Assessing a Survey: Motivations of Collaborative Consumption of Clothing

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Introduction and Significance: There are many barriers to eco-friendly consumption of clothing. Ineffective promotional strategies have affected the popularity of eco-clothes as companies concentrate on fast fashion. In addition, clothes that please environmentalists often fail to appeal to the average consumers (Gam, 2011). An alternative strategy in which consumers can contribute to sustainable efforts is through collaborative consumption (CC). The concept of CC refers to two or more individuals consuming economic goods, engaging in joint activities in an effort to lower resource consumption; allowing businesses and the society to be increasingly resource-light in the short and long term (e.g., Dall Pizzol, Or dovás de Almeida, & Do Couto Soares, 2017). The efficacy of CC is predicated on its potential to save resources by means of shared utilization of products, services, or resources. In this case individuals seek to borrow or rent instead of owning; provided the cost of using the product or service is not more than the savings accrued by owning.

Relevant Theory and Pertinent Literature Review: The Attitudinal Model of Collaborative Consumption (AMCC) summarizes the potential motivations behind CC of clothing using varying consumption theories, such as Self-Determination Theory (Adomaitis, Kobia, & Saiki). These motivations include: 1) sustainability, 2) enjoyment, 3) reputation, and 4) economic benefits. According to the AMCC, these motivations contribute to a positive attitude that leads to behavioral intent and then to CC behavior. The researchers subsequently developed a survey to assess CC given the AMCC.

Grimshorn and Jordan (2015) in their study on millennials found enjoyment was a primary reason to participate in CC with consumers enjoying the unique styles and looks they could create with clothing from a clothing library. They also enjoyed knowing they were being eco-friendly and the social interactions that CC stimulated. Researchers have found reputation is an important extrinsic motivation for CC, particularly in online environments where sharing information increases visibility and a sense of community (Nov, Naaman & Ye, 2010). Grimshorn and Jordan (2015) found millennial participants felt others respected them for CC, because it meant they were environmentally aware and that it enhanced their reputation for being unique (wearing clothing not commonly found in stores). CC has been found to provide financial freedom and allows consumers to own clothing while saving money (Bardhi & Eckhardt, 2012). Given the limited research on CC of clothing and the environmental impacts of clothing products, it is important to further examine the AMCC model. The purpose of this study was to assess the AMCC model and the related survey instrument.

Method: The process of developing the questions for a survey to test the AAMC involved developing a list of 32 motivation items and 10 CC behaviors to best represent model variables from previous research literature. These items were found reliable and valid (Saiki, Adomaitis, & Kobia, 2018). After approval from the IRB (# 1310016-1), the final suvey was made available to business students through an online data pool at a Midwestern University for two weeks twice during the 2018 and 2019 academic semesters. Data analysis included an exploratory factor analysis. Kaiser’s criteria
known as eigenvalue greater than or equal 1 rule (Kaiser, 1960) was applied to decide the number of factors to retain (O’Connor, 2000). The sample size of 279 was fair (Comrey & Lee, 1992). The exploratory factor analysis using a principal-axis factor extraction was conducted to determine the factor structure. After the factor analysis, further analyses were made between the revised model constructs and CC Behavior.

Results: The eigenvalue greater or equal to one rule suggested a four-factor solution for the 32 motivation items, and the screen plot portrayed a sharp drop between items 1-4 and 5-32, strongly suggesting that four factors underlie the 32 questions. For interpretation of the four factors, a Varimax orthogonal rotation was used. This rotation had sums of squared loadings ranging from 0.41 to 0.84, and the grouping of items reminded one in cluster analysis. The first factor was sustainability, the second factor was attitude/enjoyment, while the third was reputation, and finally behavioral intent was the fourth factor (see Table 1). The sustainability construct had a Cronbach’s

<table>
<thead>
<tr>
<th>Table. Results of the Factor Loading analysis (n=279)</th>
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<tbody>
<tr>
<td>OC</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>CC is ecological</td>
</tr>
<tr>
<td>CC environmentally friendly</td>
</tr>
<tr>
<td>Participating in CC helps save natural resources</td>
</tr>
<tr>
<td>CC is efficient in terms of energy consumption</td>
</tr>
<tr>
<td>I can save money if I participate in CC</td>
</tr>
<tr>
<td>My participation in CC benefits me financially</td>
</tr>
<tr>
<td>Consumers can obtain goods as a result CC</td>
</tr>
<tr>
<td>CC is a sustainable mode of CC</td>
</tr>
<tr>
<td>Through CC individuals can exchange valuable resources</td>
</tr>
<tr>
<td>My participation in CC can improve my economic situation</td>
</tr>
<tr>
<td>People enjoy the benefits of sharing products through CC</td>
</tr>
<tr>
<td>All things considered, I think CC is a positive thing</td>
</tr>
<tr>
<td>Sharing goods, services within a CC community makes sense to me</td>
</tr>
<tr>
<td>I think CC is enjoyable</td>
</tr>
<tr>
<td>All things considered, I find participating in CC be a wise move</td>
</tr>
<tr>
<td>All things considered, I think participating in CC is a good thing</td>
</tr>
<tr>
<td>I think CC is exciting</td>
</tr>
<tr>
<td>I think CC is fun</td>
</tr>
<tr>
<td>I think CC is pleasant</td>
</tr>
<tr>
<td>I think CC is interesting</td>
</tr>
<tr>
<td>CC is a better mode of consumption than selling and buying</td>
</tr>
<tr>
<td>I gain status by participating in my CC community</td>
</tr>
<tr>
<td>I earn respect by participating in CC</td>
</tr>
<tr>
<td>People in my community who participate in CC have more prestige</td>
</tr>
<tr>
<td>Participating in CC community improves my image within the community</td>
</tr>
<tr>
<td>My participation in CC saves me time</td>
</tr>
<tr>
<td>All people in a society benefit from CC</td>
</tr>
<tr>
<td>I can see myself increasing my CC activities in the future</td>
</tr>
<tr>
<td>I plan to increase my CC in the future</td>
</tr>
<tr>
<td>I expect to continue to participate in CC of apparel items in the future</td>
</tr>
<tr>
<td>It is likely that I will frequently participate in collaborative CC in the future</td>
</tr>
<tr>
<td>All things considered, I expect to continue CC in the future</td>
</tr>
</tbody>
</table>

A=Attitude; B=Behavioral Intent; E= Economics; EJ=Enjoyment; OC=Original category; R=Reputation; S=Sustainability; SB=Social Benefits

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alpha of .93, the attitude and enjoyment construct had a Cronbach’s alpha of .94, and the reputation and behavioral intent constructs had Cronbach’s alpha of .87 and .95 respectively. The Cronbach’s alpha of .87 could be increased to .88 if item 24 (All people in a society benefit from collaborative consumption) was deleted. A revised model was made given the above data where Sustainability, Attitude/Enjoyment, Reputation, and Behavioral Intent lead to CC behavior with clothing. Preliminary analysis revealed attitude and behavioral intent were statistically related to CC behavior.

Discussion, Further Research: Examining the motivations to CC are important in potentially influencing CC behavior, which ultimately is helpful to the environment. This study found four particular motivations, Sustainability, Attitude/Enjoyment, Reputation, and Behavior. In this sample of college students, attitudes such as having fun, enjoyment, status, and wise decision making related to CC behavior. This information can be helpful in promoting CC behavior. Further studies could examine which four factors influence other demographic groups including age, gender, demographic region, and education.

References:


