



# Mainstreaming fashion rental consumption: A systematic and thematic review of literature

Ritu Jain<sup>a</sup>, Kokil Jain<sup>a</sup>, Abhishek Behl<sup>b</sup>, Vijay Pereira<sup>c,\*</sup>, Manlio Del Giudice<sup>d,e</sup>, Demetris Vrontis<sup>f</sup>

<sup>a</sup> Amity International Business School, Amity University, Noida 201001, U.P., India

<sup>b</sup> O.P. Jindal Global University, Sonapat, Haryana, India

<sup>c</sup> NEOMA Business School, Reims Campus, France

<sup>d</sup> University of Rome "Link Campus", Italy

<sup>e</sup> Paris School of Business, Paris, France

<sup>f</sup> University of Nicosia, Cyprus

## ARTICLE INFO

### Keywords:

Fashion  
Fashion Renting  
Consumer adoption  
Consumer behavior  
Systematic Literature Review

## ABSTRACT

The current study aims to recognize the main enablers and inhibitors in adopting the renting mode of collaborative fashion consumption. It employs a systematic literature review (SLR) method to enable identification, selection, critical assessment, and synthesis relevant studies in this phenomenon. The process of SLR shortlisted 41 articles for further analysis of descriptive statistics and emerging themes. The descriptive statistics analysis revealed that fashion renting is evolving fast, and thus far, North America has contributed the most in scientific publications related to this field. Subsequently, the thematic analysis procedure uncovered the themes including motives, barriers, personality traits, and role of culture in consumer adoption of fashion renting along with challenges and opportunities in fashion rental business. Furthermore, the study discusses the managerial implications and assembles the insights to edify potential research directions in the area.

## 1. Introduction

Consumers are an essential part of the consumption cycle, and they play a substantial role in reducing the negative impact of clothing consumption by consuming sustainably (Speranskaya & Caterbow, 2018). One of the evolving trends in this modern age of globalization and digitization, which fosters sustainable consumption, is 'collaborative consumption' (Yeganeh, 2019). Further, fashion renting is a form of collaborative fashion consumption in which consumers access pre-owned clothing instead of purchasing new garments (Iran & Schrader, 2017). Renting is defined as "a transaction in which one party offers an item to another party for a fixed period of time in exchange for money and in which there is no change of ownership" (Durgee & O'Connor, 1995, p. 90). Thus, renting gives one freedom from liability of ownership (Moeller & Wittkowski, 2010). In addition, a company can mediate renting (B2C) or renting can be peer-to-peer

(P2P). Based on the duration, renting can be short-term or long-term (Iran & Schrader, 2017).

Recently, renting has gained momentum in the fashion industry and the academic world. According to a report, the online clothing rental market is growing at a compound annual growth rate (CAGR) of 10.76%, and it is estimated to reach USD1.96 billion by 2023 (Research and Markets, 2019). Moreover, renting clothes could be the future of fashion and has a tremendous potential to achieve sustainable consumption by reducing fashion waste and increasing the life of the garments (Braithwaite, 2018). However, regardless of its exponential growth, there is a limited understanding on this phenomenon, and it remains underexplored, as it is at a nascent stage of its development. Despite the sustainable benefits of renting clothing, consumers are resistant and slow to adopt it as a mainstream mode of consumption. Therefore, there is a need to identify, analyze and summarize the factors that influence consumers to adopt fashion renting. In the past,

\* Corresponding author.

E-mail addresses: [kjain@amity.edu](mailto:kjain@amity.edu) (K. Jain), [vijay.pereira@port.ac.uk](mailto:vijay.pereira@port.ac.uk) (V. Pereira), [m.delgiudice@unilink.it](mailto:m.delgiudice@unilink.it) (M. Del Giudice), [vrontis.d@unic.ac.cy](mailto:vrontis.d@unic.ac.cy) (D. Vrontis).

<https://doi.org/10.1016/j.jbusres.2021.10.071>

Received 13 March 2021; Received in revised form 24 October 2021; Accepted 26 October 2021

Available online 12 November 2021

0148-2963/© 2021 Elsevier Inc. All rights reserved.

several systematic reviews have revealed these factors, however, the concepts are, in the context, too broad, such as the sharing economy (Akande et al., 2020; Hossain, 2020), collaborative fashion consumption (Becker-Leifhold & Iran, 2018), and sustainable fashion consumption (Hasbullah et al., 2019). Thus, up to the present time, no systematic literature review (SLR) specifically emphasizes the comprehensive understanding of the fashion rental phenomenon and the identification of the factors that deter and determine its adoption. Consequently, the current study achieves this objective by summarizing, analysing, and synthesizing the relevant corpus of literature on fashion renting from recent years. It intends to address the following research questions (RQs):

- **RQ1.** *What are the key research trends in fashion renting from the year 2010 to 19 June 2021?*
- **RQ2.** *What are the factors that impede and promote consumer adoption of fashion renting?*
- **RQ3.** *What are the challenges faced by fashion rental firms?*
- **RQ4.** *What are the research gaps, research limitations, and future research pathways in this area of study?*

RQ 1 uses bibliometric analysis to uncover the recent publication trends, including key authors, journals, countries, articles, words, and co-authorship network. RQ2, RQ3 and RQ4 implement thematic analysis to reveal influential factors in consumer adoption, challenges in fashion rental business, and gaps, limitations, and scope of the current study, respectively.

This paper carries practical and academic significance. It provides a framework that would help fashion rental firms to develop an enhanced understanding of what facilitates or inhibits fashion renting from becoming a conventional consumption approach so that they can formulate effective marketing strategies to promote the adoption of this concept. Furthermore, it helps the academicians in establishing the research gaps and provide future research directions.

The current study comprises six sections. Section 2 elaborates on the structured procedure used to identify and shortlist the literature for review based on the defined evaluation criteria. Section 3 presents results and a detailed discussion on the analysis of descriptive statistics and the emerged themes. Section 4 presents the gaps in the existing literature, proposed future research directions, and managerial implications. Section 5 talks about conclusions and limitations.

## 2. Methodology

Our study is novel, as it specifically focuses on the rental business model of collaborative consumption in the fashion sector, unlike extant systematic reviews that have investigated the broadly related phenomenon. It utilizes the systematic literature review (SLR) method to review the existing research on fashion renting and to identify the factors influencing its adoption by consumers. SLR is an organized and transparent method that helps identify, select, critically analyze, and evaluate pertinent literature based on explicitly articulated question/s (Bidwell et al., 2001; Briner & Walshe, 2014). It aims to analyze the relations, contradictions, and gaps among the results of all relevant literature that is shortlisted. It also provides suggestions for future research (Baumeister & Leary, 1997; Bem, 1995; Cooper, 2003) and guides informed decision-making based on the extracted evidence (Tranfield et al., 2003).

The process to perform SLR in the present study includes five steps, as proposed by (Denyer & Tranfield, 2009), to make sure that the procedure is transparent, accurate, rigorous, and reproducible. The description of each step is as follows:

### 2.1. Step 1: Formulate the research question

In the first step, we frame the research queries according to the research gaps we have observed. The core objective is to identify the factors that influence the adoption of fashion renting as an alternative to mainstream fashion consumption model. We also aim to understand the challenges faced by fashion rental firms.

### 2.2. Step 2: Locate studies

The second step locates studies through the process of initial scoping. It defines the search query by combining the terms or keywords constructed from the research questions. In our study, the questions revolve specifically around the phenomenon of fashion renting. Therefore, to answer these questions, we used a search string and Boolean operators to find synonyms of the terms “fashion” and “renting” in the articles’ Title, Keywords, and Abstract. The terms used are shown in Fig. A1. We used the Scopus database, as it is a multidisciplinary, comprehensive scientific database (Aghaei Chadegani et al., 2013). It enables the mining of crucial data to perform the bibliometric or descriptive analysis (de Oliveira et al., 2019). With this step, we identified 850 articles in Scopus.

