

Factors Influencing Indonesian Consumers' Behaviour in Fashion Renting

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ABSTRACT

The uprising trend of the sharing economy in accommodation and transportation brought fashion renting to the surface as another form of collaborative consumption. Fashion renting is big in developed countries. Yet, developing countries such as Indonesia are starting to see the rise of it, too, thanks to technology. This study is intended to see the factors that influence Indonesian consumers' behaviour in fashion. In this study, the first factors that are being analysed are motivation (utilitarian motivation, hedonic motivation, and ecological motivation) and attitude toward fashion renting. Finally, it also studied if contamination moderates the attitude towards the behavioural intention to use fashion renting services. There were 100 Indonesian males and females who have used fashion renting services in the past two years. This study found a significant effect from hedonic motivation and ecological motivation to attitude towards fashion renting that later showed a significant effect towards behavioural intention in using fashion renting services. Furthermore, this study has shown no significant effect from utilitarian motivation towards attitude that might be caused by the limited variation of utilitarian studied. Additionally, this study showed contamination has no moderate impact on attitude towards behavioural intention in using fashion renting services.

Keywords: Attitude, behavioural intention, contamination, ecological motivation, fashion renting, hedonic motivation, utilitarian motivation.

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I. INTRODUCTION

The uprising trend of the sharing economy has brought fashion renting to the surface. Starting with the biggest section of the sharing economy in accommodation and transportation, the trend has widened to entertainment streaming and fashion renting. Fashion renting has been widely used across developed countries such as the United States, Europe, and Asia, Singapore. The fast growth of this sharing economy is made possible with technology. Due to this, the trend has been growing increasingly in developing countries, including Indonesia (Hidayat, 2021; Kim & Jin, 2020; Lee, 2016).

The journey of finding new ways to handle fast fashion lies in the form of fashion renting. As another form of sharing economy, fashion renting allows consumers to rent clothing from either individuals or fashion retailers to fulfill their special occasions. The ability to rent gives an urgent reason for consumers to save money compared to purchasing new clothes. According to Conlon (2020), renting enables people to access high-end fashion brands they could not afford while protecting the environment from overconsumption. With the constant thoughts of having "nothing to wear" and the phenomenon of being overlooked if one is seen wearing the same outfit twice on social media, fashion renting gives consumers, specifically women, unlimited access to different types of apparel and accessories (Vincent & Gaur, 2021). The idea of fashion renting has been widely spread in developed countries such

as the United States, Europe, and Singapore. In America, fashion renting seems to be a popular concept to tackle the impulsivity of American consumers upon purchasing fashion. On average, the data showed that Americans only utilised 50% of the 64 new items they purchased each year once (Guardian.com, 2020).

The fashion renting trend seems to be rising in Asian countries, such as China (Nielsen, 2014), and the uprising trend is seen in Indonesia, too. In Indonesia, the fashion renting trend just recently became the subject. This can be seen through the increased number of fast fashion tenants in the Indonesian market. One of Indonesia's uprising fashion rental retailers is Style Theory, a Singapore-origin online fashion renting store. It successfully got 20,000 active Indonesian users in the first year of its launch. It is very interesting how this happened, which drove curiosity of the motivation of Indonesian consumers to rent fashion (Yosephine, 2018).

There are many factors that could impact consumers in fashion renting activities. Based on the previous research by Salim *et al.* (2019), Indonesian consumer motivation in shopping seems to be highly interested in purchasing goods for their experiences, freedom, and entertainment. Indonesians are also motivated to purchase goods as a part of their daily lives in order to meet their needs, such as a way to cope with their stress. According to Dewi (2021), shopping is felt to be one of the ways to distract oneself from the stressful working environment, post-breakup, or just simply to make oneself happier. This positive effect of

shopping is overlooked and becomes the new lifestyle of Indonesian consumers to be able to cope with their mental state. Based on the survey held by Katadata, the shopping experience is also enhanced by the existence of a cheaper price option, as it is the main motivation for Indonesians to shop (Pusparisa, 2021). Subsequently, Jain *et al.* (2022) also stated that consumers' participation in fashion renting activities is highly influenced by their ability to save money and get access to new experiences. One of the founders of Style Theory was also inspired to find the company as a fashion rental after observing the negative environmental effects of fast fashion, whereby textile production is among the world's largest polluters, releasing nearly 1.2 billion tons of gas annually, more than flights and shipping combine (Gilchrist, 2021). Additionally, according to a study held by Won and Kim (2020), a survey held by 180 South Koreans responded that ecological motivation strongly influenced their attitude toward fashion renting services in a positive way. Ecological awareness has slowly made its way to the Indonesians. In one study, it is said that 20% of Indonesian consumers are more motivated to reduce waste by choosing environmentally safe products (Kustiani, 2021). The Indonesian market is notably very price sensitive as it is always found to be the top reason why they purchase (Annur, 2020). Fast fashion retailers with good value for money include Zara, H&M, and, most notably, Uniqlo. However, as mentioned previously, Indonesian consumers are also becoming more aware of environmental impacts. According to CNBC Indonesia, a million of the 33 tons of clothing production goes to industrial waste (Redaksi, 2022). Though not many have been researched around the Indonesian market, it would be very interesting to see how environmental awareness becomes a factor in whether Indonesian consumers decide to use fashion renting services.

