, laundry and dry cleaning.

Imagine que o seguinte serviço existe em Portugal:

1. Através de uma mensalidade, pode alugar uma quantidade fixa de peças de roupa à sua escolha, entre mais de 150 marcas de alta qualidade. Este serviço dá-lhe a oportunidade de alugar vestidos de festa, looks para o dia a dia, para o trabalho e ainda peças vintage exclusivas;
2. As roupas são entregues em sua casa (2/3 dias) através de um pacote que deve também ser utilizado para devolver as peças. Depois de as devolver, as peças ficarão outra vez disponíveis no site para que mais alguém as possa alugar;
3. Durante o mês, se desejar prolongar o tempo de aluguer ou alugar mais uma peça, isso pode ser facilmente conseguido através de uma taxa;
4. A mensalidade inclui também o serviço de envio rápido, devolução, lavandaria e limpeza a seco.

Q9 I think that the described online fashion rental service is:

	1	2	3	4	5	6	7	
Harmful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Beneficial
Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good
Worthless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Valuable

Q9 Eu acho que o serviço de aluguer de roupa online anteriormente descrito é:

	1	2	3	4	5	6	7	
Prejudicial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Benéfico
Desagradável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agradável
Mau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Bom
Inútil	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Valioso

Q10 Having in mind the existence of the described service, please rate how much you agree with the following statements (1=strongly disagree; 7=strongly agree)

	1	2	3	4	5	6	7
People who are important to me would think that I should rent fashion items online within the next months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who influence my behavior would think that I should rent fashion items online within the next six months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who are important to me would be interested in renting fashion items online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would rent clothes online because of the proportion of my friends who would rent clothes online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 Tendo em conta a existência do serviço anteriormente descrito, avalie o quanto concorda com as seguintes afirmações (1=discordo completamente; 7=concordo completamente)

	1	2	3	4	5	6	7
As pessoas que são importantes para mim achariam que devia alugar roupa online nos próximos seis meses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As pessoas que influenciam o meu comportamento achariam que devia alugar roupa online nos próximos seis meses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As pessoas que são importantes para mim estariam interessadas em alugar roupa online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu alugaria roupas online devido à proporção de amigos que alugam roupas online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11 Having in mind the existence of the described service, please rate how much you agree with the following statements (1=strongly disagree; 7=strongly agree)

	1	2	3	4	5	6	7
Renting fashion items online is entirely within my control (i.e. whether it depends, or not, only on you)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I have the resources required to rent clothes online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have knowledge and ability necessary to purchase clothes through Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11 Tendo em conta a existência do serviço anteriormente descrito, avalie o quanto concorda com as seguintes afirmações (1=discordo completamente; 7=concordo completamente)

	1	2	3	4	5	6	7
O aluguer de roupa online está inteiramente sob o meu controlo (i.e. se depende ou não apenas de mim)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tenho os recursos necessários para alugar roupas online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tenho o conhecimento e a habilidade necessária para alugar roupa online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 Having in mind the existence of the described service, please rate how much you agree with the following statements (1=strongly disagree; 7=strongly agree)

	1	2	3	4	5	6	7
I intend to rent fashion items online within the next six months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

During the next six months, I plan to experiment with or regularly engage in online fashion renting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will try to rent clothes online within the next six months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I have access to an online renting platforms, I want to use it as much as possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 Tendo em conta a existência do serviço anteriormente descrito, avalie o quanto concorda com as seguintes afirmações (1=discordo completamente; 7=concordo completamente)

	1	2	3	4	5	6	7
Pretendo alugar roupa online nos próximos seis meses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Durante os próximos seis meses, pretendo experimentar ou envolver-me regularmente no aluguer de moda online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vou tentar alugar roupas online nos próximos seis meses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Se eu tiver acesso a	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

uma
plataforma
de aluguer
de roupa
online,
quero usá-la
o máximo
possível

Q13 How old are you?

- Less than 18
- From 18 to 24
- From 25 to 34
- More than 34

Q13 Quantos anos tem?