### 2.3. Step 3: Select and evaluate studies

The third step framed the inclusion and exclusion criteria to further select and classify the articles for evaluation. The inclusion criteria were studies from the timespan 2010 to 19 June 2021, as fashion renting has recently evolved with the boom in the internet and has gained increased attention from researchers. Other criteria for inclusion considered peer-reviewed journals in English language from the social sciences, business, management, and accounting subject categories, with document type as articles. We excluded document types such as conference proceedings, book chapters, theses, book reviews, magazines, and trade journals from our search. This process generated an initial set of 117 articles from Scopus to which eight articles were added after hand searching, resulting in 125 articles. Hand searching the reference lists of relevant studies allowed us to incorporate the pertinent research papers that get missed out in the electronic search due to inaccurate indexing (Craane et al., 2012).

The successive steps undertaken included exporting these 125 articles from the Scopus database in a comma separated values (CSV) file format. Further, the initial screening of title, abstract, and keywords followed by full-text screening resulted in a final databank of 41 articles. The selection of the articles took into consideration the aims of this research paper and eliminated 84 articles that were broadly related, unrelated, related to renting but not focused on fashion, as shown in Table A.1. Moreover, to attain maximum reliability of the data, all the authors of the current study performed these steps separately and subsequently compared the results. The step-by-step search results and details of this process is as illustrated in Fig. A1.

### 2.4. Step 4: Analyze/synthesize the data

This step facilitated descriptive bibliometric analysis using Bibliometrix – a flexible, open-source R package tool for comprehensive bibliometric analysis (Aria & Cuccurullo, 2017). In addition, usage of Vosviewer software enabled construction and visualization of bibliometric networks, such as co-authorship relations (VOSviewer, 2020). Subsequently, thematic analysis across the entire set of data of 41 articles led us to identify emerging themes.

## 2.5. Step 5: Report the results

The final step reports the results of the analysis in two separate parts. The first part discusses the descriptive statistics analysis, and the second part presents pertinent discussions in each theme to provide answers in context of the research aim and investigations.

## 3. Results and discussions

The first part of the following section presents and deliberates the results of descriptive statistics to answer RQ1, and the second part reports the emerged themes and its analysis to answer RQ2, RQ3 and RQ4.

### 3.1. Discussion of descriptive analysis

Descriptive data analysis indicated the evolving trend of the fashion rental phenomenon, with a geometrical growth in the figures of publications, particularly from 2018 to 2020 (56% of the research thus far). Moreover, by mid-2021, the number of publications has nearly equalled the number of publications in 2020, as illustrated in Fig. A2. In addition, the analysis of most cited articles for a range of time periods between 2010 and 2021 revealed that maximum citations have been given between 2019 and 2021, as exhibited in Fig. A3. This infers that heightened interest in this phenomenon is a recent trend.

*Journal of Fashion Marketing and Management and Sustainability* (Switzerland) are the top two most frequent journals, contributing five articles each. However, *Journal of Cleaner Production* received the most citations (152) from two articles, as illustrated in Table A.2. The articles in the systematic review covered a wide variety of topics, ranging from consumer motivations (Lee & Huang, 2020; Pantano & Stylos, 2020) to rent-based closed loop supply chain (Hu et al., 2014) to luxury brand dilution (Vogel et al., 2019). However, the most cited article focused on consumer perceptions towards various alternative models of clothing consumption, including renting as seen in Table A.3.

North America is the leading continent with the maximum number of publications (16 articles), as shown in Fig. A4. Its predominance could be because the taboo associated with buying used clothing is diminishing in Western countries, unlike in Asian countries where the awareness level of used clothing consumption is low (Xu et al., 2014). Moreover, cultural variation significantly impacts the adoption of fashion renting practice (Lang et al., 2019), and different perceptions towards sustainability exist (Lee & Chow, 2020).

The top three author's keywords included the terms sharing economy, collaborative consumption, and consumer behavior, as illustrated in Table A.4. The author Lang, C. has the most productive and impactful metrics (283 total citations, Table A.5.<sup>1</sup>), and the largest set of networks in co-authorship, as seen in Fig. A5.

### 3.2. Discussion of thematic analysis

Thematic analysis is a technique that analyzes qualitative data to reveal the emerging themes or patterns of meaningful information in the context of the research question (Braun & Clarke, 2012). It is a systematic process starting from close reading and coding to creating a coherent and cohesive narrative. The current study uses the process proposed by Braun and Clarke (2006). The thematic analysis incorporates six stages, including data familiarization, initial coding, and theme construction, checking themes, defining themes, and reporting the analysis, as shown in Fig. A6.

Accordingly, the first stage involved the careful reading of the shortlisted literature (41 articles) several times independently by the two researchers to highlight the recurrent key ideas or patterns and issues of probable interest. Subsequently, the second stage organized the

patterns in meaningful codes based on the commonalities or differences in the data set. The third stage constructed and labeled themes by clustering all the generated codes into groups according to their distinct similarity.

In the next two stages, the two researchers debated to come to a common understanding of the themes, considering the linkage to the research question. They consequently modified, confirmed, and defined the themes. Lastly, the finalized set of themes that emerged and their analysis is reported in the following section.

#### 3.2.1. Motives to adopt fashion renting

The analysis reveals that several dimensions of perceived values influence consumers' attitude and the behavior intentions to adopt fashion renting. Hedonic values encompassed experiential benefits such as perceived enjoyment, ability to meet fashion needs, and the opportunity to try new clothing styles at a reduced price (Armstrong et al., 2015; Lang et al., 2019; Lang, 2018; Mishra et al., 2020). In addition, expression of self-identity, desire for change, variety, creativity, uniqueness, novelty in personal styling, fit, and appropriateness for occasion or season (Lang et al., 2016; Lee et al., 2021; McKinney & Shin, 2016; McNeill & Venter, 2019) motivated consumers to rent fashion apparel.

Saving money emerged as the most substantial motive for actual users of online fashion renting platforms, especially consumers with limited financial resources (Park & Armstrong, 2019a). Besides economic benefits (Fota et al., 2019), utilitarian benefits such as frugal shopping and smarter purchasing significantly influenced consumers to participate in renting fashion (Armstrong et al., 2016; Lang, 2018). Moreover, renting releases the burden of ownership and saves time with the ease of use of a website or an app (Lang et al., 2020; Park & Armstrong, 2019a; Pham et al., 2021; Shrivastava et al., 2021). It also enables first time or increased access to exclusive luxury brands at a relatively low cost. Nonetheless, consumers' knowledge about rental commerce plays a crucial role especially in online fashion renting model (Fota et al., 2019). In contrast, the egoistic benefits linked with rental consumption included identity and social projection value (Jain & Mishra, 2020; Mishra et al., 2020; Pantano & Stylos, 2020). Additionally, consumers place a lot of importance on information from their friends and other reference groups and factors such as the safety of their private data to show their willingness to accept clothing rentals (Fota et al., 2019; Lee & Chow, 2020; Tu & Hu, 2018).