When discussing collaborative consumption, people often face doubts due to hygiene factors. Research from Essity (2018) found that 1 in 5 people avoid using work restrooms for hygiene concerns. 1 in 3 parents have prevented their kids from participating in social activities like playing at the playground or using public transportation due to hygiene concerns. Similarly, fashion renting is also part of collaborative consumption. With the existence of COVID-19, hygiene factors have become more of a bigger concern to everyone. Although big rental companies such as Rent the Runway claim to go through an additional steaming process after washing (Falcone, 2020), it does not guarantee how serious the other rental companies are with hygiene procedures for their clothes in between consumers. Despite Harvard Health's admission that there is no conclusive proof that COVID-19 may spread from soft surfaces like fabric (Harvard Health Publishing, n.d.), it still may not guarantee the confidence of consumers in their contribution to collaborative consumption, such as fashion renting.

As previously mentioned, much collaborative consumption research that often surfaced is usually in the field of accommodation, transportation, and hotel sharing, but very little has been seen about fashion renting (Hidayat, 2021; Lee, 2016). On top of that, fashion renting research is mainly in developed countries such as Europe or the United States but not many in developing countries (Kim & Jin,

2021). There are some disparities in the previous research as some research only focused on utilitarian and hedonic motivation as their attitude variable, and some include ecological as a motivation on the attitude as well (Lee & Chow, 2020; Lee & Huang, 2020; To *et al.*, 2007; Won & Kim, 2020). However, no studies still include contamination as a variable to be tested. Because of this, this study aims to see if contamination affects consumers' decision to use fashion renting services.

In Indonesia, because there are few fashion renting providers, fashion renting services are most likely to go through daily sales based on their intuition. Because it is based on intuition, fashion renting providers do not have a set of strategies, knowledge, or framework they could follow to assist with the current market standing; thus, they have no basic knowledge of the market problem. This study focuses on helping fashion renting service providers learn Indonesian consumers' motivation, maximise the providers' strategy, and improve it to the right target market.

II. LITERATURE REVIEW

A. Sharing Economy

Simply put, a sharing economy is an ability to co-create or mutually create value, in turn to a commercial exchange among multiple parties (Hidayat, 2021). The sharing economy has been around even when money was not available back in the old days, rather called trading. Trading was a common practice where two or more people exchanged items in the community. Taking the traditional definition of what was previously called trading, the sharing economy is often called in many ways, such as collaborative consumption, commercial sharing systems, and product service systems (Lee & Huang, 2020). According to Kim and Jin (2021), collaborative consumption is defined as a condition where someone obtains, gives, or shares access to goods and/or services. These exchange activities are now referred to more as transactions due to their involvement with money. Lee and Huang (2020) stated that collaborative consumption occurs when a transaction gives customers temporary access to products or services for a certain price.

More often than not, the sharing economy is seen in lodging, transportation, and accommodation, such as bike sharing, car sharing, and room sharing (Yuan & Shen, 2019). In fashion, the sharing economy is in the form of fashion renting. Renting is when there is an exchange between two sides of the party for an item with a fixed amount of money but does not change the ownership status of the item (Baek & Oh, 2021). According to Benjaafar *et al.* (2019), renting is equivalent to a peer-to-peer product-sharing model where a customer assumes ownership of the item and decides whether to rent it. Renting is very helpful when it faces the type of consumers uncertain about the product before purchasing, especially for fashion items. According to the same study, customers buying fashion items and then wanting a refund or return is the industry's most significant issue, and fashion renting is the solution.

B. Utilitarian Motivation

Utilitarian motivation is a psychological state perceived by the benefit one can obtain through goods or services

(Won & Kim, 2020). In Babin *et al.* (1994), utilitarian motives are translated into a purchase decision that is made by individuals who are rational and task-related. Utilitarian motivation is also easily associated with mission-critical, rational, decision-effective, and goal-oriented (To *et al.*, 2007). In addition, people with utilitarian motives usually search for fair-priced products; many hunt for bargain products and are frugal. This obviously differs based on each individual's goals or orientation of benefit (Vincent & Gaur, 2021).

In shopping, this type of motivation translates shopping as a task to be done by specific benefits they can acquire from it. In fashion, with the fast-changing fashion trends, a lot of consumers have high anticipation in the most current trends, making this to be his/her reason to purchase fashion products. It is understood that utilitarian shopping value is the customer's need to complete his or her shopping objectives (Salim *et al.*, 2019). Supported by the previous definition of utilitarian motivation, it is assumed that for consumers with this specific motivation, it is only natural for them to question the cost and benefit of continuously purchasing the most current fashion up to its trend. Another example is that some consumers who understand their tendency to compulsive buying traits and want to dissipate from that behaviour may use fashion renting to meet goals (Vincent & Gaur, 2021).

H1: Utilitarian motivation positively impacts the attitude towards fashion renting.

