

Understanding the relationship between the material self, belief in brand essence and luxury fashion rental

Luxury
fashion rental
and material
self

Eunsoo Baek^{ID}

Department of Clothing & Textiles, Hanyang University, Seoul, South Korea

Eujin Park^{ID}

Creative Technology Management, Underwood International College, Yonsei University, Seoul, South Korea, and

Ga-eun (Grace) Oh^{ID}

Department of Marketing and International Business, Faculty of Business, Lingnan University, Hong Kong, China

Received 10 June 2023
Revised 26 August 2023
Accepted 16 October 2023

Abstract

Purpose – With the growing market for luxury fashion rental, we aim to examine how renting luxury fashion is related to consumers' construction of the material self, based on material self-framework. We propose that consumers adopt luxury fashion rentals to construct and manage the personal and social aspects of the material self and that their belief in brand essence facilitates the mechanism.

Design/methodology/approach – A total of 296 responses of US female participants collected from Cloudresearch were analyzed to test the relationships between constructs in the proposed model.

Findings – The results, using structural equation modeling analysis, supported the expected relationships. Specifically, whereas the social material self directly increased adoption intention, the personal material self indirectly increased such intention via the belief that rented luxury items preserve brand essence.

Originality/value – Our findings advance the literature by showing how the self is constructed and managed in collaborative luxury fashion consumption, from self-identity perspective. The current research reveals the important roles of two aspects of material self that respectively contribute to consumers' adoption of luxury fashion rentals.

Research limitations/implications – This study empirically tests the material self theory in the context of luxury fashion rental and demonstrates the processes of how consumers regard a luxury fashion rental as a tool to construct their identity. This study not only validates the two-structure model of material self (social and personal), but also incorporate the role of brand essence in revealing how the two facets of material self differently facilitate luxury fashion rental adoption.

Keywords Luxury fashion rental, Material self, Brand essence, Luxury fashion

Paper type Research paper

Introduction

Designer and luxury brands are key players in the fashion rental market (Lauren, 2021). According to a report by Bain & Company, rentals are projected to account for 10 per cent of brand revenue by 2030, yielding a profit margin of 41 per cent for items rented 20 times (D'Arpizio *et al.*, 2021). Luxury products are seen as symbols that allow consumers to pursue and express their desired identities (e.g. Husain *et al.*, 2022). Consuming luxury products is a favored and effective means of conveying a desired self-image (e.g. Belk, 1988), often signaling



Funding: This work was supported by the research fund of Hanyang University (HY-202200000003494).

Disclosure statement: The authors report there are no competing interests to declare.

high social status (Tokgoz, 2020). However, these values have primarily been explored within the context of traditional ownership-based luxury consumption, with limited attention given to access-based consumption modes such as renting. Since renting, an emerging form of luxury consumption, typically involves shorter ownership periods, it may be perceived as having less capacity to convey a desired self-image compared to ownership (Sörum and Gianneschi, 2023). Furthermore, some consumers are hesitant to rent products rather than own them, with concerns about sharing their identity with others (Park and Armstrong, 2019a, 2019b).

This leads to questions about whether and how luxury fashion rental could contribute to consumers' identity construction and management. Belk (2014) proposed that the established relationship between the self and possession, a hallmark of ownership-based consumption (i.e. "you are what you own"; Belk, 2014, p. 1,595), can be extended to the emerging realm of access-based consumption. Similarly, prior research suggests that consumers find rented fashion products linked to their self-identity (Mishra *et al.*, 2020; Pantano and Stylos, 2020). However, it remains unexplored whether rented luxury products can successfully help consumers achieve their desired self-image by embodying brand essence, as traditional luxury consumption does. While a few prior studies have examined how fashion rental is related to the pursuit and construction of identity, most have been exploratory or qualitative in nature (McNeil and Venter, 2019; Sörum and Gianneschi, 2023), with few focusing on the unique aspects of luxury (Loussaief *et al.*, 2019; Mishra *et al.*, 2020; Gong *et al.*, 2022). This possibility warrants an empirical investigation into whether and how luxury fashion rental plays a role in consumers' pursuit and construction of their desired identity across various aspects of the self.

To provide empirical evidence regarding consumers' self-identity construction through fashion renting, particularly in the luxury context, we adopt the conceptualization of *the material self* proposed by Bagozzi *et al.* (2020). This framework provides a theoretical foundation for understanding the two distinctive facets of the material self, namely social and material dimensions, and helps explain why consumers embrace luxury fashion rental to construct and express their self.

This research not only contributes to the literature on fashion renting by merging luxury consumption with the extended self in the access-based consumption (Belk, 2014), but also provides empirical evidence based on an overarching theoretical framework, the material self (Bagozzi *et al.*, 2020). Furthermore, as a novel mechanism in explaining the adoption of luxury fashion rental in the material self-framework, we introduce the role of individuals' belief in brand essence, reflecting consumers' perception that rented luxury items can preserve the essence of the brand that they want to be associated with. Belief in brand essence further elucidates how two different aspects of the material self distinctly contribute to the adoption of luxury fashion renting. From a managerial perspective, promoting luxury fashion rental consumption should be grounded in an understanding of the two facets of the material self, each of which facilitates luxury fashion rental intentions in unique ways.

The remainder of the paper proceeds as follows. First, the literature review outlines the theoretical constructs that describe fashion rental, luxury consumption and the material self. Second, we develop our hypothesis for the mechanism by which the two facets of the material self (i.e. the personal and social self) influence consumers' intentions to use a luxury fashion rental service in relation to beliefs in brand essence. Third, we introduce our study methods and test our hypotheses. Fourth, we present our research findings and discuss their implications.

Literature review and hypothesis development

Factors related to fashion rental adoption

Fashion renting, as a mode of collaborative fashion consumption (hereafter, CFC), "provides access to products and services via renting/borrowing" (Vincent and Gaur, 2021, p. 2). Since

2018, fashion renting has received increasing research attention with the rapid growth of the sharing economy, as evidenced by the increasing number of publications regarding fashion rental (Jain *et al.*, 2022).

Researchers have studied the diverse drivers of consumers' intention and decision to adopt fashion renting, ranging from mainstream to luxury brands (see [Supplementary Table I](#) for a summary of key literature on CFC). The drivers of fashion renting intention include environmental concerns (e.g. [Iran and Schrader, 2017](#); [Laitala and Klepp, 2018](#)), functional value (e.g. [Baek and Oh, 2021](#); [Vincent and Gaur, 2021](#)), economic value (e.g. [Baek and Oh, 2021](#); [Lang, 2018](#); [Park and Armstrong, 2019a](#)), hedonic enjoyment ([Lang, 2018](#)), style and uniqueness (e.g. [Laitala and Klepp, 2018](#); [Vincent and Gaur, 2021](#)), social motives (e.g. [Becker-Leifhold, 2018](#); [McNeill and Venter, 2019](#)), variety seeking (e.g. [Lawson *et al.*, 2016](#)) and freedom from the burden of ownership (e.g. [Lawson *et al.*, 2016](#); [Vincent and Gaur, 2021](#)). Obstacles to fashion renting are also found such as perceived risk (e.g. [Lang, 2018](#)), the need for private ownership (e.g. [Park and Armstrong, 2019b](#)), the lack of control and flexibility (e.g. [Bardhi and Eckhardt, 2017](#)), the burden of explaining borrowed clothes to others (e.g. [Sörum and Gianneschi, 2023](#)), and concerns about hygiene or contamination (e.g. [Baek and Oh, 2021](#)). However, we identify there has been a lack of investigation on the question of how consumers' identity-related concerns are reflected in their luxury fashion rental use.