- Menos de 18
- De 18 a 24
- De 25 a 34
- Mais de 34

Q14 Which gender do you identify with?

- Male
- Female
- Other

Q14 Com que género se identifica?

- Masculino
- Feminino
- Outro

Q15 What is your education level?

- Less than high school

- High school graduate
- Undergraduate
- Master graduate
- Doctorate

Q15 Qual é o seu nível de escolaridade?

- Abaixo do secundário
- Secundário
- Licenciatura
- Mestrado
- Doutoramento

Q16 What is your occupation?

- Student
- Employed full-time
- Employed part-time
- Unemployed looking for work
- Unemployed not looking for work
- Retired
- Unable to work
- Other

Q16 Qual é a sua ocupação atual?

- Estudante
- Empregado em full-time
- Empregado em part-time
- Desempregado à procura de trabalho
- Desempregado e sem procurar trabalho

- Reformado
- Incapaz de trabalhar
- Outro

Q17 How much is your monthly income (after the tax deduction)?

- Less than 500€
- 500-999€
- 1000-1499€
- 1500-1999€
- 2000-2499€
- 2500-4000€
- More than 4000€

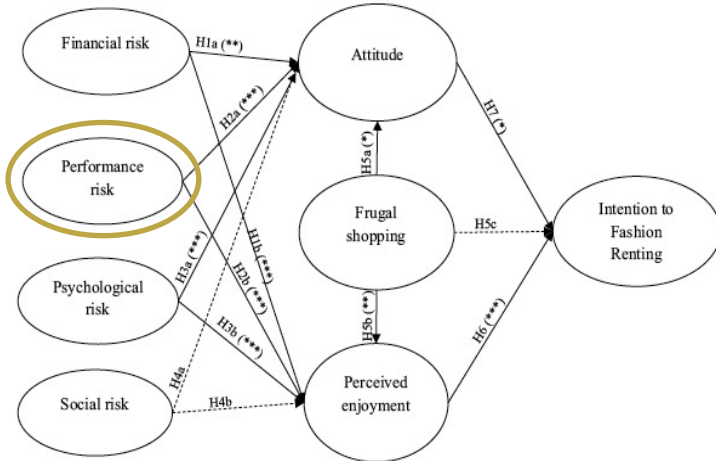
Q17 Qual é o seu rendimento mensal (depois dos descontos)?

- Menos de 500 €
- 500-999 €
- 1000-1499 €
- 1500-1999 €
- 2000-2499 €
- 2500-4000 €
- Mais de 4000 €

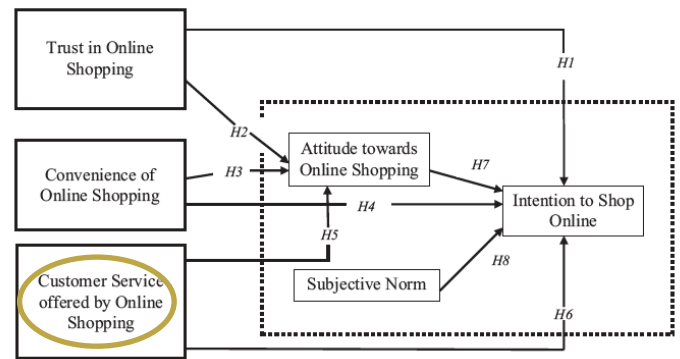
Appendix 2: Existing models

The conceptual model used in this thesis was created taking into consideration the models below, namely the variables within the yellow circles. Some variables were modified in order to fit the purpose of this dissertation.

