

Why Rent a Dress ? : A Study on Renting Intention for Fashion Clothing Products

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Abstract

Access - based consumption provided an opportunity to consumers to experience new and variety of products without actually buying. Fashion renting, a form of collaborative consumption (CC), is still in its nascent stage in India. Collaborative consumption (CC) has created new opportunities in fashion such as sharing, gifting, swapping, lending, leasing, renting, and second-hand buying. Globally, companies such as Rent the Runway, Lending Luxury, and Girl Meets Dress are found successful in the fashion renting space. In India, FlyRobe, Date the Ramp, Swishlist, Wrapd, and Liberent are some of the companies that are involved in renting fashion clothing. The present study examined how personal factors like fashion innovativeness, frugality, perceived obsolescence, along with past sustainable behaviour affected the fashion renting intention of Indian female consumers. An online survey was conducted with 369 participants across India. Multiple regression analysis was employed to test the proposed hypotheses. The results confirmed the positive influence of perceived obsolescence, past sustainable behaviour, subjective norms, attitude, perceived behavioural control, and negative influence of frugality on intention to rent clothes.

Keywords : rent, dress, fashion, obsolescence, female consumers

Paper Submission Date : October 23, 2019 ; Paper sent back for Revision : January 15, 2020 ; Paper Acceptance Date : January 22, 2020

The rental clothing industry is estimated to be a £ 923 million industry by the end of 2021, and few companies have already started venturing into some merchandise categories like, work wear, party wear, and bridal wear. Companies like Mud Jeans, Girls Meets Dress provide services where in the consumers can rent a pair of jeans or a sari or a party dress. There are few other kinds of companies that organize swapping events, wherein consumers can swap their clothes with other consumers. As the rental industry is still in the emerging stage, it is worth to understand the factors that determine the consumers' renting intention of a clothing product. This study aims at examining the effects of consumer traits on adoption of collaborative consumption.

Fashion, which is known to make people present themselves in the most creative manner, has turned out to be the world's most polluting industry. Pre and post- consumer waste are piled up in the landfills, polluting the great rivers of India, even the goddess Ganges, with toxic dyes along with pesticides to underground water. This water, which imparts life to the crops, is being polluted day by day. A dress made from polyester takes more than 200 years to decompose, and a mere cotton slip takes around 1-5 months to make its way out of the globe. Hyper consumption and unwanted disposal of textiles is arising as a global community issue. In such a scenario, renting fashion clothing can contribute in reducing hyper consumption and control pollution to some extent.

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DOI : 10.17010/ijom/2020/v50/i2/150439

Review of Literature

Belk (2014) defined the concept of “collaborative consumption (CC)” or “sharing economy” as a way that the public coordinates accession and dissemination of a resource for a fee or other compensation has been popular these days. Organizations like Airbnb, ZipCar, and Uber are major players in the collaborative consumption market. According to a report published by PricewaterhouseCoopers International Limited (2015), the international market of collaborative consumption reached \$15 billion as of 2015 and is expected to reach around \$335 billion by 2025. Collaborative consumption also found its place in the fashion apparel sector. In the context of the fashion industry, collaborative consumption can be found in online fashion rentals and cloth swapping movements. Cloth swapping is a kind of collaborative consumption where in peer to peer exchange of clothing takes place. Though the cloth swapping movement is picking up in the U.S., UK, and Japan, it is still in the nascent stage in India. Rent the Runway and websites such as Poshmark and the RealReal are few companies that offer consumers with platforms for peer to peer sales/exchanges. Another report published by ThredUp (2016), an organization which encourages adoption of collaborative consumption, stated that over \$8 billion of clothing in the U.S. is unused and disposed, especially with the rise of fast fashion. As population is getting inspired by the theme of sustainable consumption, the collaborative consumption market is expected to be a major trend in consumption.