Luxury fashion renting as identity construction

Fashion consumption, or clothing choice, is often considered a process of constructing self-identity, thereby bringing meaning and narratives to consumers ([Belk, 1988](#)). Consumers tend to utilize fashion for the presentation and transformation of their self-identity ([Seo and Buchanan-Oliver, 2019](#)). Luxury products, in particular, offer symbolic benefits, enabling consumers to pursue and express their desired identities (e.g. [Husain *et al.*, 2022](#)). However, the understanding of how consumers employ luxury products for identity construction has primarily revolved around traditional ownership-based models.

Recent research has started to suggest that practices, such as accessing, borrowing and sharing fashion mirror the construction of self-identity in ways akin to ownership (e.g. [Loussaïef *et al.*, 2019](#)). With a clear link between luxury fashion consumption and consumers' identity-related needs, several studies have delved into luxury fashion renting from an identity construction perspective, albeit primarily in exploratory qualitative research (e.g. [Loussaïef *et al.*, 2019](#); [McNeill and Venter, 2019](#); [Sörum and Gianneschi, 2023](#)). Findings suggest that engaging in collaborative fashion consumption is closely intertwined with consumers' expression of identity ([McNeill and Venter, 2019](#)). However, for some, the absence of ownership poses a hurdle to fulfilling their identity-related motives when engaging with access-based apparel ([Sörum and Gianneschi, 2023](#)). Especially in the realm of access-based luxury consumption, luxury products play a role in supporting the transformation of one's self-concept, one that is temporary and fluid ([Loussaïef *et al.*, 2019](#)). Collectively, prior research suggests that consumers may associate rented fashion items, both non-luxury and luxury, with their self-identity and, therefore, utilize rental services as a means of identity construction.

While some empirical studies underscores the significance of social recognition and identity-related motives in the luxury fashion renting context, they have either focused on specific generational cohorts (e.g. millennials in [Mishra *et al.*, 2020](#)) or explored different aspects beyond the relevance of self-identity in the luxury fashion rental context (e.g. cross-country comparisons between the UAE and India in [Mishra *et al.*, 2020](#); a role of consumers' implicit theories of personality regarding access-based vs. ownership-based luxury consumption, [Gong *et al.*, 2022](#)). Given the evolving body of literature, the insights derived from qualitative research on how luxury fashion rental facilitates consumers'

self-identity construction have not yet been rigorously tested to establish a comprehensive theoretical framework. By integrating the material self-framework into access-based consumption (specifically, renting in this study), we suggest employing quantitative and theoretical models to systematically examine and confirm how individual self-identity concerns manifest within the context of luxury fashion rental.

Material self: the driving factors that promote luxury fashion renting

Although luxury consumption via renting is not a conventional form of consumption in the form of the possession of goods, it can also represent and construct an individual's identity (Gong *et al.*, 2022; Loussaïef *et al.*, 2019; Mishra *et al.*, 2020). Acknowledging the close relationships between materialistic drivers and luxury consumption in the context of luxury fashion renting, we adopt the conceptualization of the material self suggested by Bagozzi *et al.* (2020). According to Bagozzi *et al.* (2020), the material self is defined as “the construction and maintenance of a *personal* and *social* self through the acquisition, ownership and use of material objects” (p. 662). Note that the operationalization of the material self by Bagozzi *et al.* (2020) emphasizes the centrality of material objects or products to the construction of an individual's identity, and this concept differs from the materialism developed by Belk (1985) and Richins (1994), which covers other areas of life and non-consumption or non-product issues as stable traits or values. The material self-framework (Bagozzi *et al.*, 2020) instead focuses on the general processes underlying the consumption of material objects, which is suitable to our research interest. The material self-framework distinguishes between two facets of the material self – the *personal* self (individuals' emotional self-assurance and self-deservingness) and the *social* self (individuals' material self-projection and materialistic evaluation of others) – as the main mechanisms built through the consumption of material goods.

Across three studies with a sample from multiple countries including USA and China, Bagozzi *et al.* (2020) tested and demonstrated the validity of their proposed scale of material self. The scale comprises of four factors, namely emotional self-assurance, self-deservingness, material self-projection and materialistic evaluation of others, which map onto the higher-order two-factor structure of personal and social material self. Following this conceptualization of the two-facet of material self, we propose that the two facets of the material self can shape consumers' intention to adopt luxury fashion rental for purposes regarding their selves and identities.

Social material self. The social material self reflects both internal and external evaluations of one's social self-identity (Bagozzi *et al.*, 2020; Reed *et al.*, 2012; Richins and Dawson, 1992). The social material self has the sub-dimensions of material self-projection and the materialistic evaluation of others (Bagozzi *et al.*, 2020). First, *material self-projection* involves the use of material possessions to form and project one's identity (Belk, 1988). This tendency is pronounced in materialistic people (e.g. Belk, 1985; Kleine and Baker, 2004; Reed *et al.*, 2012; Richins, 1994). Since owning material goods indicates success in life (Richins and Dawson, 1992), material self-projection allows individuals to consider themselves successful based on their possessions (Dittmar, 2005; Richins and Dawson, 1992).

Second, the *materialistic evaluation of others* involves the appraisal of others in terms of their material possessions (Bagozzi *et al.*, 2020). Observing others' luxury consumption influences interpersonal evaluations and forms the social components of individuals' identity (Richins and Dawson, 1992). People tend to evaluate others in terms of both the quality and the quantity of the goods they possess (Richins and Dawson, 1992), and this tendency is particularly prevalent among materialistic people (Sirgy *et al.*, 2013). Because assessing one's material possessions depends on the material possessions of others (Collins, 1996) and the fear of an unfavorable external evaluation (Christopher and Schlenker, 2004),

the materialistic evaluation of others is not separate from defining one's identity. Furthermore, one's identity can be projected through the transient ownership of prestigious products – for example, luxury consumption via fashion rental service (Mishra *et al.*, 2020). Renting designer brands strengthens the social aspects of self-conceptualization that relate to social recognition, interaction and acceptance (McNeill and Venter, 2019). Based on two aspects of the social material self-material, self-evaluation and materialistic evaluations of others, we propose the following hypothesis:

- H1.* The social material self is positively related to the intention to adopt luxury fashion rental.

Personal material self. Along with social factors, the internal and personal elements of self-perception contribute to the creation of an individual's identity (Goode and Jamal, 2003; Wiedmann *et al.*, 2009). The personal aspects of the material self relate to the inner self and inward feedback: i.e. emotions, beliefs, goals and values that one perceives to authentically reflect one's self (Bagozzi *et al.*, 2020). In constructing one's personal aspects of the material self, consumers engage in consumption to achieve their personal pleasure and to express oneself (Ahuvia, 2005). Consuming luxury goods is effective for conveying an existing or desired self-image (Wiedmann *et al.*, 2009).

The two aspects of personal material self are concretized into *self-assurance* – a state of gratification and greater confidence after acquiring specific goods and *self-deservingness* – a desire to possess particular goods as compensation for hard work. First, self-assurance is significant in the context of luxury consumption. Indeed, individuals often engage in conspicuous consumption to signify their status not only to others but also to themselves (Eastman *et al.*, 1999, p. 41). Constructing an ideal self that matches the personal vision using luxury consumption provides personal pleasure centered on themselves (Kapferer and Bastien, 2009). Second, a sense of self-deservingness is a notable trait of luxury seekers; they pursue self-reward by consuming prestigious products and emphasize such subjective benefits over objective ones (Kiatkawsin and Han, 2019; Vigneron and Johnson, 2004). Self-deservingness is a form of validation provided by oneself rather than by society (Kasser, 2003). Temporary luxury experiences, such as visiting luxury restaurants, can also satisfy an individual's sense of self-deservingness (Ryu and Jang, 2007). Similarly, self-gifting arises from a desire for personal gratification for one's achievements (Mick and Faure, 1998) and is particularly common among materialistic individuals (McKeage *et al.*, 1993). This suggests that the self-gratifying purpose of luxury brand consumption is influenced by the personal material self. Based on the notion that the self-assurance and self-deservingness of the personal material self-drive conspicuous consumption due to a pursuit of transient hedonism (Bagozzi *et al.*, 2020), we argue that the personal aspects of the material self are associated with renting luxury fashion products. Hence, we propose the following hypothesis:

- H2.* The personal material self is positively related to the intention to adopt luxury fashion rental.