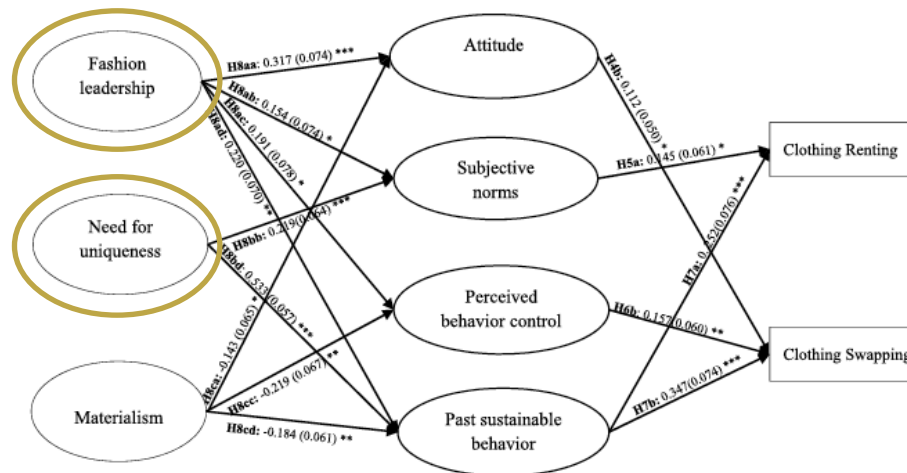
Model proposed by Lang (2018)



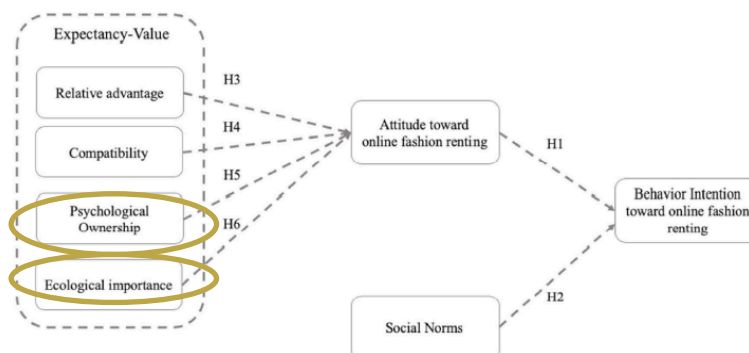
Model proposed by Raman (2019)



Model proposed by Lang & Armstrong (2018a)



Model proposed by S. H. N. Lee & Chow (2020)



Appendix 3: Operationalization of the constructs

Construct	Items	Source
Attitude	<ul style="list-style-type: none"> - Harmful: Beneficial - Unpleasant: Pleasant - Bad: Good - Worthless: Valuable 	Ajzen (2002)
Subjective Norm	<ul style="list-style-type: none"> - People who are important to me would think that I should rent fashion items online within the next months -People who influence my behavior would think that I should rent fashion items online within the next six months -People who are important to me would be interested in renting fashion items online -I would rent clothes online because of the proportion of my friends who would rent clothes online 	Taylor & Todd (1995) and Fishbein & Ajzen (2011)
Perceived Behavioral Control	<ul style="list-style-type: none"> -Renting fashion items online is entirely within my control (i.e. whether it depends, or not, only on you) -I have the resources required to rent clothes online -I have knowledge and ability necessary to purchase clothes through Internet 	Taylor & Todd (1995)
Behavioral Intention	<ul style="list-style-type: none"> -I intend to rent fashion items online within the next six months -During the next six months, I plan to experiment with or regularly engage in online fashion renting -I will try to rent clothes online within the next six months -If I have access to an online renting platforms, I want to use it as much as possible 	Fishbein & Ajzen (2011) and Pavlou (2003)
Fashion Leadership	<ul style="list-style-type: none"> -I am aware of fashion trends and want to be one of the first to try them -I am the first to try new fashion, therefore, many people regard me as being a fashion leader -It is important for me to be a fashion leader -I am usually the first to know the latest fashion trends -I spend a lot of time on fashion-related activities -I always try to buy at least one outfit of the latest fashion 	Gam (2011) and Lang & Armstrong (2018a)
Need for uniqueness	<ul style="list-style-type: none"> -I often look for one-of-a-kind products or brands so that I create a style that is all my own -Often when buying clothes, an important goal is to find something that communicates my uniqueness -I often combine fashion items in such a way that I create a personal image for myself that cannot be duplicated -I often try to find a more interesting version of ordinary clothing items as I enjoy being original -I am often on the lookout for new products or brands that will add to my personal uniqueness 	Tian et al. (2001)