Concerning the environmental values, there were divergent findings. On the one hand, renting clothes is perceived positively, as it reduces the deleterious effect on the environment (Armstrong et al., 2015; Johnson & Plepys, 2021; Lee & Huang, 2021; Pantano & Stylos, 2020). Moreover, it enables the temporary transfer of a product's usage, thereby extending its life. Therefore, the mechanism of renting enhances the use intensity and longevity of products (Lang & Armstrong, 2018a, 2018b). Jain and Mishra (2020) showed that young adults' prior involvement in sustainable practices significantly influences their consumption of rental luxury fashion. Environmental awareness, micro-celebrities on Instagram, and influencer e-marketing also significantly influences attitudes towards online fashion renting and promotes sustainable consumption (Lee & Huang, 2020; Pham et al., 2021; Shrivastava et al., 2021). On the other hand, actual users of apparel renting confirmed that people do not engage in collaborative consumption to practice sustainable consumption or support the environment (Park & Armstrong, 2019a). Furthermore, studies revealed that ethical and social benefits are not the prime reasons to participate in collaborative fashion consumption models (McNeill & Venter, 2019).

Besides the above drivers, ownership type (B2C setting) is another motivating factor that influences renting fashion, as it avoids the direct contact with the prior owner of the shared item (Kim & Jin, 2021). The motives to adopt fashion renting, segregated under the categories of online luxury fashion and generic fashion to easily identify the research focus, are seen in Table A.6.

<sup>1</sup> The data extracted for descriptive analysis is as on 19th June 2021.

### 3.2.2. Barriers to adopt fashion renting

Similarly, there are several inhibitors or perceived risks associated with fashion rental consumption. Online fashion renting included obstacles such as dissatisfaction with service and poor product performance (Lang et al., 2020). Moreover, functional performance in terms of its relative advantage and prior rental experience play a predominant role in consumers accepting it (Lee & Chow, 2020). Safety, trust, level of difficulty in usage, and degree of familiarity of rental trade are significant predictors driving inexperienced consumers to participate in renting via an e-commerce website. Also, compatibility and self-efficacy impact the diffusion of innovative phenomena such as online fashion renting (Fota et al., 2019; Lee & Chow, 2020). However, it is not crucial to understand the terms of usage. The causes of distrust in the service providers included uncertainty about the businesses' continuation, unclear company motives, providers' reputation, quality issues, hygiene issues, maintenance issues, durability, and control over the result (Armstrong et al., 2016). Other perceived barriers included factors such as ease of use with respect to convenience, lack of accessibility, technical requirements, resistance toward habit transformation, hassle in the cancellation process (Armstrong et al., 2015).

Lang (2018) and Lang et al. (2019) found financial, performance, and social risk perceptions positively influence usage of access-based services, such as renting. The more there is access-based consumption, the higher is the chance of curtailing the ownership. Subsequently, lack of ownership becomes a potential barrier to adopting collaborative consumption models, because consumers usually place a higher value on their owned objects. This is because of the strong possession-self bond and sense of ownership, especially in apparel, where emotional attachment and consumer involvement are relatively high (Lee & Chow, 2020; Moeller & Wittkowski, 2010). Financial risks associated with rented items included perceptions such as the likelihood of incurring maintenance and damage costs, consequently paying more than the purchase price. Making a lump-sum payment in a long-duration rental contract is a perceived to be a potential barrier, as it increases the financial risk. The complications in comparing the rental price with the purchase price can deter the consumer from renting (Lang, 2018; Lee et al., 2021).

Social risk attached to used goods prevents consumers from adopting renting as the primary fashion consumption model (Lang et al., 2019; Lee et al., 2021). Therefore, social acceptance is crucial for the success of fashion rental companies. Other risk factors include physical risks such as hygiene issues or contamination concerns (Armstrong et al., 2015, 2016; Baek & Oh, 2021; Clube & Tennant, 2020), as well as brand dilution, especially in the context of rental consumption of luxury fashion (Jain & Mishra, 2020; Vogel et al., 2019).

However, Kim and Jin (2021) argued that contamination concerns varied based on the type of ownership. Since the chances of direct contact with the previous owner of the shared apparel is high in the C2C setting, the intention to rent is low compared to B2C. The barriers to adopt fashion renting, segregated under the categories of online, luxury fashion and generic fashion for ease of identification of the research focus, are seen in Table A.7.

### 3.2.3. Role of culture in adoption of fashion renting

Studies have shown that factors that influence consumer adoption of fashion rental vary across cultures. A cross-cultural study by Armstrong et al. (2016) examined the evaluations from women in the U.S.A of three product service systems (PSS) that focus on clothing usage. The PSS included clothing renting, consultancy, and swapping. The results indicated a relatively higher inclination towards access-based PSS than the traditional purchase-oriented PSS concepts.

Subsequently, Lang et al. (2019) observed that Chinese are more

likely to participate in fashion rentals in offline stores than Americans. They see a higher level of societal risk in collaborative fashion consumption through renting. However, the influence of perceived enjoyment on the intention to rent fashion was more significant among American consumers. Another study of cross-cultural comparisons of online fashion renting between the U.S. and China by Lee and Huang (2021) showed that perceived compatibility has a relatively more decisive effect on American consumers' attitudes. However, both countries' consumers showed similar concerns about renting online due to perceived performance risks associated with this concept.

Moreover, a recent cross-national study of millennials discovered that experience value is a significant driver for UAE consumers, unlike India, to rent luxury apparel. However, the identity projection value holds equal importance (Mishra et al., 2020).

### 3.2.4. Role of personality characteristics in the adoption of fashion renting

Lang and Armstrong (2018a, 2018b) found that the desire to maintain a leadership in fashion and individuality are traits that positively influence the intention to participate in the fashion renting product-service retail model. They also discovered that leadership in fashion trait is positively associated with attitude and subjective norms.

Likewise, Tu and Hu (2018) found that personal innovativeness has significant effects on consumers' adoption of fashion renting. Such consumers are willing to take risks and engage in innovative behavior associated with online fashion renting. Besides, personal innovativeness amplifies the comparative advantage of fashion rental services online, but price consciousness does not (Lee & Huang, 2020). Conversely, materialistic consumers are negatively associated with renting fashion clothing (Lang & Armstrong, 2018a, 2018b). Furthermore, Neerattiparambil (2020) found a negative effect of frugality on clothing renting intention among Indian female consumers. The enabling and disabling psychological traits that influence fashion rental adoption are presented in Table A.8 and A.9.

To sum up, the factors influencing fashion rental consumption behavior can vary with (a) type of product category, such as occasion wear and casual wear; (b) ownership of the rented goods (corporate ownership vs. consumer ownership); (c) channel of distribution (offline vs. online); (d) culture and (e) personality characteristics of consumers. This section addresses RQ2 of the current research.

## 3.3. Challenges and opportunities in fashion rental business

Brydges et al. (2021) examined the unique challenges faced by fashion rental platforms due to Covid-19 pandemic crisis. They highlighted the issues that were unique to this business, such as diminishing value because of increased hygiene concerns and work from home, the risky nature of work involved, especially for females, and non-consideration of rental model as a sustainable alternative of fashion consumption. Likewise, Clube and Tennant (2020) argued that the contamination issue is a major psychological and practical hindrance to the success of a fashion rental business. Other challenges included illegal renting (Yuan & Shen, 2019) and decreased value and perceived quality of the traditional and masstige luxury brands (Vogel et al., 2019). Moreover, consumers are reluctant to return the rented products they had for a certain period (Park & Armstrong, 2019b). Therefore, to overcome the challenges mentioned earlier, all the stakeholder groups in the fashion value chain, including designers, businesses, policymakers, consumers, NGOs, researchers, etc., must come together to share their ideas (Adam et al., 2018).