Beliefs in brand essence in the context of luxury fashion rental

Brands are vehicles to embody the images that are relevant and valuable to one's self-concept and identity (Aaker, 2012). Brand essence, "a core value or set of values that sets out what it (each brand) stands for" (Kelly, 1998, p. 390), is a major contributor to brand authenticity (Brown *et al.*, 2003). Consumers' perceptions of brands' authenticity and originality can be swayed by immaterial cues without changing the material attributes of products (e.g. changing manufacturing locations, retailers' authorized status; Newman and Dhar, 2014). Particularly for luxury brands, keeping their brand's intangible images, such

as heritage and quality commitment, is critical as it shapes the authenticity perception of consumers (Boisvert and Ashill, 2018).

Although rented luxury products do not lose physical attributes compared to owned counterparts, consumer perceptions of how much brand essence is preserved in the rented luxury products can be subjective and vary. While luxury brands are known to provide symbolic benefits for consumers to pursue and express their desired identity (e.g. Husain *et al.*, 2022), whether consumers believe brand essence embodied in the rented luxury items could be a key mechanism to further reach adoption of the rental. Thus, it is critical to determine whether consumers perceive rented luxury products as preserving brand essence.

Belief in brand essence and the social and personal material self

According to motivated cognition theory, people tend to develop a belief in favor of their goals or desires (Kruglanski, 1996; Veltkamp *et al.*, 2008). This suggests that a consumer's belief in rented products carrying the brand essence would be shaped by one's motivation and interest in having the same experience of owning the luxury products.

In social contexts, materialistic consumers tend to utilize luxury consumption to fulfill their instrumental needs related to their status and appearance, rather than their experiential needs (Richins, 1994). As such a conspicuous motive for luxury consumption is a part of the social components of the material self (Kapferer and Valette-Florence, 2019), luxury consumption via renting would be construed as a means to attain public visibility and convey prestige by those who have a strong social material self. Their social motivation with material consumption would shape their belief in how much the rented luxury items can deliver the meanings and signals associated with the consumption of luxury brands. Consequently, those who have a strong social material self might be inclined to believe that rented luxury fashion items contain the core values of the brand, as those items can help them create an ideal self-image associated with the brand. Thus, we hypothesized H3 as following:

H3. The social material self is positively related to the belief in brand essence.

For people who have or want to build the personal aspect of the material self, luxury consumption helps provide self-signaling and self-gratification (Bagozzi *et al.*, 2020). They exhibit high brand engagement when constructing self-concepts (Flynn *et al.*, 2016). Similar to H3 based on the motivated cognition theory (Kruglanski, 1996; Veltkamp *et al.*, 2008), materialistic consumers who are motivated to fulfill their personal and experiential needs will be likely to interpret rented luxury items as repositories of the brand essence that they desire to achieve. The more interested in serving self-pleasure and gratification needs with material consumption, the more consumers believe the rented luxury fashion items can maintain brand essence as brand essence can support intrinsic and personal motives of luxury use such as pleasure and self-indulgences (Hudders and Pandelaere, 2012). Hence, we hypothesize:

H4. The personal material self is positively related to belief in brand essence.

Belief in brand essence and the adoption of luxury fashion rental

When consumers perceive a failure to preserve brand essence (due to marketing activities such as brand extension), those with a strong sense of self-brand connection tend to view the brand negatively (Spiggle *et al.*, 2012). When people believe that brand essence is preserved in rented items, they regard luxury fashion renting more favorably than when they believe that brand essence is not preserved in rented items. Furthermore, even the temporary use of a branded product can lead to the perception that the desirable attributes

of the brand rub off on the user (Park and John, 2010). This suggests that consumers believe that brand essence can be carried over through even the temporary use of luxury branded products, not exclusively through ownership, as long as brand essence is preserved in the products. As a result, individuals who believe that brand essence is preserved in rented luxury items are likely to view renting as an effective way to construct and convey the desired self-image associated with luxury brands. Thus, we posit that those who believe in the brand essence of rented luxury items are more willing to use luxury fashion renting than those who do not (see Figure 1 for our conceptual model).

H5. Belief in brand essence is positively related to the intention to adopt luxury fashion rental.

Method

Sampling and data collection

A convenience sampling technique was employed to utilize a paid participant pool provided by an online survey via Cloudresearch (www.cloudresearch.com), a crowdsourcing platform. It took 1 day to complete data collection and participants were paid with a small monetary reward. We recruited US participants limited to females, as the primary market for luxury fashion rental currently comprises mostly women (Technavio Research, 2021). We analyzed the responses of 296 participants from our initial sample of 300 participants, as four provided incomplete responses. The average age of the participants was 37.88 years (SD = 10.52), 77 per cent of the participants were white/Caucasian and 46.6 per cent had a 4-year college degree. Their income level was evenly distributed from less than US\$20,000 to over US\$90,000. 90.2 per cent reported they have no prior experience with luxury fashion rental services. Supplementary Table II presents detailed demographic descriptions of the participants.

Measures

We measured the four abovementioned dimensions of the material self (Bagozzi et al., 2020): material self-projection, materialistic evaluation of others, emotional self-assurance, and self-deservingness. Each dimension included four items. Following Bagozzi et al. (2020), material self-projection and materialistic evaluation of others were loaded onto a social

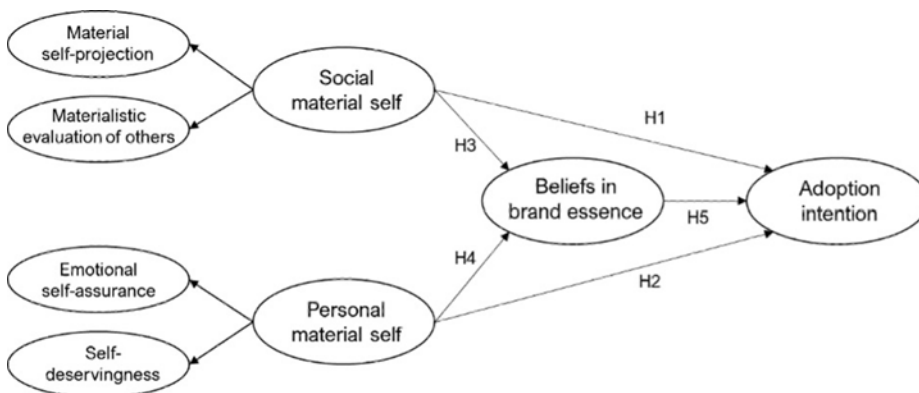


Figure 1.
Conceptual model

Source: Figure created by Author

factor and emotional self-assurance and self-deservingness were loaded onto a personal factor in a second-order model. Belief in brand essence was measured using three items modified from the measure of “transferred essence” given by Newman and Dhar (2014) (e.g. “These jeans contain the true essence of the brand”). Adoption intention was measured using three items adopted from Park and Armstrong (2019b) and Baek and Oh (2021). All of the constructs were measured using multiple items (Churchill, 1979). Unless otherwise specified, all of the items were measured on a 7-point Likert scale (1 = *strongly disagree*; 7 = *strongly agree*). Table I shows the details of the measures.

