



## Development of a Conceptual Model to Explore Consumers' Motivations To Collaboratively Consume Fashion

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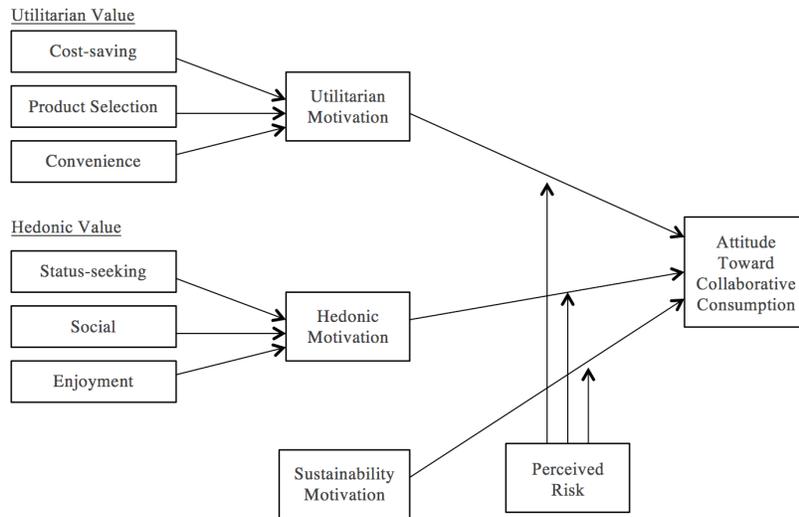
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The phenomenon of “collaborative consumption (CC)” or “sharing economy”, where people coordinate acquisition and distribution of a resource for a fee or other compensation (Belk, 2014) has gained tremendous popularity in recent years. Companies including Uber, ZipCar, and Airbnb are major players in the CC market. It is notable that the international market of CC reached \$15 billion as of 2015 and is expected to increase to around \$335 billion by 2025 (PwC, 2015). The popularity of CC practice has also been observed in the fashion retail industry. In the fashion retail industry, CC has taken two distinct forms: online fashion rental services and peer-to-peer (P2P) platforms that allow for selling and exchanging of goods. Online fashion rental companies like Rent the Runway and websites such as Poshmark and the RealReal that offer consumers with platforms for P2P sales/exchanges have gained successes. In addition, it has been noted that over \$8 billion of clothing in the U.S. is unused and ignored especially with the growth of fast fashion (ThreadUp, 2016). With increasing concern for sustainable consumption, the CC market in the fashion retail industry poses significant market potential.

Despite the market significance, limited amount of research has been done on the topic. Thus far, the contexts of the research have been limited to car sharing (Bardhi & Eckhardt, 2012), accommodation sharing (Möhlmann, 2015), and objects/skills sharing (Piscicelli, Cooper, & Fisher; 2015). Although Johnson, Mun, and Chae (2016) investigated CC in the fashion context, their study did not measure the different motivations of consumers and the influence of sustainable consumption motive on the attitude towards CC activities. Hence, to the best of the authors' knowledge, this paper is one of the earliest attempts to develop a conceptual framework for studying various motivations of consumers who collaboratively consume fashion.

Drawing on extant literature on CC, a conceptual framework incorporating utilitarian and hedonic motives, sustainability motive, and the moderating role of perceived risk on the attitude toward CC is proposed (Figure 1). For the utilitarian motive, three antecedents of utilitarian values – *cost saving*, *product selection*, and *convenience* are included as identified from the literatures (Belk, 2014; Bardhi & Eckhardt, 2012; To, Liao, & Lin, 2007). For the hedonic motive, three hedonic values – *status seeking*, *social*, and *enjoyment* are included as suggested by Möhlmann (2015) and To et al. (2007). In particular, status seeking is included since consumers are known to utilize CC fashion companies like Rent the Runway to rent high-end, designer dresses for a price they can afford. Sustainability motive is also part of the framework as studies have shown that it is an important determinant in practicing CC given its role in reducing the development of new products and the consumption of raw materials (Botsman & Rogers, 2010; Möhlmann, 2015). In addition, perceived risk of the CC activities can moderate the relationship between the motives and attitude. This is based on the notion that since most CC takes place

online, several challenges (i.e., product performance, financial, psychological risks) are associated with the transactions (Johnson et al., 2016).



The proposed conceptual model in examining the motives that influence consumers' attitudes towards CC of fashion provides a foundation for future research and theory development. Significant findings will offer useful insights for brand managers of CC companies to understand their consumers and develop marketing strategies to reach them more effectively.

Figure 1. Proposed conceptual model

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