A few of the researches in the systematic review highlighted specific opportunities for 'value creation'. They identified strategic opportunities to create value for the stakeholders in the fashion rental



business. The proposed innovative approaches of value creation for renting fashion includes customized servitization (Ricchiardi & Bugnotto, 2019), digital platforms (Arrigo, 2021) and market expansion of luxury fashion brands on rental platforms through base model (Feng et al., 2020). Moreover, renting is an innovative, sustainable opportunity to lease clothing for traveling purposes (Bernardes et al., 2018) and baby wear (Petersen & Riisberg, 2017). Nonetheless, there are various strategic considerations for increasing the sustainability of an existing business model. These include establishment of circular loop clothing supply chains with the associated operational mechanisms and information schemes (Hu et al., 2014) and an environment of reverse logistics based on product service system (PSS) theory (Kuo, 2011). Furthermore, Anderson and Sisdari (2013) established a theoretical model to calculate an initial optimum inventory level in rental business.

As a final point, the fashion rental companies could explore the opportunities highlighted in the above studies and strategize the changes in the existing business model to enhance the value proposition and combat the challenges. Moreover, futuristic researchers can do an extensive investigation of the suggested approaches of value creation. *This section thus answers RQ3 of the current study.*

## 4. Research gaps, future research agenda, and managerial implications

### 4.1. Research gaps and future research agenda

#### 4.1.1. Expanding the demographic, geographic, and cultural scope

Many studies are restricted to only females and young age groups, taking into account that shopping is their area of interest (Kim & Jin, 2021; Lang & Armstrong, 2018a, 2018b; Lang et al., 2016; Lee et al., 2021; McNeill & Venter, 2019). However, the fashion retail market has recently grown for males and the elderly population, and they too are fashion conscious and are showing more considerable interest in their looks, due to shifts in the lifestyle trends (Bain, 2020; Ians, 2017; Statista, n.d.). One study evaluated the positive and negative perceptions of younger and older age groups to use product-oriented service methods (Armstrong et al., 2015). However, the findings are holistic and not specific to any model. Besides the gap of research in age groups and gender, a gap also exists in the coverage of other demographic variables such as income levels, education, and ethnic groups. Moreover, demographic factors are imbalanced or disproportionate in the chosen sample, and therefore the results are not generalizable (Lang & Armstrong, 2018b; Lang et al., 2019). Additionally, very few studies have identified cross-cultural differences and similarities in the behavioral intention towards renting and other sustainable fashion consumption models (Jain & Mishra, 2020; Lang et al., 2019; Lee & Huang, 2021; Pantano & Stylos, 2020). Consequently, to date, the research in this domain is restricted in its geographic and cultural scope. Moreover, the countries' comparative studies from developed and emerging economies had a very small sample size to generalize the findings (Park & Armstrong, 2019a).

#### 4.1.2. Considering the user's fashion rental experience and continuation to rent

Considering the nascence of fashion renting practice in most countries, most of the existing studies focus on non-users of renting fashion with no or little prior experience. Thus far, very few studies have examined the actual or real fashion rental behavior that can change the perception towards barriers and motivators of this phenomenon (Clube & Tennant, 2020; Lang et al., 2020). Consequently, the re-evaluation of consumers' perception can also change the intention to rent for the first time or continue to rent (Lang et al., 2019).

Additionally, a comparative study of experienced and inexperienced consumers to analyze the differences in online fashion renting intention can be a future study topic (Fota et al., 2019). Therefore, there is scope for considering the amount of experience in using fashion rental services in future investigations.

#### 4.1.3. Increased usage of real-life scenarios

In addition, some of the studies used hypothetical scenarios of sustainable clothing retail models for data collection instead of realistic scenarios (Kim & Jin, 2021; Park & Armstrong, 2019b). Conversely, few studies used real-life scenarios, but descriptions lacked details (Lang & Armstrong, 2018b). However, despite the consideration of scenarios to be realistic because of the sample, such studies showed a gap in reliability and applicability to the actual world.

#### 4.1.4. Online Vs. Offline fashion rental behaviour

Limited researches have indicated the determinants of participation in fashion renting on online platforms (Lang et al., 2020; Lee & Chow, 2020). Moreover, the preference between physical stores and digital channels is unexamined thus far. In addition, the behavioral differences between these two channels remain untapped. Differences in aspects such as perceived compatibility between the conventional physical retail stores and online fashion renting would help design effective marketing strategies to overcome negative notions associated with online retailing (Lee & Chow, 2020).

#### 4.1.5. Comparative analysis of renting with other modes of collaborative fashion consumption

Motives to participate in different modes of collaborative apparel consumption could vary, as each mode's target audience is different. However, limited research has compared the motivations and barriers of different modes of collaborative apparel consumption, such as renting, swapping, borrowing, and resale (Park & Armstrong, 2019a). Therefore, researchers may further investigate and compare the motives of engaging in fashion renting with other modes of collaborative consumption. For example, it may examine the influence of hedonic and utilitarian motives on customer satisfaction and loyalty. Also, the influence of external variables such as 'no burden for ownership' and 'desire for wide assortment' could be considered (Park & Armstrong, 2019a). Similarly, there is a lack of insight on renting in comparison to the traditional way of consuming fashion.

#### 4.1.6. Rental consumption behaviour for different product categories

Future studies may investigate the differences in the rental consumer behavior for various product categories in luxury fashion (Jain & Mishra, 2020; Lang et al., 2020). Variations in aspects, such as sustainability and trust, of different product categories will be insightful (Fota et al., 2019; Johnson & Plepys, 2021; Lang et al., 2020). On the other hand, creativity or uniqueness plays a significant role in sustainable apparel purchasing behavior (Lang et al., 2016).

#### 4.1.7. Using a wide range and expansion of related behavioural theories

As uncovered, the selected studies mostly utilized the theory of planned behavior (TPB) (Lang & Armstrong, 2018a; Tu & Hu, 2018). Other theories to understand consumer behavior towards fashion renting and other sustainable clothing consumption models comprised the theory of reasoned action, expectancy-value theory, diffusion of innovation (DOI), and technological acceptance model (TAM) (Lee & Huang, 2020; Tu & Hu, 2018). Some of the recent studies are guided by contamination effect theory and law of contagion (Kim & Jin, 2021). However, there is still scope for using a wide range of other behavioral theories to guide further research and gain deep insights. Luxury brands are at the forefront of the diffusion of products and trends. It would be

thought-provoking to study the influence of changing consumption patterns on these brands and expand related theories (Vogel et al., 2019).

#### 4.1.8. Effect of new moderating and mediating variables

Very few studies have considered the moderating impact of demographic factors. One of the potential areas of investigation could be to analyze the moderation effect of demographic variables such as age, education, and income on the linkage between consumers' desire for creative expression and the adoption of fashion renting (Lang et al., 2016). The current systematic review revealed the positive influence of self-expression (McNeill & Venter, 2019) and creativity (Lang et al., 2016). However, it does not consider the impact of moderation of fashion consciousness or the need for creative expression on the adoption of collaborative fashion consumption models, including renting. One recent study has taken contamination concern as a moderating variable to study its effect on the relationship between values and attitudes besides attitudes and intention to adopt fashion renting (Baek & Oh, 2021). However, there is still scope for investigating the effect of new moderating and mediating variables. *This addresses the RQ4 of the current research.*

#### 4.1.9. Impact of pandemic on fashion rental consumption behaviour

Thus far, limited research has been published to explore the effect of Covid-19 pandemic on fashion renting as it still at an evolving stage. Future studies can consider investigating the effect of heightened concern of contamination post pandemic on consumers response to fashion rental consumption and other collaborative consumption services in other product categories (Baek & Oh, 2021). Moreover, the capitalism of fashion rental platforms needs to be re-assessed and reflected upon in post-Covid era (Brydges et al., 2021).