Factor		Items	Factor loading	AVE	CR
Social factor		Material self-projection	0.895 ¹	0.839	0.913
		Materialistic evaluation of others	0.937*		
Personal factor		Emotional self-assurance	0.765 ¹		
		Self-deservingness	0.637*		
Social factor	Material self-projection (<i>M</i> = 3.32, <i>SD</i> = 1.73; α = 0.958)	I choose products and brands that will make others evaluate me favorably as a person.	0.899*	0.853	0.959
		I like to own things that impress others.	0.931*		
		I tend to buy things that influence other people's favorable opinions of me.	0.941*		
		I care about what my material possessions signal to others.	0.922 ¹		
	Materialistic evaluation of others (<i>M</i> = 3.12, <i>SD</i> = 1.61; α = 0.919)	I tend to evaluate others by the things they own.	0.824*	0.745	0.921
		I admire people who own expensive homes, cars and clothes.	0.852*		
		I like to associate with people who have an expensive lifestyle.	0.855*		
		I value the material objects other people own.	0.918 ¹		
Personal factor	Emotional self-assurance (<i>M</i> = 4.85, <i>SD</i> = 1.47; α = 0.920)	Sometimes I buy things because it helps me overcome negative feelings (sadness, anxiety, frustration).	0.896*	0.765	0.928
		Shopping and buying things make me feel good (happy, joyful, proud).	0.926*		
		Shopping and buying things is fun for me.	0.938*		
		I love to buy and own things.	0.722 ¹		
	Self-deservingness (<i>M</i> = 5.12, <i>SD</i> = 1.06; α = 0.846)	I have worked hard to get where I am and am entitled to the “good things in life”.	0.673*	0.607	0.856
		I think that there is nothing wrong with enjoying the fruits of your labor if you can.	0.565*		
		I deserve to buy things to pamper myself.	0.944*		
		I deserve to splurge on myself every now and then.	0.874 ¹		
Beliefs in Brand Essence	(M = 5.16, SD = 1.36; α = 0.953)	The rented items would contain a certain essence of luxury brands.	0.941 ¹	0.877	0.955
		The rented items would embody an essential identity of luxury brands.	0.972*		
		There is some special quality or essence of luxury brands that the rented items embody.	0.894*		
		The likelihood I would use fashion rental services is high.	0.866 ¹		
Adoption Intentions	(M = 3.56, SD = 1.77; α = 0.908)	I would be willing to use fashion rental services.	0.930*	0.773	0.911
		I would be willing to recommend fashion rental services to my friends.	0.839*		

Table I.
Measurement validity and reliability

Notes: * $p < 0.001$; ¹Loadings fixed to 1 in the unstandardized solution
Source: Table created by Author

Procedure

Only respondents who provided correct answers in the attention check items were invited to the main survey (Oppenheimer *et al.*, 2009). Next, the participants were provided with a consent form that briefly informed them of the nature of the survey and the confidentiality of their data. Upon providing consent, the participants were given the first section of the survey, which measured the four dimensions of the material self. Next, in a different section, the participants were provided with a description of luxury fashion rental services (“you can rent out items for up to 1 month and be charged a certain percentage of the rental price for a fee that covers minor expenses such as service charges, dry cleaning, etc.”) and pictures of luxury fashion items. We included two simple questions to ascertain whether the participants had paid attention to the description and used a recurring setting to display the description again for those who failed to provide correct answers. Next, the participants indicated their adoption intention of luxury fashion rental and their beliefs in brand essence. Other control variables (e.g. prior usage of luxury fashion rental) and demographic information were measured at the end of the survey. The entire process took approximately 7 minutes. Note that in the survey, we did not present any specific brand names to participants to avoid mismatching individual preferences and tastes in luxury brands but instead relied on individuals’ own expectations that their preferred luxury brands would be available in the renting context.

Results

Measurement model

We used AMOS 22.0 and SPSS 22 for our analysis. A two-step approach was applied, as recommended by Anderson and Gerbing (1988), including separate estimation and re-specification of the measurement model before analyzing the structural model. First, a pooled second-order confirmatory factor analysis (CFA) was conducted to assess the validity of the measurement model. This CFA can provide the factor loadings for every sub-construct as well as for items for the sub-constructs. Following the recommendation to use multiple fit indices for a more holistic view of the fit of the model (Barrett, 2007; Schermelleh-Engel *et al.*, 2003; Lance and Vandenberg, 2009), diverse indices for the measurement model fit were checked ($\chi^2/\text{df}(231) = 1.88$, CFI = 0.971; NFI = 0.940; TLI = 0.966; RMSEA = 0.055; SRMR = 0.051). The result showed that most had a good fit as recommended (Arbuckle, 2006), and the RMSEA of the model was within the stricter recommended cut-off value of 0.08 (Browne and Cudeck, 1992).

To further support if the second-order model is superior to the first-order model, we followed the two criteria that Bagozzi *et al.* (2020) used. First, we checked whether the second-order model has a satisfactory fit. Second, they calculated the target coefficient, the ratio of the 4-factor model (first-order)’s χ^2 to the second-order model’s χ^2 and found the target coefficient was >0.90 . Details of the results are available in Table II.

Subsequently, to examine convergent validity, the factor loadings of each construct were assessed. Table I presents Cronbach’s alpha (α), composite reliability (CR) and average variance extracted (AVE) for each latent construct. All of the first-order factor loadings provided significant evidence of convergent validity (Hair *et al.*, 2010, p. 710), with the AVE for all scales above 0.50 and Cronbach’s alpha and CR above 0.60 as recommended (Fornell and Larcker, 1981; Hair *et al.*, 2010, p. 710). For the second-order assessment, the AVE of the personal factor was less than 0.50, but adequate with a CR >0.60 , according to Fornell and Larcker (1981). Overall, the results indicated that all scales had adequate internal consistency, and the constructs were reliable (Bagozzi and Yi, 1988).

Next, we examined discriminant validity with two methods. First, the correlations of the latent constructs were examined to see if all are below the recommended value of 0.85 (Kline, 1998, p. 60). Table II shows the highest correlation coefficient between the constructs was 0.649, providing evidence of discriminant validity. Also, comparisons between the squared correlations of the latent constructs and the AVE were conducted to see if an AVE is bigger than any of the squared correlations of the latent constructs. The numeric value of the bottom of the diagonal in Table III shows any value is lower than the AVE, supporting acceptable discriminant validity (Fornell and Larcker, 1981).

To test common method bias that may occur with the data for both independent and dependent variables are obtained from the same person in the same measurement contexts using the same item contexts and characteristics, we conducted CFA, including all of the constructs in the model (Podsakoff et al., 2003). Following Podsakoff et al. (2003) and Demiray and Burnaz (2019), we added a common latent factor, with all other constructs linked to it. The square of the path's constrained value showed that the common variance was 0.44, which is smaller than the cut-off value, 0.05. This suggests that there is no significant common method bias in the data, and thus, we concluded that common method bias was not a major issue and proceeded to formally test the structural model.

Results

Structural model and hypothesis testing. After confirming the validity and reliability of the measurement model, the hypotheses were tested with SEM. The goodness-of-fit indices of the model showed satisfactory values ($\chi^2/\text{df}(199) = 1.886$, CFI = 0.971; NFI = 0.940; TLI = 0.966; RMSEA = 0.055). Figure 2 presents the standardized estimates and their significance between the relevant constructs.