Importance of ownership	<ul style="list-style-type: none"> -The money paid for renting fashion items online is not worthwhile since I cannot own the items -Not able to own the fashion items I love is annoying -I want to own the fashion items I like and feel that they are mine -Ownership is important to me -Ownership has comfort, because I have access to my possessions 	Moeller & Wittkowski, (2010) and Lee & Chow, (2020)
Environmental Awareness	<ul style="list-style-type: none"> -Environmental protection will provide a better world for me and for our future generations -The increasing destruction of the environment is a serious problem -The effects of pollution on public health are worse than we realize -Over the next several decades, thousands of species will become extinct 	Gam (2011) and Han <i>et al.</i> , (2010)
Fast delivery	<ul style="list-style-type: none"> -When renting clothes online, I would want my shipments to arrive as soon as possible -When it comes to rent clothes online, the faster the delivery the better -When renting clothes online, I would want the product to be delivered by the time promised by the company 	Riley & Klein (2019) and Rita <i>et al.</i> , (2019)
Cleanliness	<ul style="list-style-type: none"> -I would feel worried about the cleanliness of rented clothing -I would not feel comfortable when wearing clothing that has been worn by others -The cleanliness of the rented clothing would be poor 	J. Kang & Kim (2013)

Appendix 4: Reliability analysis (SPSS Output)

Fashion Leadership

Reliability Statistics

Cronbach's Alpha	N of Items
.895	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
I am aware of fashion trends and want to be one of the first to try them	16.10	65.258	.700	.880
I am the first to try new fashion, therefore, many people regard me as being a fashion leader	17.39	65.736	.753	.873
It is important for me to be a fashion leader	17.50	64.658	.731	.875
I am usually the first to know the latest fashion trends	17.04	62.227	.777	.868
I spend a lot of time on fashion-related activities	17.04	62.339	.769	.869
I always try to buy at least one outfit of the latest fashion	16.25	63.400	.612	.897

Need for Uniqueness

Reliability Statistics

Cronbach's Alpha	N of Items
.885	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
I often look for one-of-a-kind products or brands so that I create a style that is all my own	17.10	36.368	.730	.859
Often when buying clothes, an important goal is to find something that communicates my uniqueness	16.20	40.060	.662	.874
I often combine fashion items in such a way that I create a personal image for myself that cannot be duplicated	17.58	36.817	.778	.848
I often try to find a more interesting version of ordinary clothing items as I enjoy being original	17.12	35.333	.791	.844

I am often on the lookout for new products or brands that will add to my personal uniqueness	17.42	36.435	.668	.875
--	-------	--------	------	------

Importance of ownership

Reliability Statistics

Cronbach's Alpha	N of Items
.827	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The money paid for renting fashion items online is not worthwhile since I cannot own the items	19.76	35.166	.412	.850
Not able to own the fashion items I love is annoying	19.30	31.458	.548	.817
I want to own the fashion items I like and feel that they are mine	18.58	29.716	.760	.754
Ownership is important to me	18.88	28.887	.727	.761
Ownership has comfort, because I have access to my possessions	18.27	31.572	.710	.771

Environmental Awareness

Reliability Statistics

Cronbach's Alpha	N of Items
.909	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Environmental protection will provide a better world for me and for our future generations	19.54	7.549	.763	.894
The increasing destruction of the environment is a serious problem	19.38	7.549	.860	.860
The effects of pollution on public health are worse than we realize	19.52	7.594	.824	.872
Over the next several decades, thousands of species will become extinct	19.63	7.488	.740	.903

Delivery Speed

Reliability Statistics

Cronbach's Alpha	N of Items
.864	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
When renting clothes online, I would want my shipments to arrive as soon as possible	12.53	3.072	.602	.925
When it comes to rent clothes online, the faster the delivery the better	12.54	2.351	.783	.769
I would be more likely to rent clothes online if faster delivery was ensured	12.49	2.397	.857	.697