C. Hedonic Motivation

Hedonic motivation is a psychological state that affects the interests of a person toward an action. The interests of the purchasing process are enforced by the psychological condition of sights, fun, and pleasure (Won & Kim, 2020). In contrast to utilitarian motives that seek the benefit of the product, individuals with hedonic motivation see purchasing behaviour as a search for happiness, fantasy, awakening, sensuality, and enjoyment (Mikalef *et al.*, 2012; To *et al.*, 2007). Similarly, according to Vincent and Gaur (2021), hedonic consumption gives an experiential perspective because individuals use their emotions, pleasures, fantasies, and multisensories when using products or services. Consumers who are encouraged by hedonic motivation shop to fulfil their emotional needs. It is not about obtaining the product; consumers with hedonic motivation care about the process of shopping and rather care about the experience and the emotional state of purchasing (To *et al.*, 2007).

According to Vincent and Gaur (2021), consumers with hedonic motives tend to seek new experiments with new styles, and they tend to need uniqueness and high social interaction. Due to this, there is a pool of consumers who see and utilise fashion renting to change their fashion style to meet their social needs. Supported by Won and Kim (2020), since hedonic motivation towards shopping means a psychological treat that is found in the shopping process by consumers, hedonic shoppers prefer to rent clothing as it is an exciting and novel type of shopping activity.

H2: Hedonic motivation positively impacts the attitude towards fashion renting.

D. Ecological Motivation

Aside from utilitarian and hedonic motivations, ecological has started to rise in consumer motivation. While it is mainly studied in the field of recycling and reuse consumption, ecological motivation is part of shopping motivation that shows the consumer's concern about the environment (Won & Kim, 2020; Yoon & Kim, 2017). Ecological motivation is usually immersed in the behaviour of modern consumers. This is due to the generation's social consciousness that pushes strongly for more sustainable solutions and how this could motivate an individual to contribute to a certain behaviour (Won & Kim, 2020). In a previous study by Lee and Chow (2020), it is mentioned how the consumer's perception of ecological matter in collaborative consumption positively affects his or her attitudes toward it. It was also added that this perception could significantly affect the consumer's willingness to pay more for that sustainable product.

As previously mentioned, the fashion-sharing economy can also be expressed through collaborative consumption. Collaborative consumption activity includes product sharing and/or accommodation sharing without having to own the product, creating positive impacts on the environment. It is believed by Gam (2011) that there are positive impacts between environmental awareness and a person's behavioural intention in using fashion renting services. Learning from the previous study by Lee and Chow (2020), fashion renting helps mitigate the clothing disposal problem that these modern consumers worry about. Since fashion renting does not give access to the consumers to own the fashion items, fashion renting is seen as an ecological solution to them. Therefore, rather than seeing fashion renting as an inconvenience, these consumers are willing to invest more in this practice.

H3: Ecological motivation positively impacts the attitude towards fashion renting.

E. Attitude

According to Barnes and Mattsson (2017), an attitude refers to evaluating the individual's actions, whether good or negative. This evaluation will result in positive or negative beliefs being weighted for an outcome. The psychological state of a person's intention to purchase a good or service is seen through attitude (Ajzen & Fishbein, 2005). According to Tu and Hu (2018), attitude refers to a person's evaluation of an action. In the same study, it was also referred that attitude towards behaviour refers to a person's subjective opinion and feeling about specific behaviours that consist of behavioural beliefs and outcome evaluation. Attitudes are shaped by perceptions that could influence behavioural intention (Baek & Oh, 2021). Attitude is the action of an individual with positive beliefs, and then he/she will intend to show certain appropriate behaviour. People with a favourable attitude toward an action tend to engage in that action, whereas those with a negative attitude are less likely to do so (Lang, 2018).

Regarding fashion renting, an attitude refers to the individual's belief associated with fashion renting, which is then weighted toward the behaviour or preference in renting the fashion product (Lee & Chow, 2020; Lee & Huang, 2020). For consumers who enjoy shopping, attitude is seen as their belief in deciding to pick their choice items to purchase. In fashion renting, attitude is seen as a consumer's positive beliefs to intend them in renting fashion. The individual's beliefs may be seen as believing that renting fashion items is useful or that renting fashion is worthy (Lee & Huang, 2020). According to Lang (2018), customers often have a positive attitude toward temporary renting products, indicating their likelihood to participate in fashion renting behaviour due to the nature of the non-ownership activity of fashion renting.

F. Behavioural Intention

Based on the latest study by Pham *et al.* (2021), behavioural intention reflects a person's tendency to take a specific action that can be measured by his/ her effort to make the action. Similarly, by Lee and Huang (2020), intention is seen as a person's motivation to make a conscious decision after considering all the factors that will arise in performing the action. Thus, it is evident that a person's likelihood of carrying out an activity is higher when they have a stronger intention to do so.