H1 and H2 predict a direct effect of the material self on the adoption intention. The results showed that the material social self positively influenced adoption intention ($\beta = 0.208$; $p = 0.030$), supporting H1. However, the personal material self did not have a direct effect on the adoption intention ($p > 0.05$), refuting H2. The personal material self had a positive

Table II.
Confirmatory factor
analysis for the two
alternative models

	$\chi^2(\text{df})$	NFI	CFI	SRMR	RMSEA
First-order model	$\chi^2(194) = 366.625$	0.942	0.972	0.0468	0.055
Second-order model	$\chi^2(199) = 375.304$	0.940	0.971	0.0517	0.055
Target coefficient	0.997				

Source: Table created by Author

Table III.
Discriminant validity
of constructs

	Personal material self	Social material self	Beliefs in brand essence	Adoption intentions
Personal material self	0.495	0.649	0.432	0.237
Social material self	0.421	0.839	0.223	0.254
Beliefs in brand essence	0.187	0.050	0.877	0.372
Adoption intentions	0.056	0.065	0.138	0.773

Notes: * $p < 0.001$; the numeric value of the diagonal: average variance extracted; the numeric value of the bottom of the diagonal: squared correlation coefficient (Φ^2); the numeric value of the top of the diagonal: correlation coefficient

Source: Table created by Author

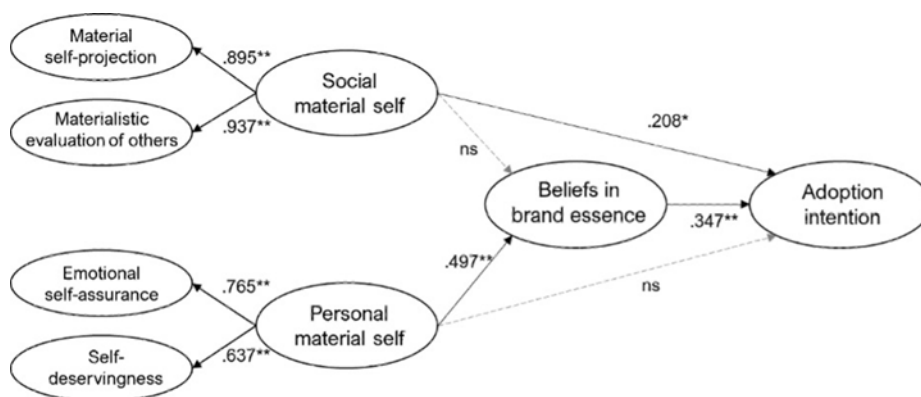


Figure 2.
Structural model
analysis results for the
full sample (n = 296)

Source: Figure created by Author

influence on belief in brand essence ($\beta = 0.497$; $p < 0.001$), supporting H4, while the social material self did not significantly affect belief in brand essence ($p > 0.05$), refuting H3. Finally, beliefs in brand essence positively affected adoption intention ($\beta = 0.347$; $p < 0.001$), supporting H5.

Additional mediation testing. Additionally, we tested if belief in brand essence mediates the relationships between material self facets and adoption intention, although we did not formally hypothesize the mediation. We conducted this test because it allows us to test the direct and indirect effects of material self on adoption intention simultaneously, thereby supplementing the insight of the findings from the main hypothesis testing. To test the mediating effect of belief in brand essence on the relationships between the material self and adoption intention, bootstrapping (with $N = 5,000$ and 95 per cent bias-corrected confidence interval (CI)) was conducted using AMOS (Zhao *et al.*, 2010). The results in Table IV show that the indirect effect of the personal material self on the adoption intention was significant ($\beta = 0.240$, $p < 0.001$), while the direct effect became non-significant, supporting a full mediation. Meanwhile, the indirect effect of the social material self on the adoption intention was not significant ($\beta = -0.035$, $p = 0.305$), and the direct effect of the social material self remained significant ($\beta = 0.211$, $p = 0.037$).

The results of the additional mediation analysis give further implications, which complements the SEM results. Based on the SEM findings, personal material self is not related to adoption intention (not supporting H2), but it is positively related to belief in brand essence (supporting H4) and belief in brand essence is positively related to adoption intention (supporting H5). The mediation analysis shows that although personal material self does not directly affect adoption intention, it does have an indirect effect through belief in brand essence. Conversely, according to the SEM analysis, social material self is not related to belief in brand essence (not supporting H3), but it is positively related to adoption

Mediating path	Direct effect	Indirect effect (LLCL, ULCL)	Total effect
Social material self \rightarrow adoption intention	0.211*	-0.035 (-0.139 to 0.033)	0.176
Personal material self \rightarrow adoption intention	-0.067	0.240*** (0.101 to 0.499)	0.173

Notes: * $p < 0.05$; *** $p < 0.001$ (2-tailed)

Source: Table created by Author

Table IV.
Results of mediation
analysis

intention (supporting H1), and belief in brand essence is positively related to adoption intention (supporting H5). The mediation analysis further reveals that social material self does not have an indirect effect on adoption intention via belief in brand essence, although it does have a direct effect. Although we did not expect to find the differences between the personal and social facets of material self when developing the hypotheses, the additional mediation analysis clearly shows how these two facets contribute differently to the adoption intention of luxury fashion rental in relation to belief in brand essence. We will discuss more on this unexpected finding in the General Discussion section.

General discussion

Summary of findings

This study uncovers the relationship between the rental of luxury fashion, a novel form of luxury consumption and the construction and maintenance of individuals' material identity. The results revealed a positive relationship between the social material self and the intention to adopt luxury fashion rental, in support of H1. However, there was no direct relationship between the personal material self and adoption intention (H2 was not supported). While the social material self did not significantly impact belief in brand essence, not supporting H3, the personal material self had a significantly positive influence on belief in brand essence, supporting H4. Lastly, belief in brand essence positively influenced adoption intention, supporting H5.

Our results demonstrate that both the social and personal aspects of the material self are meaningful predictors of the intention to adopt luxury fashion rental. Interestingly, the mechanisms facilitating the adoption intention differ between the social and personal facets of the material self. While the social material self directly and positively influences the intention to use luxury fashion rental, the personal material self exerts an indirect effect on intention by reinforcing the belief that rented luxury items maintain their brand essence. The direct effect of the social material self on adoption intention suggests that rented luxury fashion can serve the interpersonal desire to signal one's status and achievements to others. This finding aligns with previous research indicating that people rent luxury items to signal their status and impress others (Mishra *et al.*, 2020; Pantano and Stylos, 2020), as they do with luxury purchases (Tascioglu *et al.*, 2017). It is notable that belief in brand essence is not necessarily required for consumers to construct social aspects of the material self (e.g. a signal for one's prestige and status to others) via rented luxury.

Conversely, the personal material self does not directly impact adoption intentions but exerts an indirect effect through belief in brand essence. Instead of directly affecting adoption intentions, we found that the personal material self is positively related to belief in brand essence, which serves as a mediator between the personal material self and the adoption of luxury fashion rental. This suggests that belief in brand essence plays a crucial role as an intermediary in shaping the personal material self, as individuals satisfy their intrinsic rewards (e.g. pleasure) through rented luxury fashion. Given that materialistic consumers derive life satisfaction and benefits from luxury consumption (Hudders and Pandelaere, 2012; Tokgoz, 2020), we can conclude that personal aspects of the material self can also be realized through rented luxury fashion, as long as individuals believe that the brand essence is preserved in the rented items. Overall, our findings demonstrate that the construction and maintenance of material identity can be achieved through renting luxury fashion items, enabling status signaling, self-signaling and even self-reward.

Theoretical contributions

Our study makes several theoretical contributions. First, we extend the theory of the material self to a growing mode of consumption: access-based, non-ownership consumption (renting), particularly in the luxury fashion domain. Although the literature on CFC has extensively

examined motives related to sustainability and economic and functional benefits (Baek and Oh, 2021; Laitala and Klepp, 2018; Lang, 2018; Vincent and Gaur, 2021), it has paid limited attention to consumers' needs and their desire to manage and express their identity. Recent research has begun to acknowledge that although some consumers are reluctant to rent fashion products due to an aversion to sharing products that are closely related to identity construction and signaling (Park and Armstrong, 2019a, 2019b), many consumers do view fashion rental as a means of pursuing and expressing their identity in the same way as they would with owned fashion items (Loussaief *et al.*, 2019; Mishra *et al.*, 2020; Gong *et al.*, 2022). To provide a more comprehensive framework for understanding how individuals express their identity through luxury fashion rental, our study employs a quantitative method to directly explore the manifestation of in fashion rental consumption. This work aims to extend the concept of the extended self (Belk, 2014) beyond previous studies' limited implications and generalizability, emphasizing the novel role of luxury fashion rental as a channel for self-extension. Because the tendency to construct and express one's identity through consumption are more pronounced for luxury fashion products in regard to status and social standing than for non-luxury fashion products, it is meaningful to empirically investigate how luxury fashion rental consumption serves consumers' need for construction and maintenance of their desired personal and social identities.

