

Motivations and Shopping Orientations for Engagement in Collaborative Consumption among Fashion Consumers

Sivasankari Gopalakrishnan, Northwood University, USA
Delisia R. Matthews, North Carolina State University, USA
Marguerite Moore, North Carolina State University, USA

Keywords: Motivations, Shopping Orientations, Collaborative Consumption

Background and Purpose. Collaborative Consumption (CC) represents a range of business models that deviate from the concept of traditional ownership such as renting, lending, reselling, bartering, and swapping of products and services. Further, CC is an alternative ecological mode of consumption (Botsman & Rogers, 2011). CC systems are becoming prevalent within the fashion industry. In 2017, the apparel re-sale market value in the U.S. was about 20 billion dollars. The predicted market size for the year 2022 is forecasted to be about 41 billion dollars (thredUP, 2018). Very little empirical work that focuses on fashion consumer behavior with regard to CC exists in the academic literature. Thus, the central purpose of this study is to establish an understanding of the consumer motivations and shopping orientations that lead to engagement in CC within the fashion context.

Theoretical Framework and Hypotheses. According to the self-determination theory (i.e. degree to which the behavior originates from self), Motivation refers to the reasons underlying the behavior of people (Guay et al. 2010). The behavioral intentions predict the actual behavior under the right context (Ajzen, 1991). Thus, this study predicts the Intention to Engage in CC for fashion products. Based on the literature which identifies consumer motivations for engagement in CC along with the work that identifies fashion shopping orientations, the research model incorporates five specific motivations and four shopping orientations as the focal influences on consumer engagement in CC.

Fashion consumers have more peer to peer contact in reselling markets such as swapping and consigning by creating a sense of sharing. Hence, Community Belonging was hypothesized to positively impact intention to engage in CC for fashion products (H1). Seventy-six percent of shoppers reported fun factor as one of the primary reasons for shopping re-sale fashion online and fifty-two percent reported that they would shop re-sale fashion for environmental reasons. Therefore, Enjoyment (H2) and Environmental Beliefs (H3) were hypothesized to positively influence intention to engage in CC. Consumers with proenvironmental attitudes consider the ecological impact while disposing their garments (Connell & Kozar, 2014). Thus, Sustainable Apparel Divestment (SAD), which refers to the motivation to recycle used clothes, was hypothesized to positively impact intention to engage in CC for fashion products (H4). Cost Savings has a positive effect on the satisfaction and future likelihood of using CC services (Mohlmann, 2015). Hence, Economic Benefits was hypothesized to positively influence intention to engage in CC (H5). Past research suggests equivocal findings for quality, hence the

impact of Quality Consciousness on the intention to engage in CC for fashion products was hypothesized in the null (H6). Park and Armstrong (2017) suggest the positive impact of price consciousness on consumer motivations in CC within apparel context for future academic inquiry. Hence, Price Consciousness was hypothesized to positively impact intention to engage in CC for fashion products (H7). Brand consciousness positively impacts attitudes toward online apparel shopping using social networking sites (Kang, Johnson, & Wu, 2014), hence Brand Consciousness was hypothesized as positively influencing intention to engage in CC for fashion products (H8). Ability to access latest fashion trends and styles is one of the significant factors of fashion reselling markets (Perlacia et al., 2017). Hence, Fashion Consciousness was hypothesized as positively impacting intention to engage in CC for fashion products (H9).

Methods. A self-administered online survey using the Qualtrics interface was adopted to collect data from a sample of college students enrolled in the undergraduate/graduate programs in a large southeastern university in the US. The final sample consisted of 163 students who had prior experience in CC for fashion products. The survey addressed five motivation and four shopping orientation constructs followed by demographics. Measures for the survey were predominantly adopted from past research and previously established scales. Measurement scales were analyzed for their reliability and validity. A variance based partial least squares structural equation modeling (PLS-SEM) was used to evaluate the nine hypotheses and establish the research model.

Results. Based on the recommended criteria for PLS-SEM by Hair et. al (2012), the final measurement model indicated acceptable factor loadings, reliability, and validity for all constructs except SAD. Therefore, after eliminating SAD the model proceeded with hypotheses testing using the PLS approach. Based on the path weights, the PLS model suggested that two of eight independent variables Enjoyment ($\beta = 0.304$, $t = 3.486$, $p < .001$) and Brand Consciousness ($\beta = 0.207$, $t = 2.242$, $p < .025$) indicated significant, positive impacts on the Intention to Engage in CC for fashion products. The only hypothesis (H5) stated in the null, which examined the impact of quality consciousness indicated a non-significant finding as well. The coefficient of determination for the PLS model ($\hat{R}^2 = 0.348$) for the endogenous variable Intention to Engage in CC indicates that the 34.8 percent of the variance is explained by the independent variables. Consistent with Mohlmann's study (2015) the R-Square value supports a reasonable model for exploratory research.

Discussion and Implications. The finding related to Enjoyment is consistent with previous CC research within fashion contexts and in non-fashion contexts. From the consumer perspective, CC activity might be a novel fashion shopping method. The dominant effect of Brand Consciousness in the CC context aligns with the previous research on apparel shopping orientations and CC engagement among young American consumers who enjoy shopping second-hand clothes for the purpose of seeking self-gratification, stimulation and emotional enjoyment (Xu et al., 2014). The findings offer new insights for practitioners in fashion rental and reselling businesses to attract consumers. To appeal to brand conscious young consumers with shopping enjoyment, online CC websites might focus on offering entertaining shopping experiences that could instill excitement and help consumers to choose appropriate branded

products. They may also seek to facilitate networking communities sharing similar brand choices that would emphasize both consumer's brand awareness and hedonic value of online shopping. The determinants of CC engagement established in this model also hold implications for other fashion retailers/ businesses who might venture into CC systems which is one of the fast-emerging consumer behavior trends.

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Botsman, R., & Rogers, R. (2011). *What's mine is yours: How collaborative consumption is changing the way we live*. London: HarperCollins.
- Connell, K. Y. H., & Kozar, J. M. (2014). Environmentally sustainable clothing consumption: knowledge, attitudes, and behavior. *In Roadmap to Sustainable Textiles and Clothing*, 41-61. Springer: Singapore.
- Guay, F., Chanal, J., Ratelle, C. F., Marsh, H. W., Larose, S., & Boivin, M. (2010). Intrinsic, identified, and controlled types of motivation for school subjects in young elementary school children. *British Journal of Educational Psychology*, 80(4), 711-735.
- Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the academy of marketing science*, 40(3), 414-433.
- Mohlmann, M. (2015). Collaborative consumption: Determinants of satisfaction and the likelihood of using a sharing economy option again. *Journal of Consumer Behavior*, 14(3), 193-207.
- Park, H., & Armstrong, C. M. J. (2017). Collaborative apparel consumption in the digital sharing economy: An agenda for academic inquiry. *International Journal of Consumer Studies*, 41 (5), 465-474.
- Perlacia, A. S., Duml, V., & Saebi, T. (2017). Collaborative Consumption: Live Fashion, Don't Own It. Developing New Business Models for the Fashion Industry. *Beta*, 31(01), 6-24.
- ThredUP 2018 Resale Report. (2018). Retrieved from https://cf-assets-tup.thredup.com/resale_report/2018/2018-resaleReport.pdf
- Xu, Y., Chen, Y., Burman, R. and Zhao, H. (2014). Second-hand clothing consumption: a cross-cultural comparison between American and Chinese young consumers. *International Journal of Consumer Studies*, 38(6), 670-677.