This section addresses the RQ4 of the current research.

### 4.2. Managerial implications

#### 4.2.1. Emphasis on economic benefits, wide variety, and trend preferences

Saving money emerged as the most significant driver for renting (Park & Armstrong, 2019a). Therefore, the communication channels used by fashion rental retailers and marketers should emphasize on the cost savings advantage of this mode. Furthermore, access to a wide variety and deep assortment of styles, colors, and designs in classics and fashion would accelerate rental consumption of luxury and high-end fashion. Additionally, a good understanding of the inner needs and preferences of the consumer in connection with the fashion trends will help in dematerializing consumption. (Jain & Mishra, 2020).

#### 4.2.2. Involving consumers in value co-creation

Lang et al. (2016) emphasized the significance of creativity or uniqueness in potential sustainable apparel purchasing behavior. Therefore, the marketers should highlight a garment's unique features and creativity and involve the users in the styling process (Lang & Wei, 2019). Firms can leverage technology to involve consumers in the process of value co-creation.

#### 4.2.3. Overcoming the challenges of illegal renting behavior and brand dilution

Retailers providing access to affordable luxury brands through rental mode must manage such that these brands' exclusivity and value are unaffected despite the alteration consumption patterns (Vogel et al., 2019). Another challenge that fashion rental companies face is 'illegal renting behavior' among strategic customers. To overcome this

problem, Yuan & Shen (2019) suggested that big luxury fashion groups should integrate the renter, the retailer, and the entire fashion retail ecosystem and have centralized operations. The other way to minimize such behavior is to increase the return cost.

#### 4.2.4. Marketing strategies for luxury fashion renting

The social projection value and social status has a significant impact on sustainable consumption behavior in luxury fashion (Jain & Mishra, 2020; Pantano & Stylos, 2020). The consumers do not want to repeat the designer's label, and therefore, they desire access to a wide choice. Thus, luxury rental companies should design innovative marketing campaigns that emphasize prestige and social status and stimulating a sense of ownership. Besides aspects such as the need for new clothes for special occasions and new trends, there are other motivations to engage in renting luxury apparel consumption. These include the opportunity to explore new ways of consuming to extend the life of each luxury product by making sustainable choices (Pantano & Stylos, 2020).

#### 4.2.5. Building consumer trust, satisfaction, and likelihood of retention

The retailers of utility-based non-ownership (UNO) collaborative consumption models should pragmatically reform their marketing strategies to reduce the perceived risk and increase trust among consumers (Jain & Mishra, 2020). They should emphasize an opportunity for prolonged usage or permanent ownership of a rented garment if they like it. This will decrease the perceived risk to engage in UNO business models for renting fashion (Park & Armstrong, 2019b). Moreover, performance and social risks associated with rental consumption reduce consumers' intention to participate in fashion renting. Thus, fashion rental retailers should overcome such negative perceptions by responding appropriately, such as providing a specific description of the return policies (Lang et al., 2019).

#### 4.2.6. Marketing strategies for online fashion renting

According to Lang et al. (2020), consumers have slightly different expectations and place different values on online rental firms' products and services. Thus, online platform managers should formulate differentiated digital marketing strategies and better sustainable consumption service propositions to enhance the user's engagement and increase revenue cycles (Pantano & Stylos, 2020).

Appropriate marketing strategies should be formulated to promote consumer engagement on online retail channels of rental fashion (Lee & Chow, 2020). Online fashion rental companies should consider aspects such as style, fit and design of the garment, social media reviews, and suitability for a season or occasion when they plan their product offerings. Moreover, they can encourage online reviewers to share their personal experience to reduce concerns associated with online shopping thereby improving customer satisfaction (McKinney & Shin, 2016). Additionally, the service should be enjoyable to consume because pleasure is an important motivation (Lang et al., 2019). Thus, while designing the online rental platform, retailers should focus on the features that facilitate saving time and ease of use (Park & Armstrong, 2019a). Safety is another crucial aspect of online renting. Consequently, a high level of transparency regarding payment, personal data, returns, settlement, and quality assurance is significant (Fota et al., 2019). Therefore, online rental retailers should place quality seals and testimonies of satisfied consumers on their website or other online platforms.

#### 4.2.7. Targeting young consumers

The rental concept is most suitable for a younger audience, especially for those who want to frequently buy fashion apparel to express their

self-identity or individuality. It would allow them to experiment with their looks without the expenditure and accumulation of undesired clothes (Armstrong et al., 2015, 2016; Jain & Mishra, 2020). Young consumers or millennials positively perceive utilitarian and hedonic values, which further influence their attitudes and behavioral intentions toward collaborative products and services. Consequently, marketers can highlight advantages, such as enjoyable aspects of renting, including access to a vast number of options in new and updated fashion items (Lang et al., 2019). On the other hand, the rental firms should also spread awareness and education about sustainable aspects of fashion renting models, such as extended life of the garment and reduced usage of virgin materials (Jain & Mishra, 2020). The ideal media for advertising the renting concept are e-mails, fashion magazines, and fashion websites (Lang & Armstrong, 2018b).

#### 4.2.8. Designing or developing a successful, sustainable business model

The organizations need to develop their understanding of critical aspects required to design a successful sustainable business model. For a startup or an early-stage rental firm with limited resources, it is critical to develop appropriate skills to interact with customers, systematically absorb customers' feedback and build a long-term relationship with them. Moreover, a closed-loop system can increase the sustainability of fashion products for rent (Hu et al., 2014). Furthermore, an understanding of various organizational processes in a service-oriented business model is crucial (Adam et al., 2018).

## 5. Conclusions and limitations

### 5.1. Conclusions

Renting is among the emerging modes of collaborative, sustainable consumption grounded on usage rather than possession of a product. However, the adoption of this concept in the fashion sector is shallow. Therefore, the current study identifies the factors influencing the consumer to adopt this practice. To this end, we used the method of systematic literature review (SLR), which facilitated an organized, transparent, and rigorous procedure of shortlisting the relevant literature in this area followed by critical analysis and evaluation of the findings and reporting the same. This process revealed the research gaps in the existing studies, thereby showing a direction for potential areas of research in the future. It also provided implications for retailers and marketers to reform their strategies. In the past, a systematic review by Becker-Leifhold & Iran (2018) gave a comprehensive and holistic understanding of collaborative fashion consumption along with its related concepts. Yet, to the best of the authors' understanding, this is the first time that an SLR emphasizes specifically the renting mode of collaborative fashion consumption.

SLR's methodical approach started with formulating research questions trailed by locating studies, shortlisting research based on set addition and elimination criteria, analyzing the chosen studies, and reporting results. The final set of shortlisted studies included 41 papers. The presentation of the results consisted of two parts, namely, descriptive, and thematic analysis.

The results of descriptive statistics analysis, which answer RQ1, indicated the researchers' growing interest in the phenomenon of fashion renting. However, this phenomenon is still at a nascent stage of its development. Furthermore, most scientific publications are from North America. However, there is a noticeable trend of increasing Asia's contribution, due to shifts in the consumption patterns.

The thematic analysis to answer RQ2 revealed several barriers that impede and motivate the consumers to adopt fashion renting along with other factors. Distrust in the rental service provider and contamination

concern emerged as major deterrents. On the other hand, most significant determinants to fashion rental adoption included the opportunity to save money and the ability to express one's identity. However, there were divergent findings of environmental or sustainability motives. Studies of actual users who rent apparel uncovered that environmental concern is not the foremost reason to participate in this practice. Besides, the behavioral intention could vary with culture and the personality trait of the consumer.