Similarly, in fashion, behavioural intention, or shopping intention, is the condition where an individual has a set of tendencies and is used to determine future behaviours. For example, if a consumer tends to buy a product based on brand, needs, and recommendations by his or her friends, then it can yield the prediction of his or her next step in taking action (Salim *et al.*, 2019). In fashion renting, consumers' behavioural intention is the focus shift from private ownership of products to a sharing economy or more so-called collaborative consumption (Lee & Huang, 2020). According to Salim *et al.* (2019), the intention of consumers to purchase is considerably influenced by attitudes and behaviour. Attitudes and behaviour are to be looked at based on motivation as their determination to measure the intention of using the service. This intention measurement will be used to predict the actual willingness to purchase and how likely they will recommend it to their peers. Thus, the consumers' behaviour intention is to look at how consumers shift their preference to use and recommend fashion renting services to predict the willingness to keep using and spread the word about it (Salim *et al.*, 2019; To *et al.*, 2007).

H4: Attitude towards fashion renting has a positive impact on the behavioural intention to use fashion renting services.

G. Contamination

According to Argo *et al.* (2006), contamination is when a touching object touches others, which later touches another person, thus creating cross-contamination between users. Similarly, consumer contamination theory is when one consumer has physical contact with another through an object. It involves direct contact with the consumer's skin (Baek & Oh, 2021). Supported by Kim and Jin (2021), the law of contamination is when people or objects come into

contact with multiple individuals, which yields contamination directly or indirectly. In the same study, it was pictured through the resistance of one individual to eat or drink if an insect touched it. As stated by Kim and Jin (2021), the law of contagion is called the magical law of contagion, which holds the influence of a person's action, knowing that the object has been influenced after physical contact.

In fashion renting activity, contamination is addressed similarly. Consumers have less tendency to participate in fashion renting due to their worry that the products could be contaminated or touched by another consumer (Kim & Jin, 2021). In addition, contamination is seen as a discouragement in sharing clothing as it negatively influences consumers to use fashion renting services due to their worries. Using the previously explained theory, in terms of fashion renting, the thought of renting means that it was previously used. For that reason, the consumer's motivation to use fashion renting services seems to decrease (Baek & Oh, 2021).

H5: Contamination moderates the impact of attitude towards fashion renting on behavioural intention to use fashion renting.

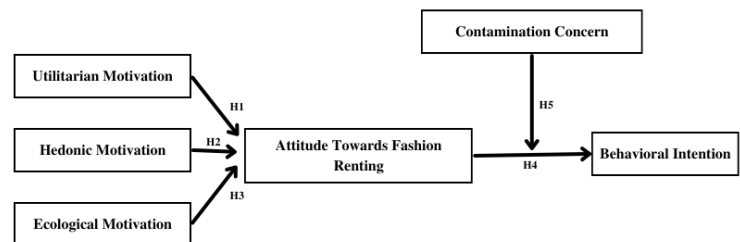


Fig. 1. Research model.

III. METHODOLOGY

This research used a quantitative study in which some data were collected and analysed to test the hypotheses that were formed. The respondents of this research were Indonesian males and females who reside in Indonesia and have used the fashion renting services in the past 2 years. This study used an online questionnaire to reach a larger audience with preliminary questions. The online questionnaire was presented in three sections: preliminary questions, respondent's profile, and preference questions. There were 100 respondents who participated in the study and were chosen using purposive/ judgmental sampling. PLS-SEM with SmartPLS 4.0 was used to evaluate the data for a more insightful conclusion (Hair *et al.*, 2017).

The online questionnaire was presented in three sections: preliminary questions, respondent's profile, and preference questions. The preliminary question asked if the respondent is Indonesian and has used fashion renting services in the past 2 years. The second section was about the respondent's profile, such as gender, age, occupation, and income range. The third section used a 5-point Likert scale to analyse the reliability of each variable through statements in the questionnaire. In this section, the impact of attitude towards fashion renting was measured through utilitarian, hedonic, and ecological motivation. Derived from Kang and

Park-Poaps (2010) and Won and Kim (2020), four items in utilitarian motivation were used to measure the impact of attitudes towards fashion renting. Adapted from Babin *et al.* (1994), Guido (2006), and Won and Kim (2020), four items were also used in hedonic motivation to measure the impact of attitude towards fashion renting. Ecological motivation was measured using three items adapted from Haws *et al.* (2014) and Won and Kim (2020). Attitude toward fashion renting was measured using four items derived from Lee and Huang (2020). Additionally, three items adapted from Baek and Oh (2021) were used to measure contamination, whereas three measurement items from Shrivastava *et al.* (2021) were used to assess behavioural intention.