Second, our research contributes to the theory of the material self by testing the theory in the domain of luxury fashion rental and empirically validating the separate operations of its personal and social components (Bagozzi *et al.*, 2020). Specifically, our findings support the two-factor structure of the material self by revealing that these two aspects predict the adoption of luxury fashion rental in distinct ways. The finding that the social material self positively influences the intention to adopt luxury fashion rental is consistent with previous findings that self-presentation concerns such as the desire to signal status are related to participation in CFC (Pandita *et al.*, 2021; Pantano *et al.*, 2020). Furthermore, our findings indicate that a strong personal material self does not boost an intention to adopt luxury fashion rental but rather, increases their personal beliefs that rented luxury items can preserve brand essence, which indirectly contribute to the luxury rental adoption. This suggests that brand essence is at the heart of luxury consumption for such individuals who seek pleasure and emotional assurance for personal aspects of material self.

Third, our findings contribute to research on brand essence by exploring the belief in brand essence in a non-ownership mode of CFC. Whereas the literature on brand essence has sought to determine which factors enhance or dampen the perception of essence preservation and the authenticity of branded products (Brown *et al.*, 2003; Newman and Dhar, 2014; Spiggle *et al.*, 2012), our study extends research on brand essence by exploring its role in facilitating luxury rental adoption. Our findings highlight the importance of perceptions of brand essence in driving consumption even when items are rented rather than owned. Also, this research bridges the literature on brand essence to the research on material self by showing that for personal material to manifest in the form of luxury fashion rental adoption, it is necessary for individuals to believe brand essence is intact in rented luxury items.

Practical implications

Our research provides key insights for luxury rental businesses. Firstly, since renting luxury fashion products builds consumers' own identity, we suggest industry experts to market this more strongly. According to McKinsey's report on global fashion business (see Amed *et al.*, 2019), the fashion industry should pay attention to rental services as the trend continues to evolve. This is driven significantly by a synergy between consumers' craving

for new products and fast boredom with old ones, and the recent surge in unaffordability of luxury fashion products over the last decade. For instance, as more people are highly dependent on social media (Mittendorf, 2018), luxury rental industries may utilize social media platforms to encourage users to broadly communicate their desired self.

Secondly, marketers should appeal to the personal and social motives of luxury consumers separately. Given our findings on the relationship between the material self and the adoption of luxury fashion rental, it would be useful for practitioners to identify which component of the material self – personal or social – is stronger among their target segments. Marketers, therefore, should emphasize both (1) the signaling role of luxury consumption for consumers who seek luxury as an interpersonal communication tool and (2) the intact value of the brand essence in rented luxury items for consumers who engage in luxury consumption for self-gratification.

Lastly, we believe that fashion rental can utilize target market strategies to show how renting luxury brands can express their identities. As young people who are considerate are more likely to involve brand identities and values in their consumption decisions than ever before (Francis and Hoefel, 2018), fashion rental may promote the fact that renting luxuries may become a prevalent medium to convey the identities each brand holds. Marketers could target particularly for young thoughtful consumers with strong personal material self, i.e. a preconditional material self leading to the belief in brand essence.

Overall, we suggest that the appeals of luxury fashion rental should be tailored for different segments of consumers based on the dominance between the social and the personal aspects of the material self.

Limitations and future research

This research study has certain limitations. Firstly, we conducted surveys with female consumers, the majority of whom had no prior exposure to luxury fashion rental. This selection was made due to the fact that the fashion rental market primarily targets women, offering items such as bags and dresses specifically designed for them. However, including participants without prior experience allows us to gain valuable insights into potential customers. In future research, it would be beneficial to consider more diverse samples in terms of gender and prior experience, as well as surveying actual users of rental services to enhance the generalizability of our findings.

Second, our study provided a luxury rental scenario for respondents to consider diverse luxury brands without focusing on a particular brand. However, because luxury rental inherently relates to branded products, it would be meaningful to examine the effects of individual differences on brand-related attitudes and perceptions. Depending on prior customer-brand relationships or brand equity (e.g. Khamitove *et al.*, 2019), beliefs in the brand essence preservation in rented products might vary.

Third, future research should consider generational differences. Younger generations (i.e. Millennials) have greater value perception and behavioral intentions for collaborative consumption (Hwang and Griffiths, 2017) than older generations, and are heavily dependent on social media (Mittendorf, 2018). Thus, future research should examine how the brand equity of luxury rental is perceived by rental-friendly younger generations via the social and personal material self.

ORCID iDs

Eunsoo Baek  <https://orcid.org/0000-0001-5906-7937>

Eujin Park  <https://orcid.org/0000-0003-1566-518X>

Ga-eun (Grace) Oh  <https://orcid.org/0000-0002-9788-2841>

References

- Aaker, D.A. (2012), *Building Strong Brands*, Simon & Schuster, New York, NY.
- Ahuvia, A.C. (2005), "Beyond the extended self: loved objects and consumers' identity narratives", *Journal of Consumer Research*, Vol. 32 No. 1, pp. 171-184.
- Amed, I., Balchandani, A., Beltrami, M., Berg, A., Hedrich, S. and Rölken, F. (2019), "The end of ownership for fashion products?", available at: www.mckinsey.com/industries/retail/our-insights/the-end-of-ownership-for-fashion-products (accessed 19 August 2023).
- Anderson, J.C. and Gerbing, D.W. (1988), "Structural equation modeling in practice: a review and recommended two-step approach", *Psychological Bulletin*, Vol. 103 No. 3, pp. 411-423.
- Arbuckle, J. (2006), *Amos 7.0 User's Guide*, Marketing Division, SPSS Incorporated, Chicago, IL.
- Baek, E. and Oh, G.E.G. (2021), "Diverse values of fashion rental service and contamination concern of consumers", *Journal of Business Research*, Vol. 123, pp. 165-175.
- Bagozzi, R.P., Ruvio, A.A. and Xie, C. (2020), "The material self", *International Journal of Research in Marketing*, Vol. 37 No. 4, pp. 661-677.
- Bagozzi, R.P. and Yi, Y. (1988), "On the evaluation of structural equation models", *Journal of the Academy of Marketing Science*, Vol. 16 No. 1, pp. 74-94.
- Bardhi, F. and Eckhardt, G.M. (2017), "Liquid consumption", *Journal of Consumer Research*, Vol. 44 No. 3, pp. 582-597.
- Barrett, P. (2007), "Structural equation modelling: adjudging model fit", *Personality and Individual Differences*, Vol. 42 No. 5, pp. 815-824.
- Becker-Leifhold, C.V. (2018), "The role of values in collaborative fashion consumption-A critical investigation through the lenses of the theory of planned behavior", *Journal of Cleaner Production*, Vol. 199, pp. 781-791.
- Belk, R.W. (1985), "Materialism: trait aspects of living in the material world", *Journal of Consumer Research*, Vol. 12 No. 3, pp. 265-280.
- Belk, R.W. (1988), "Possessions and the extended self", *Journal of Consumer Research*, Vol. 15 No. 2, pp. 139-168.
- Belk, R.W. (2014), "You are what you can access: sharing and collaborative consumption online", *Journal of Business Research*, Vol. 67 No. 8, pp. 1595-1600.
- Boisvert, J. and Ashill, N.J. (2018), "The spillover effect of downward line extensions on US consumers' evaluation of a French luxury parent brand: the role of branding strategies, authenticity, and fit", *Psychology & Marketing*, Vol. 35 No. 10, pp. 740-751.
- Brown, S., Kozinets, R.V. and Sherry, J.F. Jr. (2003), "Teaching old brands new tricks: retro branding and the revival of brand meaning", *Journal of Marketing*, Vol. 67 No. 3, pp. 19-33.
- Browne, M.W. and Cudeck, R. (1992), "Alternative ways of assessing model fit", *Sociological Methods & Research*, Vol. 21 No. 2, pp. 230-258.
- Christopher, A.N. and Schlenker, B.R. (2004), "Materialism and affect: the role of self-presentational concerns", *Journal of Social and Clinical Psychology*, Vol. 23 No. 2, pp. 260-272.
- Churchill, G.A., Jr. (1979), "A paradigm for developing better measures of marketing constructs", *Journal of Marketing Research*, Vol. 16 No. 1, pp. 64-73.
- Collins, R.L. (1996), "For better or worse: the impact of upward social comparison on self-evaluations", *Psychological Bulletin*, Vol. 119 No. 1, pp. 51-69.
- D'Arpizio, C., Nieto, D.V., Davis-Peccoud, J. and Capellini, M. (2021), "LuxCo 2030: a Vision of Sustainable Luxury," available at: www.bain.com/insights/luxco-2030-a-vision-of-sustainable-luxury/ (accessed 20 October 2021).
- Demiray, M. and Burnaz, S. (2019), "Exploring the impact of brand community identification on Facebook: firm-directed and self-directed drivers", *Journal of Business Research*, Vol. 96, pp. 115-124.