Michielssen (2018) stated that the drive for immediate satisfaction is reshaping the fashion industry as consumers insist that latest fashion be available at the least price. She coined “landfill clothing” as the recent trend firing up which indeed created significant environmental concerns. Market researchers and business visionaries worldwide are studying clothes sharing as an approach to lessen the negative effect of the fast fashion industry on nature while fulfilling the consumers' need for better access to a smart and contemporary closet. They plan to accomplish this objective through a move from fast fashion to the collaborative consumption of designers and top of the line clothes that are customized as per the needs of the consumer. This becomes practical through a “clothing library,” portrayed by Dr. Sarah Netter and Dr. Esben Rahbek Pedersen of the Copenhagen Business School as a “membership-based administration that enables individuals to share wardrobes.” Fashion libraries use either offline stores or online platforms, which allow the members to share a set of clothes from work wears to cocktail party wears. Kladoteket, a Swedish organization established in 2012, made an effective clothing library utilizing a membership-based model. The organization accomplices with top of the line design brands to make luxury apparel open to everyone. Clients can rent for a two or multi week time span. The organization handles logistics and maintenance and offers extraordinary membership bundles for its most successive users.

In her talk at TEDxSydney (2010), Rachel Botsman said that we are “wired to share” and showed how social networks and real time technologies are making an economy of ‘what's mine is yours.’ She also stated this is based on creating value from idling capacity of an asset in an era where the power is transferred from big corporates to millions of users. According to her, collaborative consumption is gaining importance because sharing is innate to humans. She identified trust and convenience in personal connections as the important factors influencing collaborative consumption. This implies that collaborative consumption infuses a feeling of humanness and reliance on one another.

In a study conducted by Vincent (2016), the author found that perfectionist and high quality conscious shopping style is predominant among young adult consumers. The study by Park and Armstrong (2017) identified two essential methods of consumption : utility-based non - ownership and redistributed ownership. Further, this paper formulated multilevel consumption model, broadening the framework by Chen (2009) to incorporate three key connections with underlying factors of consumer behavior : consumer – product, consumer – consumer, and consumer – business. The study also indicated the transformations in these three connections during collaborative consumption contrasted to traditional ownership. Adopting a meta-theory approach, the authors employed

reflexive dimensional analysis to break down hypotheses crosswise for research propositions. By content analysis of 10 business websites of collaborative consumption companies in apparels, the results indicated that consumption modes available in the current marketplace were either utility-based non-ownership or redistributed ownership. The study also identified four types of collaborative consumption in apparels – short term renting and subscription-based renting to represent utility-based non ownership and swapping & consigning–to represent redistributed ownership. The study identified product attachment, price consciousness, quality, and symbolism as the factors influencing consumer – product relationship. Anonymity/ communality was identified as the factor that impacted the consumer – consumer relationship. Formality, sense of sharing, political consumerism, innovativeness, and convenience were identified as the factors impacting the consumer–business relationship. The findings revealed that the more formal a company was, the lower was the perceived risk for consumers. Also, the study revealed that anonymity was higher in collaborative consumption than in traditional ownership. Another major revelation was that innovativeness was identified as a barrier for engagement in collaborative consumption.

Durgee and O'Connor (1995) in their exploratory study conducted with convenience sampling formulated postulates based on 113 respondents. The authors contended that the consumer–product relationship increased when a product was leased with regard to factors such as maintenance effort, social development, and usage experience in time and materialism. The study found that product attachment was lower for rented products, though experiencing variety via renting may permit more self-exploration & sense of oneself. More economical and temporary need was found as the major reasons for renting. The study also unveiled that people look more to satisfy their need rather than owning it. This indicated a shift in the consumption behaviour from 'owning' to 'accessing'. Environmental concern and technology advancements were also identified as driving forces for rental activity. It was also inferred from the study that people rent to explore new experiences in life. The study concluded that the researchers should do empirical testing for the postulates on a broader sample. Denyse and Bhagat (2018) also highlighted that the factors like animal welfare, environmental protection, and human rights would promote businesses of sustainable consumption.

In a study on inspecting into the role of values in collaborative consumption, Piscicelli, Cooper, and Fisher (2015) using *t* - test found that value orientation of product service system's users differed significantly from non – users in UK. The study derived inference from social psychology and social practice theory. Through their explanatory sequential method, they used Schwartz's PVQ - R3 tool along with semi – structured interviews and found that PSS's users considered self-direction, hedonism, stimulation, and universalism as the important values, while non-users placed tradition, security, and power. The study also found that PSS users had a positive disposition towards change, while UK population intended to maintain the status quo. The results indicated that tradition negatively influenced the collaborative consumption. The study finally concluded saying trust was highly significant for acceptance and adoption of any kinds of sharing economy or collaborative consumption.