Cleanliness

Reliability Statistics

Cronbach's Alpha	N of Items
.791	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I would feel worried about the cleanliness of rented clothing	8.84	5.081	.783	.553
I would not feel comfortable when wearing clothing that has been worn by others	9.16	5.191	.656	.691
The cleanliness of the rented clothing would be poor	9.43	6.329	.481	.868

Attitude

Reliability Statistics

Cronbach's Alpha	N of Items
.918	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Harmful:Beneficial	15.51	15.448	.816	.893

Unpleasant:Pleasant	15.85	15.361	.807	.896
Bad:Good	15.56	15.630	.860	.879
Worthless:Valuable	15.47	15.823	.770	.908

Subjective Norm

Reliability Statistics

Cronbach's Alpha	N of Items
.856	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
People who are important to me would think that I should rent fashion items online within the next months	9.64	17.562	.772	.787
People who influence my behavior would think that I should rent fashion items online within the next six months	9.61	17.703	.755	.794
People who are important to me would be interested in renting fashion items online	9.37	18.432	.693	.819
I would rent clothes online because of the proportion of my friends who would rent clothes online	9.81	17.989	.595	.866

Perceived Behavioral Control

Reliability Statistics

Cronbach's Alpha	N of Items
.686	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Renting fashion items online is entirely within my control (i.e. whether it depends, or not, only on you)	10.82	9.577	.429	.686
I have the resources required to rent clothes online	10.33	9.535	.576	.505
I have knowledge and ability necessary to purchase clothes through Internet	10.25	9.044	.506	.585

Intention

Reliability Statistics

Cronbach's Alpha	N of Items
.943	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I intend to rent fashion items online within the next six months	8.84	23.709	.849	.931
During the next six months, I plan to experiment with or regularly engage in online fashion renting	8.72	22.259	.894	.916
I will try to rent clothes online within the next six months	8.61	21.284	.905	.912
If I have access to an online renting platforms, I want to use it as much as possible	8.38	22.121	.816	.942

Appendix 5: Regression Analysis (SPSS Output)

Model 1: Effect of attitude, subjective norm, perceived behavioral control on intention

Variables Entered/Removed^a

Model	Variables		Method
	Variables Entered	Removed	
1	Perceived Behavioral Control, Attitude, Subjective norms ^b	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Coefficients^a

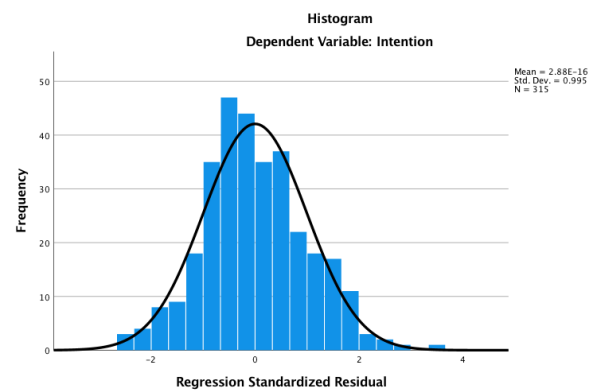
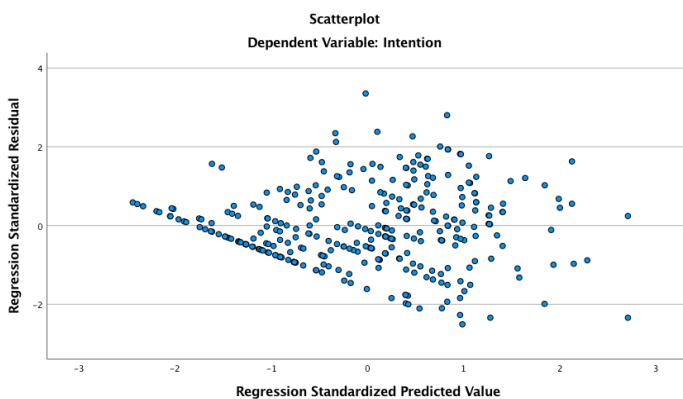
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	-.583	.345			-1.691	.092		
Attitude	.296	.055	.246		5.402	.000	.848	1.179
Subjective norms	.610	.052	.539		11.770	.000	.841	1.190
Perceived Behavioral Control	-.006	.047	-.006		-.134	.894	.973	1.027