In addition, thematic analysis to answer RQ3 highlighted specific challenges in the rental business, such as hygiene concerns, illegal renting behavior, brand dilution, consumer's reluctance to return the rented garment, lack of financial resources, optimal inventory management, reverse logistics, and integration of product-service systems (PSS) for increased collaboration and transparency in the retail ecosystem.

Furthermore, the study indicated managerial implications and strategic opportunities for business model innovation and value creation. Some of the suggested courses of action include involving customers in creating the product, differentiated marketing strategy on social media platforms, offering a wide range of quality products and services, and building the consumers' trust through collaboration and integration of the retail ecosystem using technology. Lastly, this study addressed RQ4 by suggesting potential research avenues based on the findings and research gaps in the study.

To conclude, this paper facilitated a comprehensive understanding of consumer behavior towards sustainable and collaborative fashion consumption using the mode of renting. It discussed the related perceived benefits, perceived risks, environmental values, personality traits, and cross-cultural barriers and motivations from the consumer's perspective. Further, it highlighted the challenges faced by the organizations to design or develop a viable venture model and value creation strategies.

### 5.2. Limitations

However, the current study has some limitations. First, despite the usage of the best combination of keywords in the search string and a hand-search technique, there is a likelihood of still omitting some pertinent studies. Second, our inclusion criteria excluded sources such as book chapters, conference proceedings, theses, and journal articles in other languages. Third, results of the descriptive study are within the limits of the dataset of recent research articles published from year 2010 to 19 June 2021. There may be articles and authors that do not come under this study. Fourth, adopting meta-analysis or more complex review techniques will add to the robustness and deep insights. *This addresses the RQ4 of the current research.*

## Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

## Acknowledgement

None.

## Appendix

(See Figs. A1-A5 and Tables A1-A9)

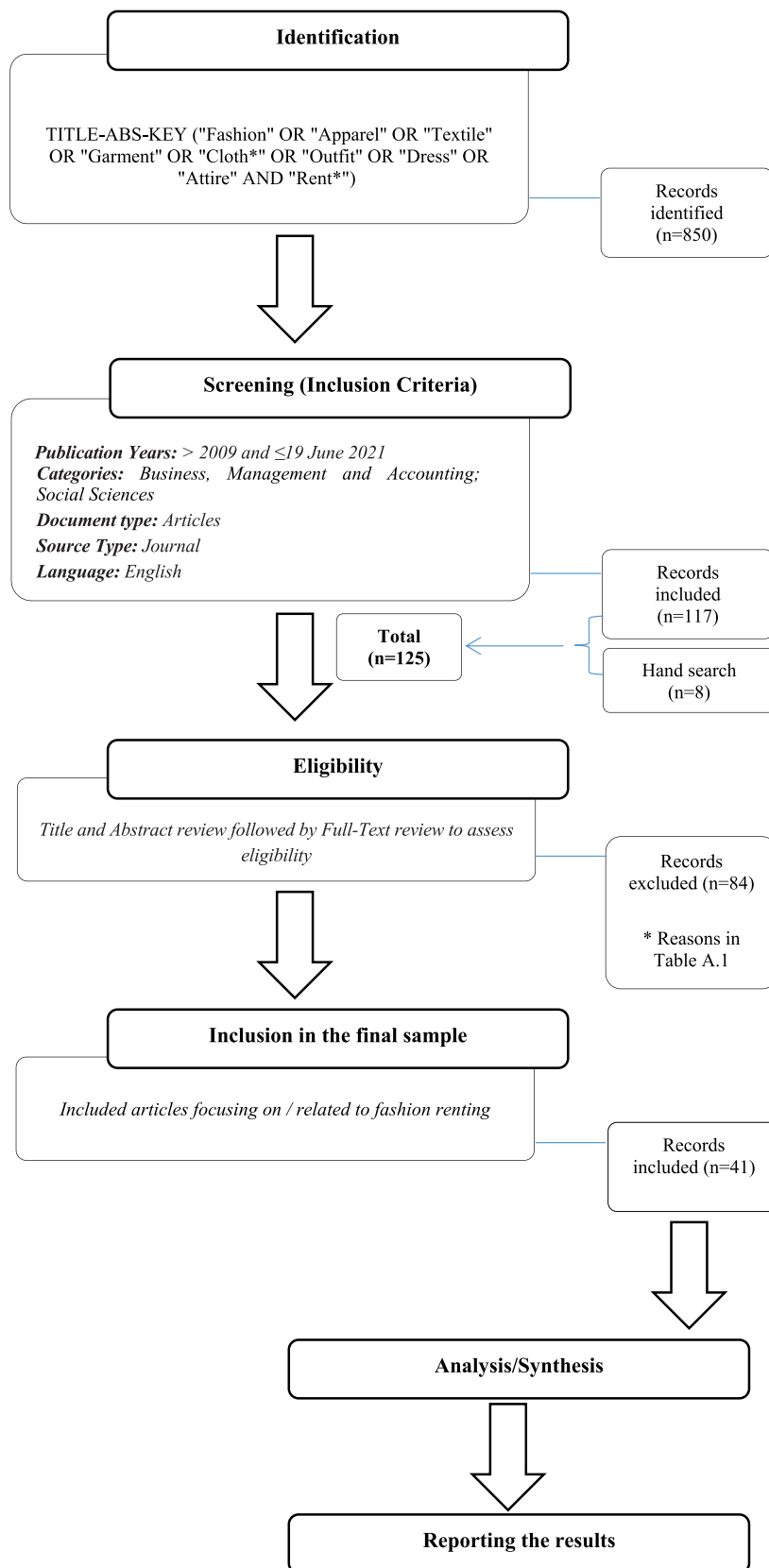


Fig. A1. Search Process for shortlisting papers.



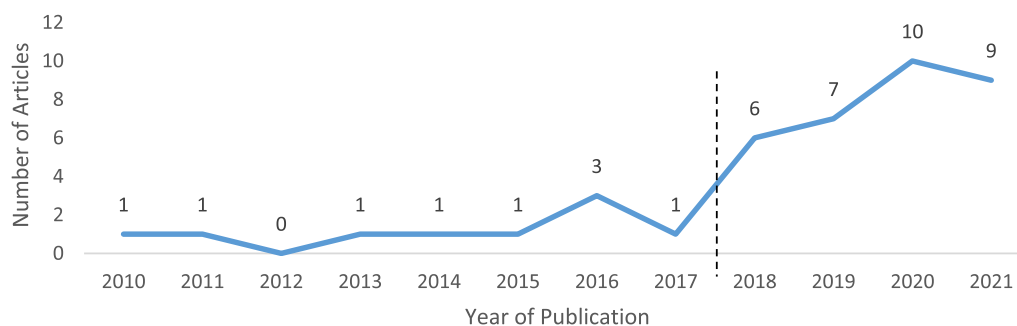


Fig. A2. Publication Trend.