Hamari, Sjöklint, and Ukkonen (2015) in their research article used self-determination theory to identify two categories of exchanges, namely access over ownership & transfer of ownership. Based on primary and secondary data obtained from an international collaborative consumption (CC) hub, they found intrinsic motivation as a determinant of attitude towards collaborative consumption, while extrinsic motivation was not a positive determinant. Perceived sustainability influenced the attitude towards CC, while it did not affect the behavioral intentions. Perceived enjoyment showed a significant positive impact on attitude and behavioral intentions. The contrasting finding from the study was that perceived reputation did not affect both attitude and behavioral intention towards CC. The paper ended with the finding that there existed an attitude - behavioral intention gap. This implied that even though individuals saw the CC positively and spoke about it, yet this good attitude did not result in adopting CC.

Through her quantitative study on determinants of satisfaction and likelihood which was done using B2C (Car2Go) & C2C (Airbnb) users, Möhlmann (2015) found that environmental impact, Internet capability,

smartphone capability, and trend affinity variables had no relation with both satisfaction and intention of using a service again. It was further found that satisfaction and likelihood of opting for a sharing service again was dependent on utility, trust, cost savings, and familiarity in B2C & C2C, while community belonging and service quality was relevant only in B2C. Familiarity and utility had a significant and positive effect on likelihood of opting for sharing again. It was also found that users were driven by serving the self-benefit while adopting collaborative consumption services. Trust in service was also found to be an important determinant in satisfaction and likelihood of opting a sharing service again.

Moeller and Wittkowski (2010) through in-depth interviews and literature review listed importance of possession, experience orientation, price consciousness, convenience orientation, trend orientation, and environmentalism as the factors that may influence consumers' preferences to renting. Further, through empirical study, they found that the importance of possessions consumers attached to goods negatively impacted their preferences for renting. It was also revealed that trend orientation and convenience orientation had a significant positive influence on consumers' preferences to rent, while price consciousness, environmentalism, and experience orientation did not have an influence on the same.

Barnes and Mattsson (2017), through explanatory research design based on theory of reasoned behavior, explained 37.6% of renting intention in collaborative consumption using a website. Renting intention was influenced by both enjoyment and perceived usefulness. However, it was not influenced by trust or social influence. It was interesting to find that trust was only considered important only while recommending the website to others.

Lang (2018) in her descriptive study found that frugal shopping had a positive impact on clothing attitude and perceived enjoyment towards fashion renting. The study further proved that consumer intentions to rent clothing was enhanced by their attitudes, perceived enjoyment, as well as frugal shopping, but retarded by the perceived financial performance and psychological risks. The study revealed that possible negative outcomes of social standing resulting from fashion renting did not really affect consumers' attitude towards the perception of fashion renting. The results also indicated the positive impact that perceived enjoyment and attitude had on the relation between shopping values and the intention to purchase custom made fashion apparels.

Likelihood of consumers to buy new gadgets even after knowing where it ends up found that perceived obsolescence played a major role than planned obsolescence. Also, it was revealed that the TV advertisements influenced the buying habits when it came to electronic items. It was also found that around 64% of the respondents were ready to replace a laptop after 3 – 4 years of usage. The study revealed most people disagreed with the idea that they must have the latest devices in order to feel concomitant (79%), and majority disagreed on peer influence on their electronics consumption (97%). Also, it was contrasting to know that respondents felt that they had more devices than they needed (58%).

Matthews and Rothenberg (2017), through their conjoint analysis method, found that there was no difference between the low & high fashion innovativeness groups when it came to environmental concerns. The study explained that persons high on fashion innovativeness had a positive attitude towards collective good than individual good. The paper found that high fashion innovativeness and low fashion innovativeness groups did indeed have different attribute preferences for organic t-shirts. It was because of the difference in fashion orientation of both the groups. High fashion innovativeness groups insisted on maintaining their uniqueness and were reluctant to choose the trends adopted by the masses. Contradictory to this, the low fashion innovativeness groups preferred quality over trends while purchasing organic t-shirts.