a. Dependent Variable: Intention

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N	
Predicted Value	.3168	5.7179	2.8786	1.04935	315	
Residual	-2.91214	3.89301	.00000	1.15555	315	
Std. Predicted Value	-2.441	2.706	.000	1.000	315	
Std. Residual		-2.508	3.353	.000	.995	315

a. Dependent Variable: Intention



Homoscedasticity test

```

COMPUTE sqa=RES_1 * RES_1.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sqa
  /METHOD=ENTER ATT SN PBC
  /SCATTERPLOT=(*ZRESID ,*ZPRED)
  /RESIDUALS DURBIN.

```

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98.888	3	32.963	9.740	.000^b
	Residual	1052.499	311	3.384		
	Total	1151.387	314			

a. Dependent Variable: sqa

b. Predictors: (Constant), Perceived Behavioral Control, Attitude, Subjective norms

WLS computation

```

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT INT
  /METHOD=ENTER PBC ATT SN
  /SCATTERPLOT=(*ZRESID ,*ZPRED)
  /RESIDUALS DURBIN HISTOGRAM(ZRESID)
  /SAVE RESID.

```

```

COMPUTE absres1=abs(RES_1).
EXECUTE.

```

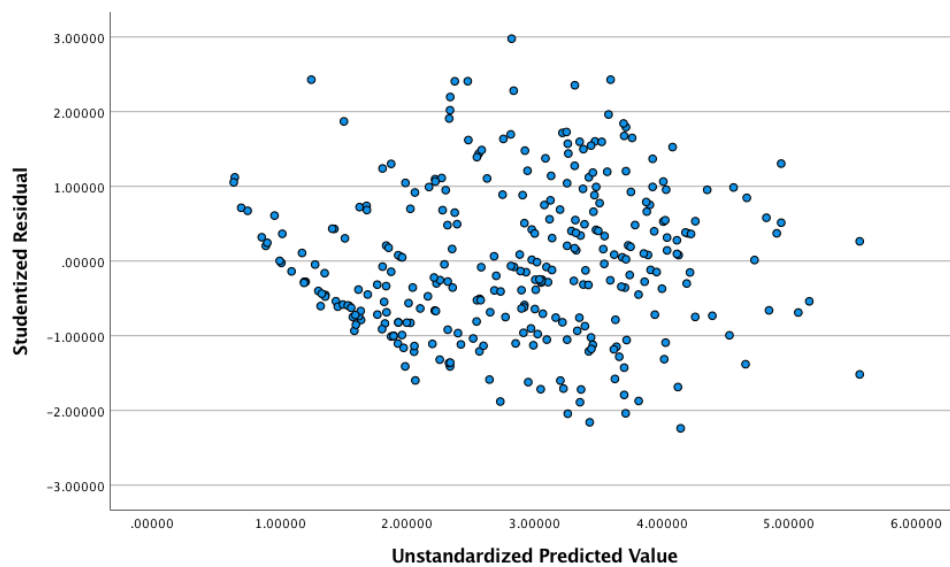
```

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT absres1
  /METHOD=ENTER PBC ATT SN
  /SCATTERPLOT=(*ZRESID ,*ZPRED)
  /RESIDUALS DURBIN
  /SAVE PRED.

```

```
COMPUTE weight=1/(PRE_1 ** 2).  
EXECUTE.  
REGRESSION  
  /MISSING LISTWISE  
  /REGWGT=weight  
  /STATISTICS COEFF OUTS R ANOVA  
  /CRITERIA=PIN(.05) POUT(.10)  
  /NOORIGIN  
  /DEPENDENT INT  
  /METHOD=ENTER PBC ATT SN  
  /SCATTERPLOT=(*ZRESID ,*ZPRED)  
  /RESIDUALS DURBIN NORMPROB(ZRESID)  
  /SAVE PRED.
```

Graph after WLS computation



Model 2: Effect of fashion leadership, need for uniqueness, importance of ownership, environmental awareness, delivery speed and cleanliness on attitude

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Cleanliness, Fashion Leadership, Environmental Awareness, Delivery Speed, Ownership Importance, Need for Uniqueness ^b		Enter

a. Dependent Variable: Attitude

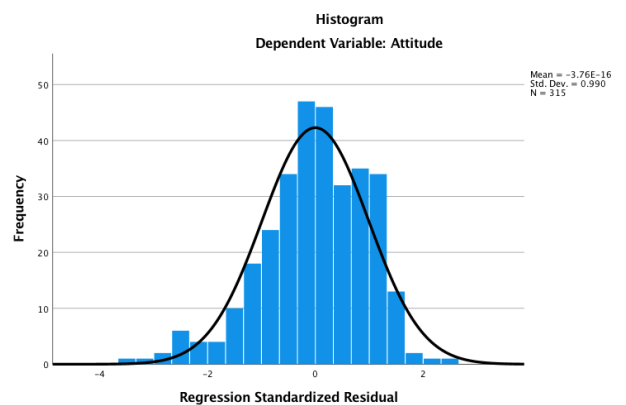
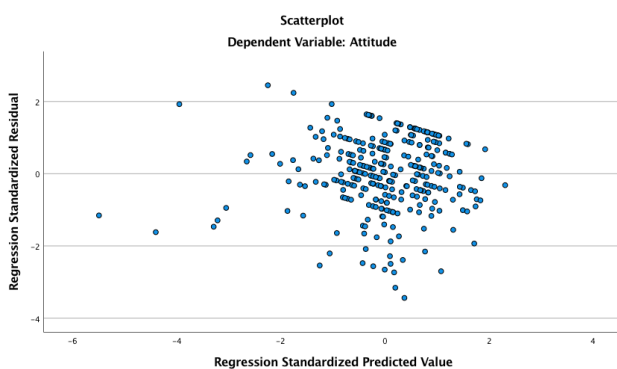
b. All requested variables entered.

Coefficients ^a								
Model	Unstandardized Coefficients			Standardized Coefficients			Collinearity Statistics	
	B	Std. Error		Beta	t	Sig.	Tolerance	VIF
1 (Constant)	1.041	.766			1.359	.175		
Fashion Leadership	.151	.054		.184	2.806	.005	.640	1.563
Need for Uniqueness	.066	.056		.076	1.181	.238	.654	1.528
Ownership Importance	-.142	.054		-.150	-2.613	.009	.836	1.197
Environmental Awareness	.452	.078		.314	5.808	.000	.936	1.068
Delivery Speed	.193	.088		.116	2.200	.029	.982	1.019
Cleanliness	-.025	.061		-.021	-.405	.686	.990	1.010

a. Dependent Variable: Attitude

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.3894	6.3804	5.1992	.51160	315
Residual	-4.14074	2.95095	.00000	1.19247	315
Std. Predicted Value	-5.492	2.309	.000	1.000	315
Std. Residual	-3.439	2.451	.000	.990	315

a. Dependent Variable: Attitude



Homoscedasticity test

```

COMPUTE sqa=RES_1 * RES_1.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sqa
  /METHOD=ENTER Fashion_Leadership NU OWN_IMP ENV_AWA
DEL_SPEED CLEAN
  /SCATTERPLOT=( *ZRESID , *ZPRED)

```

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.944	6	4.824	.938	.468^b
	Residual	1583.459	308	5.141		
	Total	1612.402	314			

a. Dependent Variable: sqa

b. Predictors: (Constant), Cleanliness, Fashion Leadership, Environmental Awareness, Delivery Speed, Ownership Importance, Need for Uniqueness