TABLE I: RESPONDENTS' PROFILE

Measure	Item	Number of Respondents*
Gender	Male	15
	Female	85
Age	< 20 years old	1
	21 - 30 years old	58
	31 - 40 years old	27
	41 - 50 years old	6
	> 50 years old	8
Marital Status	Single	50
	Married	50
Latest Education	High School	5
	Diploma	11
	Undergraduate Degree	67
	Graduate Degree	16
	Postgraduate Degree	0
	Others	1
Occupation	Student	9
	Employee	68
	Entrepreneur	9
	Others	14
Average Monthly Income	< Rp. 5.000.000	23
	Rp. 5.000.000 - Rp. 10.000.000	30
	Rp. 10.000.001 - Rp. 15.000.000	19
	Rp. 15.000.001 - Rp. 20.000.000	9
	Rp. 20.000.001 - Rp. 25.000.000	8
If you have used fashion renting services, what type of fashion have you rented before?	Avant Garde (fashion show/ runway)	6
	Sporty	1
	Formal office	15
	Evening fashion style	56
	Wedding dress/ apparels	45
How much is your average expenses to purchase fashion in the past three months?	Others	13
	< Rp. 1,000,000	37
	Rp. 1,000,000 – Rp. 5,000,000	55
	Rp. 5,000,001 – Rp. 10,000,000	6
	Rp. 10,000,001 – Rp. 15,000,000	1
How much is your average expense to rent clothes?	> Rp. 15,000,000	1
	< Rp. 1,000,000	56
	Rp. 1,000,000 - Rp. 3,000,000	34
	Rp. 3,000,001 - Rp. 5,000,000	10

Note. Numbers given as the number of respondents are equal to the percentage values given that the sample size was 100.

A. Respondent Characteristics

Based on the 100 respondents' profiles, the majority of the respondents were female, with more than half aged 21-30 years old and an equal portion of single and married respondents. 68% of the respondents work as an employee with a bachelor's degree as their latest education, at 67%. In addition, the biggest portion (30%) of the respondents has an average monthly income of Rp. 5,000,000 – Rp. 10,000,000. 55% of the respondents spent between Rp. 1,000,000 – Rp. 5,000,000 to purchase fashion in the past

three months. Upon being asked what their typical clothes is to be rented, out of the 100 respondents, 56% of the respondents used fashion renting services to rent for evening fashion style (56%), followed by renting wedding dress/apparel (45%), typically spent less than Rp. 1.000.000 per rented clothes (56%).

IV. RESULTS

A. Measurement Model

Several tests must be done to test the convergent and discriminant validity of the measurements. To test the convergent validity, a factor loading value of > 0.5 is needed to be considered valid. In addition, its average extracted variances (AVE) value is also needed to be greater than 0.5. To test the reliability, each measurement's composite reliability value (CR value) must be greater than 0.7 to be considered reliable.

TABLE II: VALIDITY AND RELIABILITY TEST RESULTS

Variable	Measurement Item	Factor Loading (> 0.5)	AVE (> 0.5)	Composite Reliability (> 0.7)
Attitude	AT1	0.666	0.618	0.865
	AT2	0.777		
	AT3	0.836		
	AT4	0.852		
Behavioural Intention	BI1	0.923	0.893	0.961
	BI2	0.959		
	BI3	0.952		
Contamination	CT1	0.943	0.885	0.959
	CT2	0.965		
	CT3	0.914		
Ecological Motivation	EM1	0.929	0.858	0.948
	EM2	0.931		
	EM3	0.919		
Hedonic Motivation	HM1	0.754	0.671	0.891
	HM2	0.82		
	HM3	0.886		
	HM4	0.811		
Utilitarian Motivation	UM2	0.65	0.636	0.773
	UM3	0.922		

After the second run, it is now clear that all measurements' factor loading, AVE, and C.R. value have met their required value, thus making it all valid and reliable. Aside from the convergent validity, discriminant validity must also be tested. A discriminant validity test can be done by looking at the HTMT Ratio. An HTMT Ratio less than 0.9 will conclude valid results of the items as seen in Table III.

TABLE III: DISCRIMINANT VALIDITY TEST RESULT USING HTMT RATIO

	AT	BI	CT	EM	HM	UM
AT						
BI	0.396					
CT	-0.132	-0.248				
EM	0.445	0.227	-0.067			
HM	0.752	0.317	-0.124	0.408		
UM	0.208	0.128	-0.018	0.046	0.160	

B. Hypothesis Test Results

As seen in Table IV, out of the five hypotheses that were tested, the results came to conclude that three hypotheses were supported, while the other two were not.

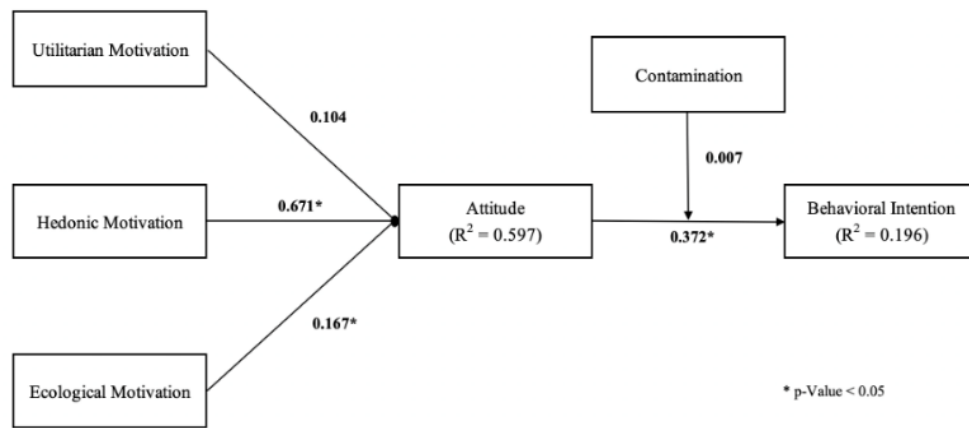


Fig. 2. Hypothesis test results.