Dziubanowska and Neumaier (2015) in their empirical study proved that sustainable motives like reducing personal consumption was the reason behind joining a clothing library. The paper also concluded saying that there was a shift from hyper - consumption to environmentalism. The style which matched the individual's aesthetics and fit was considered as important while borrowing clothes. The study also defined clothing library as a niche

market right now and paved path for broader movement where ownership & trendiness was not the focus. The research also found flea markets, clothing swapping platforms as competitors to clothing libraries.

By applying the theory of planned behavior, Lang and Armstrong (2018) found that three personality traits, including fashion leadership, need for uniqueness, and materialism significantly affected the female purchasers' intention to rent and swap fashion apparels. The study proved that there existed a positive influence of fashion leadership on consumers' intention to rent and swap clothes, while need for uniqueness had a positive influence alone on intention to swap. Through a purposive sampling, it was further revealed that personality indirectly impacted the intention to adopt CC through attitude, perceived behavioural control, and past sustainable behaviour. Materialism had a negative influence on both clothing renting and swapping. It was also confirmed that subjective norms and past sustainable behaviour contributed fundamentally to the forecast of female purchasers' aim to clothing renting.

Hypotheses Development

(1) Individual Traits & Clothing Renting : Haugtvedt, Petty, and Cacioppo (1992) found that individual personality characteristics resulted in distinguishing consumer purchasing behaviours. In this research, two individual personality characteristics : fashion innovativeness and frugality were selected as these are highly pertinent for understanding consumer intentions to rent clothes.

(i) Fashion Innovativeness : Kumar and Kanchan (2018) conducted a study to explore factors that influenced Indian consumers while buying apparels and found out that style, design, and price were the most influencing factors. Fashion innovativeness was relevant because of its implications for helping the marketers and retailers to better target their customers. The idea of fashion consumer groups was first explained by its implications for how retailers and marketers might target specific consumers. Fashion consumer groups were identified and used from the work done by Rogers (2003). As per his study, he suggested that members of a social system are divided based on the degree of innovativeness they hold in. He also stated that the dominant attribute of an innovator is venturesome. According to Rogers, consumers differ in terms of their distinct adoption manners when they are exposed to new services and products. Rogers's classification of adopter categories is : innovators, early adopters, early majority, late majority, and finally, the laggards. Among these categories, higher members fell into the early and late majority which accounted to around 34% each. This category for a bell-shaped curve helps the marketers to know whether a consumer will accept a new service or product in the market.

Goldsmith, Moore, and Beaudoin (1999) found that fashion innovators self-reported as being pleasant, comfortable, colorful, formal, contemporary, and vain when compared to late adopters. Park, Burns, and Rabolt (2007) did a study on how three personality traits–fashion innovativeness, Internet innovativeness, and materialism affected Korean consumers' attitude towards the purchase of foreign fashion items through e-tailers. The results proved that fashion innovativeness had a positive impact on attitude. By renting, female consumers got the opportunity to wear new and high luxury products which were not available to them previously. As renting is a new concept in the Indian market, this may initiate positive purchase intention for the fashion innovators to embrace, and at the same time, provide an opportunity to wear new fashion and trends on the ramp. By renting, it is also easy for people to experiment with wide varieties of styles. Thus, the following hypothesis is proposed :

➤ **H1 :** Fashion innovativeness has a positive effect on consumers' intention to rent clothes.

(ii) Frugality : Frugality refers to the act of saving persistent within the consumers. This means the saving of energy as well as resources. Lastovicka, Bettencourt, Hughner, and Kuntze (1999) developed a measure that

contemplates on frugality as a lifestyle variable. The measure has indicators that suggest the attitude towards saving, shopping, consuming, re-using, and recycling practices. Frugality mainly proposes two types of motivations namely, conserving pecuniary and material resources. Todd and Lawson (2003) found that consumers with low level of frugal behavior held values of public image, pleasure, social power, enjoying life, exciting life, varied life, detachment, social recognition, and true friendship as most important. While the consumers with high frugality held one's own goals, honesty, capability, politeness, ambition, obedience, and responsibility as the most important values. Lastovicka et al. (1999) found that frugal consumers were less attracted to interpersonal influence, less compulsive in purchasing, and less materialistic. Also, they stated that these consumers were more value and price conscious. But being frugal doesn't mean being eco-friendly or discount driven. Environmentally friendly behavior and being frugal was not related. Kasser (2005) stated that frugal customers were more price and value conscious with regard to products and this is the reason why frugal consumers engage in those activities which require less money and resources.