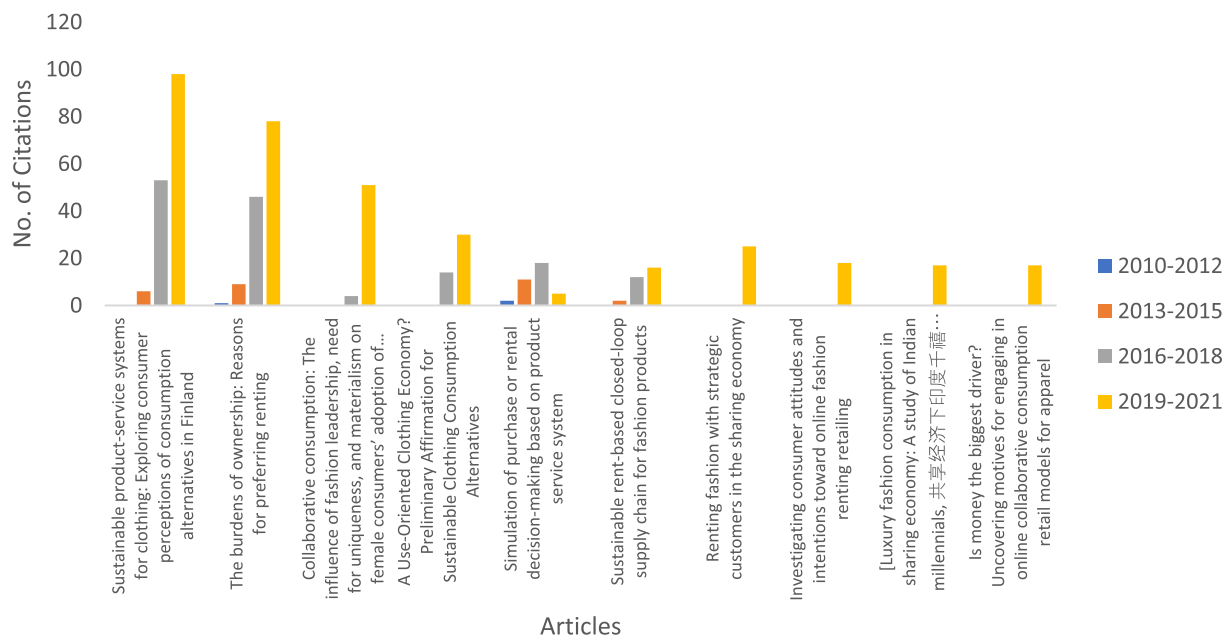


Fig. A3. Most cited period.

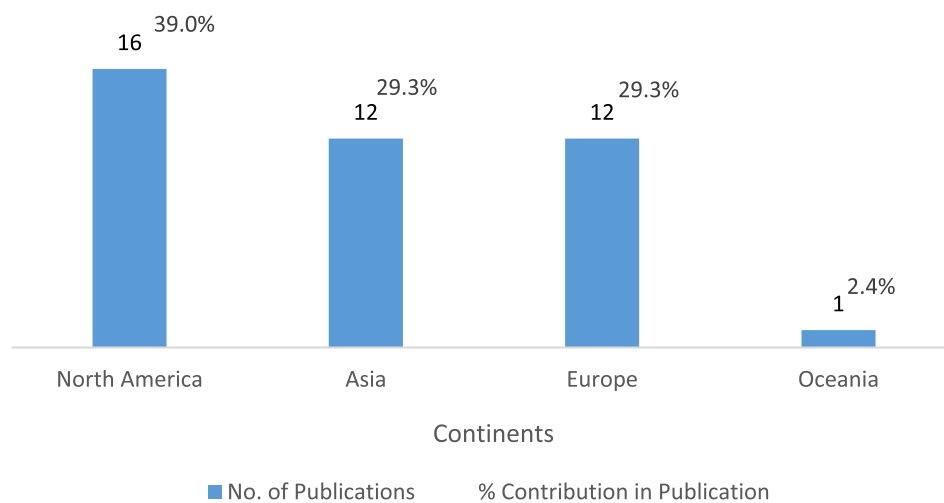


Fig. A4. Continent wise contribution in publications.

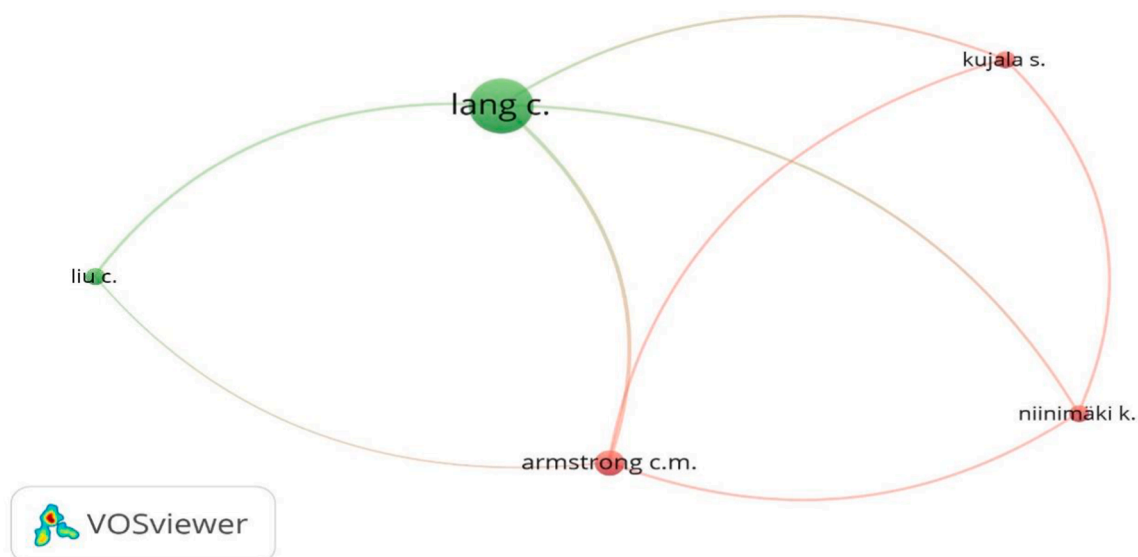


Fig. A5. Author with highest collaboration, Lang, C.

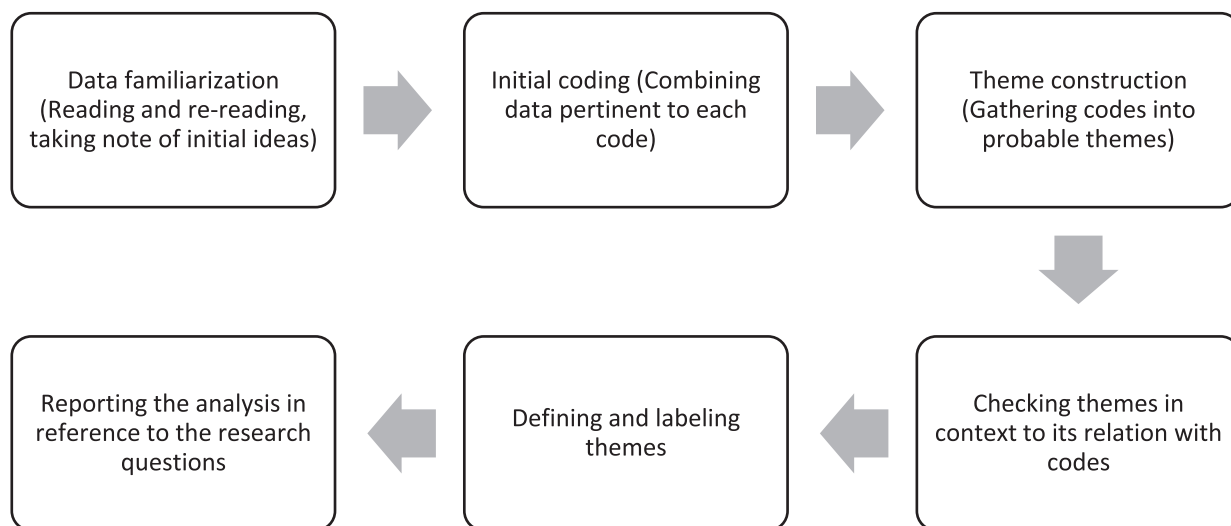


Fig. A6. Thematic analysis, adapted from (Braun &amp; Clarke, 2006).