- Dittmar, H. (2005), "Compulsive buying-a growing concern? An examination of gender, age, and endorsement of materialistic values as predictors", *British Journal of Psychology*, Vol. 96 No. 4, pp. 467-491.
- Eastman, J.K., Goldsmith, R.E. and Flynn, L.R. (1999), "Status consumption in consumer behavior: scale development and validation", *Journal of Marketing Theory and Practice*, Vol. 7 No. 3, pp. 41-52.
- Flynn, L.R., Goldsmith, R.E. and Pollitte, W. (2016), "Materialism, status consumption, and market involved consumers", *Psychology & Marketing*, Vol. 33 No. 9, pp. 761-776.
- Fornell, C. and Larcker, D.F. (1981), "Evaluating structural equation models with unobservable variables and measurement error", *Journal of Marketing Research*, Vol. 18 No. 1, pp. 39-50.
- Francis, T. and Hoefel, F. (2018), "True Gen': generation Z and its implications for companies", available at: www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-generation-z-and-its-implications-for-companies (accessed 19 August 2023).
- Gong, Y., Zhang, Q. and Zhang, J. (2022), "Does renting luxury make me shine? The mediating role of perceived signals", *Psychology & Marketing*, Vol. 39, pp. 1599-1609.
- Goode, M. and Jamal, A. (2003), "A study of the impact of self-image congruence on brand preference and satisfaction", *Marketing Intelligence & Planning*, Vol. 19 No. 7, pp. 482-492.
- Hair, J.F., Black, W.C. and Babin, B.J. (2010), *Multivariate Data Analysis: A Global Perspective*, Vol. 7, Pearson, Upper Saddle River, NJ.
- Hudders, L. and Pandelaere, M. (2012), "The silver lining of materialism: the impact of luxury consumption on subjective well-being", *Journal of Happiness Studies*, Vol. 13 No. 3, pp. 411-437.
- Husain, R., Samad, T.A. and Qamar, Y. (2022), "Past, present and future of luxury brands: a review and bibliometric analysis", *Journal of Fashion Marketing and Management: An International Journal*, Vol. 26 No. 4, pp. 582-602.
- Hwang, J. and Griffiths, M.A. (2017), "Share more, drive less: millennials value perception and behavioral intent in using collaborative consumption services", *Journal of Consumer Marketing*, Vol. 34 No. 2, pp. 132-146.
- Iran, S. and Schrader, U. (2017), "Collaborative fashion consumption and its environmental effects", *Journal of Fashion Marketing and Management: An International Journal*, Vol. 21 No. 4, pp. 468-482.
- Jain, R., Jain, K., Behl, A., Pereira, V., Del Giudice, M. and Vrontis, D. (2022), "Mainstreaming fashion rental consumption: a systematic and thematic review of literature", *Journal of Business Research*, Vol. 139, pp. 1525-1539.
- Kapferer, J.N. and Bastien, V. (2009), "The specificity of luxury management: turning marketing upside down", *Journal of Brand Management*, Vol. 16, pp. 311-322.
- Kapferer, J.N. and Valette-Florence, P. (2019), "How self-success drives luxury demand: an integrated model of luxury growth and country comparisons", *Journal of Business Research*, Vol. 102, pp. 273-287.
- Kasser, T. (2003), *The High Price of Materialism*, MIT Press, London, England.
- Kelly, T. (1998), "Brand essence—making our brands last longer", *Journal of Brand Management*, Vol. 5, pp. 390-391.
- Khamitov, M., Wang, X. and Thomson, M. (2019), "How well do consumer-brand relationships drive customer brand loyalty? Generalizations from a meta-analysis of brand relationship elasticities", *Journal of Consumer Research*, Vol. 46 No. 3, pp. 435-459.
- Kiatkawsin, K. and Han, H. (2019), "What drives customers' willingness to pay price premiums for luxury gastronomic experiences at Michelin-starred restaurants?", *International Journal of Hospitality Management*, Vol. 82, pp. 209-219.
- Kleine, S.S. and Baker, S.M. (2004), "An integrative review of material possession attachment", *Academy of Marketing Science Review*, Vol. 1 No. 1, pp. 1-39.
- Kline, R.B. (1998), "Software review: software programs for structural equation modeling: amos, EQS, and LISREL", *Journal of Psychoeducational Assessment*, Vol. 16 No. 4, pp. 343-364.

-
- Kruglanski, A.W. (1996), "Motivated social cognition: principles of the interface", in Higgins, E.T. and Kruglanski, A.W.. (Eds), *Social Psychology: Handbook of Basic Principles*, Guilford Press, New York, NY, pp. 493-520.
- Laitala, K. and Klepp, I.G. (2018), "Motivations for and against second-hand clothing acquisition", *Clothing Cultures*, Vol. 5 No. 2, pp. 247-262.
- Lance, C.E. and Vandenberg, R.J. (2009), *Statistical and Methodological Myths and Urban Legends: doctrine, Verity and Fable in the Organizational and Social Sciences*, Taylor & Francis, New York, NY.
- Lang, C. (2018), "Perceived risks and enjoyment of access-based consumption: identifying barriers and motivations to fashion renting", *Fashion and Textiles*, Vol. 5 No. 1, pp. 1-18.
- Lauren, S. (2021), "Covid-19 and the new Era of luxury", available at: www.businessoffashion.com/articles/luxury/how-covid-19-is-catalysing-a-new-era-of-luxury (accessed 28 June 2021).
- Lawson, S.J., Gleim, M.R., Perren, R. and Hwang, J. (2016), "Freedom from ownership: an exploration of access-based consumption", *Journal of Business Research*, Vol. 69 No. 8, pp. 2615-2623.
- Loussaïef, L., Ulrich, I. and Damay, C. (2019), "How does access to luxury fashion challenge self-identity? Exploring women's practices of joint and non-ownership", *Journal of Business Research*, Vol. 102, pp. 263-272.
- McKeage, K.K., Richins, M.L. and Debevec, K. (1993), "Self-gifts and the manifestation of material values", *ACR North American Advances*, Vol. 20, pp. 359-364.
- McNeill, L. and Venter, B. (2019), "Identity, self-concept and young women's engagement with collaborative, sustainable fashion consumption models", *International Journal of Consumer Studies*, Vol. 43 No. 4, pp. 368-378.
- Mick, D.G. and Faure, C. (1998), "Consumer self-gifts in achievement contexts: the role of outcomes, attributions, emotions, and deservingness", *International Journal of Research in Marketing*, Vol. 15 No. 4, pp. 293-307.
- Mishra, S., Jain, S. and Jham, V. (2020), "Luxury rental purchase intention among millennials—A cross-national study", *Thunderbird International Business Review*, Vol. 63 No. 4, pp. 503-516.
- Mittendorf, C. (2018), "Collaborative consumption: the role of familiarity and trust among millennials", *Journal of Consumer Marketing*, Vol. 35 No. 4, pp. 377-391.
- Newman, G.E. and Dhar, R. (2014), "Authenticity is contagious: brand essence and the original source of production", *Journal of Marketing Research*, Vol. 51 No. 3, pp. 371-386.
- Oppenheimer, D.M., Meyvis, T. and Davidenko, N. (2009), "Instructional manipulation checks: detecting satisficing to increase statistical power", *Journal of Experimental Social Psychology*, Vol. 45 No. 4, pp. 867-872.
- Pandita, S., Mishra, H.G. and Chib, S. (2021), "Psychological impact of covid-19 crises on students through the lens of Stimulus-Organism-Response (SOR) model", *Children and Youth Services Review*, Vol. 120, p. 105783.
- Pantano, E., Pizzi, G., Scarpi, D. and Dennis, C. (2020), "Competing during a pandemic? retailers' ups and downs during the COVID-19 outbreak", *Journal of Business Research*, Vol. 116, pp. 209-213.
- Pantano, E. and Stylos, N. (2020), "The Cinderella moment: exploring consumers' motivations to engage with renting as collaborative luxury consumption mode", *Psychology & Marketing*, Vol. 37 No. 5, pp. 740-753.
- Park, H. and Armstrong, C.M.J. (2019a), "Is money the biggest driver? Uncovering motives for engaging in online collaborative consumption retail models for apparel", *Journal of Retailing and Consumer Services*, Vol. 51, pp. 42-50.
- Park, H. and Armstrong, C.M.J. (2019b), "Will 'no-ownership' work for apparel?: implications for apparel retailers", *Journal of Retailing and Consumer Services*, Vol. 47, pp. 66-73.
- Park, J.K. and John, D.R. (2010), "Got to get you into my life: do brand personalities rub off on consumers?", *Journal of Consumer Research*, Vol. 37 No. 4, pp. 655-669.