Gao (2017) stated that by renting, female consumers get access to luxury fashion items at relatively low prices rather than actually paying a lot, which would be of more interest to frugal customers. Gao also found that one of the big motivations for renting clothes is being economical. The very idea of fashion renting is about stop buying and start renting. This may help the consumers to experience the higher trends and styles with very less amount of resources being invested. This also lets them to avoid the burden of ownerships like caring of clothes, storage, etc. People with frugal traits thus may think that renting clothes helps to save money, and at the same time, enables them to explore new trends in fashion. By keeping in the same motivation, frugal consumers may have a positive attitude towards renting clothes and that is the reason the following hypothesis is formulated :

☞ **H2** : Frugality has a positive effect on consumers' intention to rent clothes.

(2) Past Sustainable Behavior : The purpose of adding the past behaviour into the TPB model is supported by previous research studies. De Cannière, Pelsmacker, and Geuens (2009) stated that TPB constructs can be used as a good alternative to relationship quality approach for influencing purchase intentions and the resulting behaviour in consumer - business relationships. Also, they found that purchase intentions mediated the effect of attitudinal precursors on purchase behaviour beyond the influence of past behaviour. Thus, adding past behaviour will increase the occurrences of purchase intentions. Smith, Terry, Manstead, Louis, Kotterman, and Wolfs (2007) revealed that past behaviour had a significant impact on purchase intention. Self-identity and past behaviour were found to influence purchase intention. Lang and Armstrong (2018) revealed that past sustainable behaviour mediated the influence of fashion leadership on intention, which was mediated by past sustainable behaviour. Also, past sustainable behaviour was also found to mediate the influence of need for uniqueness on intention to rent clothing. Therefore, the following hypothesis is proposed :

☞ **H3** : Past sustainable behavior has a positive effect on consumers' intention to rent clothes.

(3) Perceived Obsolescence : Vance Packard in his book, *The Waste Makers*, divided the planned obsolescence into obsolescence of desirability and obsolescence of function. He stated that obsolescence of desirability is an attempt by the product creators to make consumers wasteful, debt stuck, and discontented. Obsolescence of desirability, otherwise referred to as psychological or perceived obsolescence, is a business entity's effort to make consumers perceive a product older than it actually is. This phenomenon is very prevalent in the fashion industry as the fast fashion is conquering the pockets of consumers day to day. Thus, there can be a possibility that perceived obsolescence within consumers may affect the renting intention. Thus, the following hypothesis is proposed :

☞ **H4** : Perceived obsolescence has a positive effect on consumers' intention to rent clothes.

Ajzen (2002) proposed the theory of planned behaviour as an extension of theory of reasoned action by adding the construct of perceived behavioural control. The theory of planned behaviour takes into consideration both the personal as well as social factors. Ajzen (1991) explained attitude and perceived behavioural control as the individual factors while subjective norms as the social factor. Attitudinal items, including the behavioural beliefs, evaluation of outcome, and attitude towards the behaviour signify respectively, the individual and social factors in the collaborative consumption behaviours. TPB proposes that the behavioural intention is expected to be influenced by the successive effect of attitude, subjective norms, and perceived behavioural control. A person's attitude towards indulging in a behaviour is directly related to his/her beliefs that it may yield specific results. A person's subjective norms refer to his/her own perception of the social pressure on him/her while performing a behaviour. In a study conducted by Jayaraman, Ng, Stocker, and Kiumarsi (2016), the authors showed that along with other factors, subjective norms significantly influenced the intention to use a free bus taking note of the environmental problems. A people perceived behavioural control implies their own control over their behaviour. It also signifies their perceived ease of difficulty in indulging in a behaviour (Ajzen, 1991). Intention implies the effort an individual puts in to perform a behaviour. This paper studies the intention to rent clothes and ,therefore, the following hypotheses are proposed :

- ✎ **H5** : Consumers' attitudes have a positive effect on consumers' intention to rent clothes.
- ✎ **H6** : Consumers' subjective norms have a positive effect on consumers' intention to rent clothes.
- ✎ **H7** : Consumers' perceived behavioural control has a positive effect on consumers' intention to rent clothes.

Methodology

The present research is a descriptive study carried during January – May 2019. The data were collected from 369 female respondents who showed interest to rent or in rented fashion clothing using the convenience sampling method. The questionnaire contained three sections. Every Likert item was measured on a 5-point Likert scale, where 1= *strongly disagree* to 5 = *strongly agree*. In the first section, a multi - item scale was developed to measure the personality traits as well as the components of theory of planned behavior except the attitude variable. A 6-item scale was adopted from Park et al. (2007) to measure fashion innovativeness. Frugality was measured using an 8 - item scale adopted from Lastovicka et al. (1999). Perceived obsolescence was measured using a 3-item scale. Past sustainable behavior was measured using a 4-item scale adopted from Lang (2018). To measure renting intention, respondents were requested to rate the level of agreement to adopt collaborative consumption through renting clothes, responding to the three statements modified from Ajzen (2002).

Analysis and Results

(1) Demographics of the Respondents : The demographic details of the respondents are included in Table 1.

(2) Reliability : Cronbach's alpha was used to measure internal consistency (reliability). It is most commonly used when we have multiple Likert statements that form a construct and we wish to determine if the items are reliable to measure that particular construct (Table 2).

From Table 2, Cronbach's alpha value for every construct is more than 0.7, which indicates a high level of internal consistency for the constructs used.

(3) Multiple Regression Analysis : Multiple regression analysis is done (extension of simple linear regression) as

Table 1. Demographics of the Respondents

Age	Upto 20 years	9.50%
	21 – 30 years	44%
	31 – 40 years	28%
	41 – 50 years	11.40%
	Above 50 years	7.10%
Income	Upto 2 Lakhs	12.80%
	2 – 4 Lakhs	21.20%
	4.1 – 6 Lakhs	29.30%
	6.1 – 8 Lakhs	22.30%
	8.1 – 10 Lakhs	7.90%
Marital Status	Above 10 Lakhs	6.50%
	Unmarried	33.3%
	Married	56.9%
	Others	9.8%

Table 2. Reliability Analysis

Variables	Reliability Statistics		
	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Fashion Innovativeness	.704	.706	6
Frugality	.748	.764	8
Perceived Obsolescence	.817	.819	3
Past Sustainable Behavior	.731	.729	4
Subjective Norms	.934	.935	4
Perceived Behavioral Control	.720	.730	4
Attitude	.824	.819	6
Renting Intention	.862	.863	3

there are more than two independent variables. Multiple regression is also useful to determine the overall fit (variance explained) of the model and the relative contribution of each of the independent variables towards the total variance explained. Here, the dependent variable is renting intention and independent variables are : fashion innovativeness, frugality, perceived obsolescence, past sustainable behaviour, subjective norms, perceived behavioural control, and attitude. The results are represented through the Table 3, Table 4, and Table 5.

A value of 0.817 for R indicates a good value of prediction of renting intention by the independent variables. Furthermore, 66.2% of the variability is explained by the independent variables.

Table 4 shows that the independent variables significantly predict the dependent variable [$F(7,361) = 103.784$, $p < 0.05$]. Thus, the model is a good fit of data.

$$Y = 0.452 - 0.056x_1 + 0.091x_2 + 0.303x_3 + 0.109x_4 + 0.409x_5 + 0.210x_6$$

➤ A significant regression equation is established with respect to the above variables with a p - value less than the assumed significance level (5%). From Tables 3 - 5, the following are inferred :

Table 3. Model Summary for Multiple Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.817 ^a	.668	.662	1.95006	.668	103.784	7	361	.000

Note. ^a. Predictors: (Constant), Attitude, Fashion Innovativeness, Frugality, Perceived Obsolescence, Past Sustainable Behavior, Perceived Behavioral Control, Subjective Norms

Table 4. ANOVA^b Table for Regression Model

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2762.637	7	394.662	103.784	.000 ^a
	Residual	1372.783	361	3.803		
	Total	4135.420	368			

Note. ^a. Predictors: (Constant), Attitude, Fashion Innovativeness, Frugality, Perceived Obsolescence, Past Sustainable Behavior, Perceived Behavioural Control, Subjective Norms