TABLE IV: HYPOTHESIS TEST RESULTS

Hypothesis	Path	Path Coefficient	t-Value	p-Value	Decision
H1	UM → AT	0.104	1.280	0.201	Not supported
H2	HM → AT	0.671	11.149	0.000	Supported
H3	EM → AT	0.167	2.067	0.039	Supported
H4	AT → BI	0.372	4.530	0.000	Supported
H5	CT x AT → BI	0.007	0.100	0.920	Not supported

Moreover, Fig. 2 shows that the coefficient of determination value called the R^2 value between Utilitarian Motivation, Hedonic Motivation, and Ecological Motivation towards Attitude is at 0.597. This suggests that motivation is 59.7% of the factors that explain the attitude towards fashion renting. Because utilitarian motivation is annulled, 59.7% makes up the hedonic and ecological motivation that affects the attitude towards fashion renting. This means that 40.3% of other reasons that affect the respondents' attitude towards fashion renting were not mentioned in this study. Meanwhile, the behavioural intention has an R^2 value of 0.196. This suggests that attitude towards fashion renting makes up 19.6% of factors of the consumers to explain their intention to participate in fashion renting activities. This means that 80.4% of other factors that affect the respondents' intentions were not studied in this research. As seen in Table 4.13, a hypothesis suggesting contamination impacts the relationship between attitude and behavioural intention is denied. This result also impacts the low percentage of attitudes towards fashion renting to behavioural intention.

Since this study uses a 95% level of confidence, it indicates the probability of error from the study and thus holds the validity of the test results. Aside from the level of confidence, the t-value is also used to measure the variation of the sample tests. This means the bigger the value, the better it is. Since this study uses a two-tailed test, a t-value greater than 1.960 implies the significance of the hypothesis test results.

It is clear that Hypothesis 1 (H1), which suggested utilitarian motivation positively impacts the attitude towards fashion renting services, is not supported with a path coefficient value of 0.104, t-value of 1.280, and p-value of 0.201. On the other side, Hypothesis 2 (H2) and Hypothesis 3 (H3), which suggest hedonic motivation and ecological motivation both positively impact the attitude towards

fashion renting services, are supported with H2 having a 0.671 path coefficient value, 11.149 t-value, 0.000 p-values, and a 0.167 path coefficient value, t-value of 2.067, and p-value of 0.039 for H3.

After finding out the hypothesis test result from motivation to attitude, it comes to Hypothesis 4 (H4) that attitude towards fashion renting behaviour positively impacts the behavioural intention to use fashion renting service. With a path coefficient value of 0.372, a t-value of 4.530, and a p-value of 0.000, this hypothesis is supported. Meanwhile, Hypothesis 5 (H5), which states contamination moderates the impact of attitude towards fashion renting on behavioural intention to use fashion renting, is not supported by the path coefficient value of 0.007, t-value of 0.100, and p-value of 0.920.

V. DISCUSSION

Based on the hypothesis test result, H1 is not supported. This shows that Indonesians' attitudes regarding fashion rentals are not significantly influenced by utilitarian motivation. This result denied the study by Won and Kim (2020), which suggested that the availability of fashion renting services helps consumers practicality in selecting affordable fashion products. The utilitarian motivation covered in this study is solely relying on the process of fashion renting. According to Salim *et al.* (2019), utilitarian motivation measures how consumers weigh the cost and benefit of purchasing a product. Since the utilitarian motivation in this study only covers the process of fashion renting, the process does not affect their view of fashion renting. Looking at the respondents' demographic, the majority of them are 21–30 years old with an average monthly income of Rp. 5,000,000 – Rp. 10,000,000 who look for rented clothes that cost them less than Rp. 1,000,000. Given that the minimum salary in Indonesia is just below Rp. 5,000,000, the majority of the respondents had average economic standing based on their average monthly income. In addition, it was stated in a previous study by Budiharseno *et al.* (2020) that one of the top three reasons for Indonesian buying behaviour is looking for cheap prices. Thus, Indonesian customers' utilitarian motivation may not stem from the actual process of fashion renting but rather from the expense of doing so.

Looking at the hypothesis test result, H2 is supported. This suggests that hedonic motivation does have a positive impact on Indonesians' attitude towards fashion renting. In this study, most respondents were female and mostly employees. To females around this age range, shopping for their clothing is mainly seen as a pleasure followed by a necessity. In the same study, it was heavily mentioned about women's emotions during their shopping process. The emotions rated in the study range from satisfaction, pleasure, excitement, and happiness. Due to this, retailers are strongly advised to improve the shopping experience as much as they focus on the quality and diversity of their products (Thrassou *et al.*, 2008). Table IV confirms the impact of hedonic motivation on the attitude of the respondents toward fashion renting. The respondents affirmed that they enjoy looking out for new trends in fashion and rather see fashion renting as a way to forget the problems they are currently facing. With the majority of respondents' profile as female, and similar to To *et al.* (2007), consumers with hedonic motivation are instead encouraged by the experience and fulfilling their emotional needs in shopping; thus, this type of experience will affect their perception towards fashion renting services.