-
- Podsakoff, P.M., MacKenzie, S.B., Lee, J.-Y. and Podsakoff, N.P. (2003), "Common method biases in behavioral research: a critical review of the literature and recommended remedies", *Journal of Applied Psychology*, Vol. 88 No. 5, pp. 879-903.
- Reed, A.E., Mikels, J.A. and Löckenhoff, C.E. (2012), "Choosing with confidence: self-efficacy and preferences for choice", *Judgment and Decision Making*, Vol. 7 No. 2, pp. 173-180.
- Richins, M.L. (1994), "Special possessions and the expression of material values", *Journal of Consumer Research*, Vol. 21 No. 3, pp. 522-533.
- Richins, M.L. and Dawson, S. (1992), "A consumer values orientation for materialism and its measurement: scale development and validation", *Journal of Consumer Research*, Vol. 19 No. 3, pp. 303-316.
- Ryu, K. and Jang, S.S. (2007), "The effect of environmental perceptions on behavioral intentions through emotions: the case of upscale restaurants", *Journal of Hospitality & Tourism Research*, Vol. 31 No. 1, pp. 56-72.
- Schermelleh-Engel, K., Moosbrugger, H. and Müller, H. (2003), "Evaluating the fit of structural equation models: tests of significance and descriptive goodness-of-fit measures", *Methods of Psychological Research Online*, Vol. 8 No. 2, pp. 23-74.
- Seo, Y. and Buchanan-Oliver, M. (2019), "Constructing a typology of luxury brand consumption practices", *Journal of Business Research*, Vol. 99, pp. 414-421.
- Sirgy, M.J., Gurel-Atay, E., Webb, D., Cicic, M., Husic-Mehmedovic, M., Ekici, A., Herrmann, A., Hegazy, I., Lee, D.J. and Johar, J.S. (2013), "Is materialism all that bad? Effects on satisfaction with material life, life satisfaction, and economic motivation", *Social Indicators Research*, Vol. 110 No. 1, pp. 349-366.
- Sörum, N. and Gianneschi, M. (2023), "The role of access-based apparel in processes of consumer identity construction", *Journal of Fashion Marketing and Management: An International Journal*, Vol. 27 No. 1, pp. 61-79.
- Spiggle, S., Nguyen, H.T. and Caravella, M. (2012), "More than fit: brand extension authenticity", *Journal of Marketing Research*, Vol. 49 No. 6, pp. 967-983.
- Tascioglu, M., Eastman, J.K. and Iyer, R. (2017), "The impact of the motivation for status on consumers' perceptions of retailer sustainability: the moderating impact of collectivism and materialism", *Journal of Consumer Marketing*, Vol. 34 No. 4, pp. 292-305.
- Technavio Research (2021), "\$ 990 million growth expected in online clothing rental market | COVID-19 impact analysis in Q1 2021 | APAC to notice maximum growth | technavio", available at: www.prnewswire.com/news-releases/990-million-growth-expected-in-online-clothing-rental-market-covid-19-impact-analysis-in-q1-2021-apac-to-notice-maximum-growth-technavio-301275747.html (accessed 28 January 2023).
- Tokgoz, E. (2020), "Impact of materialistic values on impulsive and compulsive consumption via status consumption: a research on young consumers", *Business and Economics Research Journal*, Vol. 11 No. 1, pp. 261-278.
- Veltkamp, M., Aarts, H. and Custers, R. (2008), "Perception in the service of goal pursuit: motivation to attain goals enhances the perceived size of goal-instrumental objects", *Social Cognition*, Vol. 26 No. 6, pp. 720-736.
- Vigneron, F. and Johnson, L.W. (2004), "Measuring perceptions of brand luxury", *Journal of Brand Management*, Vol. 11 No. 6, pp. 484-506.
- Vincent, R.L. and Gaur, S.S. (2021), "Luxury for hire: motivations to use closet sharing", *Australasian Marketing Journal*, Vol. 29 No. 4, pp. 306-319.
- Wiedmann, K.P., Hennigs, N. and Siebels, A. (2009), "Value-based segmentation of luxury consumption behavior", *Psychology & Marketing*, Vol. 26 No. 7, pp. 625-651.
- Zhao, X., Lynch, J.G., Jr and Chen, Q. (2010), "Reconsidering baron and kenny: myths and truths about mediation analysis", *Journal of Consumer Research*, Vol. 37 No. 2, pp. 197-206.

Appendix

The supplementary files are available online for this article.

About the authors

Eunsoo Baek is an Assistant Professor at Hanyang University, South Korea. She earned her Ph.D. in fashion marketing at Dept. of Textiles, Merchandising, and Fashion Design Seoul National University. Based on the consumer psychology discipline, Dr. Baek's primary research investigates the interplay between consumer and marketer-designed environments and technologies in the fields of fashion marketing/retailing.

Eujin Park is a lecturer at Creative Technology Management at Yonsei University. She obtained her PhD in Marketing at the Department of Marketing and International Business at Washington State University. Her research interests rely on a broad spectrum of issues related to marketing with a particular focus on experiential marketing, emotion, humanness, sustainability and high technology consumption.

Ga-Eun (Grace) Oh is a Research Assistant Professor at the Department of Marketing and International Business at Lingnan University in Hong Kong. She obtained her PhD in Marketing at Hong Kong University of Science and Technology. Her main research interests concern consumer self-control, nutrition labeling, food consumption, social influence, age perceptions, creativity, innovation and sustainable consumption. Ga-eun (Grace) Oh is the corresponding author can be contacted at: geoh@connect.ust.hk

For instructions on how to order reprints of this article, please visit our website:

www.emeraldgroupublishing.com/licensing/reprints.htm

Or contact us for further details: permissions@emeraldinsight.com