Note. ^b. Dependent Variable : Renting Intention

Table 5. Coefficients Table for Multiple Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.452	.704		.642	.521
	Fashion Innovativeness	-.023	.027	-.028	-.854	.394
	Frugality	-.056	.022	-.094	-2.551	.011
	Perceived Obsolescence	.091	.041	.084	2.234	.026
	Past Sustainable Behavior	.303	.048	.315	6.365	.000
	Subjective Norms	.109	.035	.143	3.173	.002
	Perceived Behavioral Control	.409	.041	.453	10.085	.000
	Attitude	.210	.024	.343	8.739	.000

Note. ^a. Dependent Variable : Renting Intention

✎ With $B = -0.023$, t -value = -0.854 , and $p = .394$, which is more than the assumed significance level of 5%, we observe that fashion innovativeness has negative and no effect on renting intention of female consumers. Thus, we reject the H_1 .

✎ With $B = -0.056$, t -value = -2.551 , and $p = .011$, which is less than the assumed significance level of 5%, we have the evidence to state that frugality has a negative and significant effect on renting intention of female consumers. Thus, we partially reject the H_2 .

✎ With $B = 0.303$, t -value = 6.365 , and $p = 0.000$, which is less than the assumed significance level of 5%, we have to conclude that past sustainable behavior has a positive and highly significant effect on renting intention of female consumers. Thus, we accept H_3 .

✎ With $B = 0.091$, t - value = 2.234, and $p = .026$, which is less than the assumed significance level of 5%, we have evidence to state that perceived obsolescence has a positive and highly significant effect on renting intention of female consumers. Thus, we accept H_4 .

✎ With $B = 0.210$, t - value = 8.739, and $p = 0.000$, which is less than the assumed significance level of 5%, we have evidence to state that attitude towards renting has a positive and highly significant effect on renting intention of female consumers. Thus, we accept H_5 .

✎ With $B = 0.109$, t - value = 3.173, and $p = 0.002$, which is less than the assumed significance level of 5%, we have evidence to state that subjective norms have a positive and highly significant effect on renting intention of female consumers. Thus, we accept H_6 .

✎ With $B = 0.409$, t - value = 10.085, and $p = 0.000$, which is less than the assumed significance level of 5%, we have evidence to state that perceived behavioral control has a positive and highly significant effect on renting intention of female consumers. Thus, we accept H_7 .

Findings

✎ Among the respondents, majority of the females were youngsters, either full time or part time employees or students in the 20 – 30 and 30 – 40 years age groups who preferred to go out for events for once or twice a month. Most of them were married and a part of some social club, and having the highest educational qualification of under graduation. Among the respondents, majority was having an annual family income of ₹ 4 – 6 lakhs.

✎ It is found that the renting intention differs between the age groups as well as between the annual family income. Intention to rent is a behavior intention which is affected by attitudes, subjective norms, and perceived behavioral control. Thus, females of different age groups would behave differently to the fashion rental services. Also, renting is a form of lifestyle that can be weaved into anyone's life who has more of disposable income. Thus, it differs among consumers having different annual family income.

✎ Fashion innovativeness has a negative and no effect on the renting intention of female consumers. However, Lang and Armstrong (2015) studied the role of fashion leadership (slightly similar concept) in clothing renting and swapping and found that fashion leadership stimulated interest in clothing renting and swapping.

✎ Frugality has a negative but significant effect on renting intention. This implies that female consumers are less materialistic, less compulsive in renting, and more price and value conscious. Being frugal does not correspond with being eco-centric. This may be because of the fact that they are more value conscious. Although renting provides female consumers with more variety of fashion items at a lower cost compared to the retail prices, frugal consumers may still think it is not worth the money to temporarily wear the dress. Thus, paying for the mere use of fashion clothes may be perceived as a waste.

✎ Perceived obsolescence about the clothes that a person wears is found to have a positive effect on renting intention of female consumers. No previous research was found that has investigated perceived obsolescence with regards to renting clothes. Feeling that a dress you wear is already out of fashion and has to be out of the wardrobe is the current factor which is going to drive the rental fashion industry.

✎ The results confirm that past sustainable behavior contributes significantly to the prediction of consumers' renting intention. Consumers who have more positive beliefs about sustainable consumption or those who are

more confident in their sustainable behaviors have stronger intention to rent clothes. Furthermore, consumers who have had prior experience of participating in sustainable consumption practices are also more likely to rent clothes.