Based on the test result, H3 is supported. The significance between ecological motivation and attitude supports the trend that the newer generation has become more and more environmentally aware. This awareness has then changed how the market stands, in this case, in fashion (Hamari *et al.*, 2016; Lee & Chow, 2020; Won & Kim, 2020). Looking at the majority of the respondents, more than half are 21–30 years old, which are categorised between millennials and Gen Z. Supported by Araújo *et al.* (2022), despite price as millennials' influencing factor in fashion consumption, millennials prefer to spend more for products that help them to be more environmentally responsible. The approval of this hypothesis indicates and supports the previous study done by Gam (2011) and Lee and Chow (2020) that state modern consumers are worried about the environment and will do anything to help mitigate environmental problems, in this study, their view toward the benefit of fashion renting.

According to the test result, the hypothesis that stated attitude towards fashion renting positively impacts the behavioural intention to use fashion renting is confirmed. Based on the respondents' stats, 56% have used fashion renting for evening fashion, followed by wedding dress/apparel at 45%. These types of fashions are typically seen as fashion that is a one-time-used occasion, especially wedding dresses. Because of this, the respondents are presumably choosing to participate in fashion renting activities. Similar to Araújo *et al.* (2022), their respondents decided to rent due to a concern about not having the clothes often used. In the study, it was quoted from the interviewee stated that she preferred to rent the clothes rather than have the dress left in the wardrobe after being worn once. This attitude toward the fashion products they chose supports them in choosing fashion renting activities.

According to the findings of the hypothesis testing, H5 is rejected. This suggests that contamination does not significantly impact the connection between attitude towards fashion renting and behavioural intention. Initially, it was proven by Baek and Oh (2021) that since fashion

contamination directly touches the skin of the consumer, it will likely disrupt the view towards fashion renting and affect the consumers' intention to use fashion renting services. The result of this hypothesis testing denied the previous study by Kim and Jin (2021) that stated the law of contagion that influences a person's action after the object's physical contact with others or, as mentioned in Argo *et al.* (2006), as cross-contamination. It is a big possibility that respondents trusted the renter companies. They have taken another step to ensure extra hygiene in their products. Big rental companies such as Rent the Runway claimed their commitment to providing the best service for their consumer by ensuring they have gone into an additional steaming process even after regular washing (Falcone, 2020).

VI. CONCLUSION

This study aimed to determine the factors that influence Indonesian consumer behaviour towards fashion renting, whether their attitude is impacted by utilitarian, hedonic, ecological motivation, and contamination that could affect their behavioural intention to use fashion renting. It has been demonstrated that customers' attitudes regarding renting clothing are positively influenced by hedonic and ecological motivations, similar to the relationship between attitude and behavioural intention. In terms of hedonic motivation towards the respondents' attitude, the majority were female, too, allowing emotional needs to be more exposed, thus aligning with the previous studies and their samples. In the ecological motivation, as quoted by the previous study by Lee and Chow (2020), it was referred to as "the modern consumers," thus implying the awareness of ecological matters towards its main target audience, Gen Z. However, this study's majority of respondents included millennials too, thus enriching the theoretical implication in the same field that the same trait can be seen in a later millennial too. Last, the concept of fashion renting perception that impacts the decision to participate in fashion renting activities is similar to the concept from previous studies.

On the other side, this study denied the relationship between utilitarian motivation towards attitude and contamination that moderates the impact between attitude and behavioural intention. This suggests that there are bigger drives in motivating consumers to have a positive perception towards fashion renting than its contamination factor. It is possible that these respondents are accounted more for the value they are getting, such as lower price, the enjoyable factor of renting, and also its ecological reasonings. In a study by Araújo *et al.* (2022), it was found that one of the biggest reasons behind the uprising of fast fashion is due to its low price. For this reason, contamination may not play a crucial role in affecting the respondents' perception of fashion renting. There are other reasons that drive the respondents more towards the benefit of fashion renting that allow them to participate in fashion renting activities.

A. Managerial Implications

The results of this study can give renters in the area better knowledge to implement higher sales in the fashion renting business. Through this study, the intention to participate in

fashion renting can highly happen if a person has a positive attitude shaped by the motivation itself. It is less probable that someone would engage in the action without having a positive perception. As mentioned in the previous literature, imposing a good attitude into action will give a higher chance for a person to participate in that behaviour (Lang, 2018). To trigger consumers who prioritise fulfilling their objectives, the consumers' costs and benefits must be first defined. While the process of renting may not be the highlight of benefit that consumers are willing to exchange with renting cost, the angle of price may. According to Vincent and Gaur (2021), people with utilitarian motives usually search for cheaper options and tend to be frugal. In addition, with the existence of fast fashion options, where fashion trends quickly change and are available at cheaper options, this may be worth looking at to renters. The urgency that renters may imply can be how rented clothes allow consumers to save money while still pulling the look they aim for. Perhaps, the clothes they are renting are from the newest collection on the market they can get at a much lower price by renting.

Shopping is seen as a pleasure activity for women (Thrassou *et al.*, 2008). Providing the best experience during the process of renting to make them feel that renting fashion is the most enjoyable time will give the benefit of purchase consideration by female consumers. In this study, the respondents are seen to enjoy finding and exploring new fashion trends, so they have a wider option of ideas for what to rent in the future. Allowing female consumers to be updated on the current fashion trends or providing some planning ideas as to what they will wear for their next occasion will trigger their perception and thus have a likely consideration to participate in fashion renting activities.

To target later millennials and Gen Z, ecological exposure could also help to trigger participation in fashion renting. Using environmental awareness in this pool of consumers will be an effective way to create the attitude. Increasing awareness of how renting fashion could help reduce resource waste allows these generations to feel environmentally responsible. While renting fashion will not be the only answer to save the planet, participating in renting is another milestone to better the environment. These can give renters the benefit of implying a positive perception towards fashion renting, resulting in a higher chance of fashion renting participation.

Attitude plays an important role in converting consumers into participating in fashion renting activities. The perception of fun in fashion renting is crucial but is not mainly seen by consumers. Since fun plays an important voice in fashion renting, renters have to be able to imply a stronger message that everything about renting is fun. Allowing a stronger and continuous message that renting is fun could increase the positive perception of fashion renting. Then, once fashion renting has a well-made positive perception, the conversion of participation in fashion renting is likely to increase too.

Although the moderation of contamination is not supported in this study, contamination is considered important by the respondents. Aligned with Argo *et al.* (2006), cross-contamination is considered a legitimate concern of consumers. However, in this study, it is also

believed that consumers do not see fashion-rented goods as unhygienic, unsanitary, nor do they think they are contaminated. As previously mentioned, the trust of rental companies is committed to taking caution in taking care of their goods by disinfecting them after the wash is needed. With that, renters should use this chance to build the trust of their consumers by proving their commitment to its hygiene service delivered to the consumers themselves.

B. Theoretical Implications

Scholars could derive several theoretical implications from the study, particularly in marketing. This study has become an additional reference source about motivations that impact the attitude towards fashion renting. It is proven that hedonic and ecological motivations positively influence the consumers' attitude toward fashion renting, similar to the relationship between attitude and behavioural intention. In terms of hedonic motivation towards the respondents' attitude, the majority of the respondents were female, too, allowing emotional needs to be more exposed, thus aligning with the previous studies and their samples. Ecological motivation, as quoted by the previous study by Lee and Chow (2020), was referred to as "the modern consumers," thus implying the awareness of environmental matters towards its main target audience, Gen Z. However, this study's majority of respondents included millennials too, thus enriching the theoretical implication in the same field that the same trait can be seen in a later millennial too. Last, the concept of fashion renting perception that impacts the decision to participate in fashion renting activities is similar to the concept from previous studies. Additionally, the findings contradicting the previous studies are just as important to the scholars as a gap to find the values that drive the consumers more towards the benefit of fashion renting that allow them to participate in various fashion renting activities.

C. Limitations and Future Suggestions

This study hopes to enrich the current study and help renters maximise their strategy to expand the market. This study, without a doubt, can be a door to open many further studies. First, this study faced a challenge in meeting respondents that could meet the criteria. Additionally, the majority of respondents of this study are between the ages of 21–30, which covers both millennials and Gen Z. Having ecological motivation in this study with the given respondent majority, it would be very interesting to see the significance of ecological motivation separately. Next, this study relies completely on quantitative measurement through questionnaires. The qualitative method might be more beneficial for future studies to understand wider arrays of insights or concerns. The clustering of these might be more interesting to look at enriching the types of motivation consumers have.

Furthermore, in previous studies, utilitarian motivation has always significantly affected consumers' attitudes (Jain *et al.*, 2022; Salim *et al.*, 2019; Won & Kim, 2020). However, in this study, that was not the case. It is believed that the process of fashion renting is not valued as benefits they are willing to exchange with renting. In a future study, it would be worth looking at monetary values that matter to the respondents as a direct exchange with fashion renting.

In addition, this study is only focusing the time frame after pandemic. While talking about contamination, post-pandemic time allows people to be more aware of health issues. In the future study, it would be very interesting to analyse both pre-pandemic and post-pandemic timeframe. This is to see the difference in fashion renting perceptions between the two timeframes that could affect the behavioural intention to choose fashion renting.

With such similar models and variables, exploring this study in the context of fashion thrifting, or what is more commonly known as upcycling, would be especially compelling. In an age where sustainability and ecological matters are becoming increasingly important, fashion thrifting can be seen as an alternative to fashion renting. Since in fashion thrifting, consumers are also purchasing used fashion goods, contamination will also be a part of the consumer's concern. Ultimately, exploring this research model from the perspective of fashion thrifting can provide valuable insights into the future.

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CONFLICT OF INTEREST

I, Trixie Latitia, declare that I have no conflict of interest associated with the publication of this article in Factors Influencing Indonesian Consumers' Behaviour in Fashion Renting. I affirm that there are no financial, personal, or professional relationships or circumstances that could

influence or be perceived as influencing the objectivity, integrity, or credibility of the research presented herein.

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