✧ Beyond all, female consumers' intention to rent clothes needs to be understood and explained by relating both inner characteristics and social factors. This is the reason that the theory of planned behavior (TPB) was adopted to analyze the factors affecting the renting intention. As hypothesized, all the components – subjective norms, perceived behavioral control, and attitude contribute significantly to the prediction of female consumers' intention to rent clothes, which is compatible with previous researches. The results show that the most significant predictor of intention to rent clothes is perceived behavioral control followed by attitude and subjective norms. Thus, the marketers should take extra care to maintain a positive attitude towards renting in their campaigns and in the meanwhile, try to satisfy the customers, which makes them to rent again and pass on positive word to family and friends. This result implies that people who are more concerned with social pressure from others tend to have a strong sense of expectation towards renting clothes. The results also reveal the positive influence of attitude on female consumers' intention toward renting clothes, which is consistent with previous research studies. The results suggest that the intention to rent clothes is a rational process wherein consumers take into account their attitudes as well as personal perceptions about renting.

✧ Table 6 summarizes the results of hypotheses testing.

Table 6. Results of Hypotheses Testing

Sl. No.	Hypothesis	Accepted / Rejected
1	H1 : Fashion innovativeness has a positive effect on consumers' intention to rent clothes.	Rejected
2	H2 : Frugality has a positive effect on consumers' intention to rent clothes.	Rejected
3	H3 : Past sustainable behavior has a positive effect on consumers' intention to rent clothes.	Accepted
4	H4 : Perceived obsolescence has a positive effect on consumers' intention to rent clothes.	Accepted
5	H5 : Consumers' attitudes have a positive effect on consumers' intention to rent clothes.	Accepted
6	H6 : Consumers' subjective norms have a positive effect on consumers' intention to rent clothes.	Accepted
7	H7 : Consumers' perceived behavioural control has a positive effect on consumers' intention to rent clothes.	Accepted

Managerial and Theoretical Implications

✧ Companies should focus their marketing efforts to convey the idea of owning a wonderful piece of clothing is becoming outdated and experiential consumption is the new direction.

✧ Communication strategies can focus on 'save the hard earned money concept' by using words like 'Rent the Best at the Least' and 'Rent and Save' to invade the frugal consumers.

✧ The content of the websites for companies who are in the renting space can highlight how a dress eventually fails and goes out of style. The focus point in these kinds of contents should be that renting helps to try out styles and not to own them as it may be obsolete any point of time.

✧ Creating ads which emphasize that people want to wear more but spend lesser.

✧ Renting clothes may present a solution to environmental concerns surrounding the fashion industry by promoting the reuse of products and reduction of new purchases.

✎ Shaping attitudes and personal perceptions of renting clothes are crucial strategies as they may help female consumers develop a strong sense of personal obligation towards fashion rental systems.

With respect to theoretical implications, this study adds a unique contribution to the body of knowledge pertaining to renting intention of female consumers in context of India by identifying the role of frugality, perceived obsolescence, and past sustainable behavior.

Conclusion

Although fashion renting has created a lot of interest, it is still in its infancy and popularity. The current study has confirmed a positive effect of perceived obsolescence and a negative influence of frugality on the renting intention of female consumers. In addition, the results also highlight the positive effect of attitude, subjective norms, and perceived behavioral control on renting intention, while past sustainable behavior is not found to have any effect on renting intention. Profiling consumers based on personal factors would help marketers and retailers to customize marketing strategies to encourage greater participation in this new service.

Limitations of the Study and Scope for Further Research

This study has few limitations. Women living in India were chosen, which may limit the generalizability of the study. Future studies may examine across broader samples. Furthermore, longitudinal research which explains the model in association with behaviour would complement the study findings.

Authors' Contribution

Naeema Neefa Neerattiparambil and Dr. Shivkumar M. Belli developed the theoretical formalism. Ms. Naeema collected the data and performed the analysis. Dr. Shivkumar M. Belli took the lead in writing the manuscript, revising it, and contributed to the final version of the manuscript.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest, or non-financial interest in the subject matter or materials discussed in this manuscript.

Funding Acknowledgement

The authors received no financial support for the research, authorship, and/or for the publication of this article.

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