Table A1

Reasons for excluding 84 articles\*

Exclusion after screening abstracts/full-text	No. of articles
Renting but not focused on fashion	8
*Not related to the context of the study	69
Broadly related concepts	7
Total	84

\* After carefully reading the manuscript and brainstorming with the authors, we found that these papers are not related to the context of the study and therefore, excluded.

Table A2

Journal metrics (with a minimum of 2 articles), as accessed on 19 June 2021.

Source	Total publications	Aggregate citations	Average citations
Journal of Fashion Marketing and Management	5	19	3.8
Sustainability (Switzerland)	5	41	8.2
Fashion and Textiles	2	25	12.5
Journal of Cleaner Production	2	152	76
Journal of Retailing and Consumer Services	2	28	14
Sustainable Production & Consumption	2	57	28.5

**Table A3**

Most cited articles in the systematic review, as accessed on 19 June 2021.

Author	Title	Citations	Citations Per Year	Journal Name
Armstrong C.M., (2015)	Sustainable product service systems for clothing: Exploring consumer perceptions of consumption alternatives in Finland	147	21.0	Journal of Cleaner Production
Moeller S., (2010)	The burdens of ownership: the reasons for preferring renting	122	10.1	Managing Service Quality
Lang C., (2018)	Collaborative Consumption: The influence of Fashion Leadership, need for uniqueness, and materialism, on female consumers' adoption of clothing renting and swapping	50	12.5	Sustainable Production and Consumption
Armstrong C.M., (2016)	A use-oriented clothing economy? Preliminary affirmation for sustainable clothing consumption alternatives	41	6.8	Sustainable Development
Kuo T.C., (2011)	Simulation of purchase or rental decision-making based on product service system	36	3.2	The International Journal of Advanced Manufacturing Technology
Hu Z.H., (2014)	Sustainable Rent-Based Closed-Loop Supply Chain for Fashion Products	28	3.5	Sustainability
Yuan Q., (2019)	Renting fashion with strategic customers in the sharing economy	22	7.3	International Journal of Production Economics
Mc Neill L., (2019)	Identity, self-concept and young women's engagement with collaborative, sustainable fashion consumption models	19	6.3	International Journal of Consumer Studies
Lee S.H., (2020)	Investigating consumer attitudes and intentions towards online fashion renting	15	7.5	Journal of Retailing and Consumer Services

**Table A4**

Most frequent words in the Authors' keywords, as accessed on 19 June 2021.

Words	Occurrences
Sharing economy	9
Collaborative consumption	6
Consumer behavior	5
Fashion	4
Sustainability	4
Access based consumption	3
Fashion renting	3
Benefits	2
Covid-19	2

**Table A5**

Author metrics in the systematic review, as accessed on 19 June 2021.

Authors	Number of Papers	Country	Total Citations	Average Citations	Starting Publication Year
Lang C.	8	U.S.A	283	35.3	2015
Armstrong C.M.	6	U.S.A	264	44	2015
Kujala S.	2	Finland	188	94	2015
Ninimäki	2	U.S.A	188	94	2015
Karell E.	1	Finland	147	147	2015
Moeller S.	1	Germany	122	122	2010
Wittowski K.	1	Germany	122	122	2010
Kuo T.C.	1	Taiwan	36	36	2011
	1	China	28	28	2014
Hu Z.H.	1	China	28	28	2014

**Table A6**

Enabling factors of fashion renting.

S. No.	Title	Author(s)	Method	Motives to adopt fashion renting
				Fashion Renting (Online)
1.	Motivating collaborative consumption in fashion: Consumer benefits, perceived risks, service trust, and usage intention of online fashion rental services	Lee, S.E., Jung, H.J., Lee, K.H. (2021)	Quantitative	<ul style="list-style-type: none"> <li>Reasonable cost</li> <li>Product variety</li> <li>Style conformity</li> </ul>
2.	Consumers responses to online fashion renting: exploring the role of cultural differences	Lee, S.H., Huang, R. (2021)	Quantitative	<ul style="list-style-type: none"> <li>Perceived compatibility</li> <li>Perceived ecological importance</li> <li>Online fashion renting attitude</li> <li>Social norms</li> </ul>
3.	Sustainability through online renting clothing: Circular fashion fueled by Instagram micro-celebrities	Shrivastava, A., Jain, G., Kamble, S.S., Belhadi, A.(2021)	Quantitative	<ul style="list-style-type: none"> <li>Utility of these platforms</li> <li>Ease of use</li> <li>Attitude</li> <li>Social pressure</li> <li>Communication from Instagram micro celebrities</li> </ul>

(continued on next page)

Table A6 (continued)

S. No.	Title	Author(s)	Method	Motives to adopt fashion renting
				Fashion Renting (Online)
4.	Sharing Economy: Generation Z's Intention Toward Online Fashion Rental in Vietnam	Pham, H.T., Hoang, K.T., Ngyuen, T. T., Do, P.H., Mar, M.T.C. (2021)	Quantitative	<ul style="list-style-type: none"> <li>• Attitude towards behavior</li> <li>• Subjective norm</li> <li>• Perceived behavioral control</li> <li>• Perceived ease of use</li> <li>• Perceived usefulness</li> <li>• Interpersonal influence</li> <li>• e-WOM</li> <li>• Influencer e-marketing</li> </ul>
5.	Understanding consumers' online fashion renting experiences: A text-mining approach	Lang, Li and Zhao (2020)	Qualitative	<ul style="list-style-type: none"> <li>• Experiential value</li> <li>• Financial value</li> <li>• Ease of use</li> <li>• Utilitarian value</li> </ul>
6.	Exploring the motives for online fashion renting: Insights from social retailing to sustainability	Lee, S.H., Huang, R.(2020)	Quantitative	<ul style="list-style-type: none"> <li>• Attitude</li> <li>• Subjective norms</li> <li>• Environmental awareness</li> <li>• Relative advantage</li> </ul>
7.	Investigating consumer attitudes and intentions toward online fashion renting	Lee, S.H., Chow, P.S. (2020)	Quantitative	<ul style="list-style-type: none"> <li>• Attitudes</li> <li>• Subjective norms</li> <li>• Perceived relative advantage</li> <li>• Perceived ecological importance</li> </ul>
Enabling factors of fashion renting				
S. No.	Title	Author(s)	Method	Motives to adopt fashion renting
8.	Is money the biggest driver? Uncovering motives for engaging in online collaborative consumption retail models	Park, H., Joyner Armstrong, C.M. (2019)	Qualitative	Fashion renting (Online) <ul style="list-style-type: none"> <li>• Saving money</li> <li>• Saving time</li> <li>• Finding desirable product assortment</li> <li>• Utility</li> <li>• No burden of ownership</li> </ul>
9.	Is renting the new buying? A quantitative investigation of the determinants of the rental-commerce intention	Fota A., Wagner K., Schramm-Klein H. (2019)	Quantitative	<ul style="list-style-type: none"> <li>• Perceived sustainability</li> <li>• Perceived economic benefits</li> <li>• Trust</li> <li>• Perceived safety</li> <li>• Knowledge of rental-commerce</li> </ul>
10.	The Cinderella moment: Exploring consumer's motivations to engage with renting as collaborative luxury	Pantano and Stylos (2020)	Qualitative	Fashion renting (Luxury) <ul style="list-style-type: none"> <li>• Social benefit (aspiration to wear novel attires in social events)</li> <li>• Personal interest (stimuli created by brands)</li> <li>• Economic and environmental benefit (opportunity to explore an alternative way of consuming luxury apparel)</li> <li>• Environmental benefits (environmental friendly clothes)</li> <li>• Environmental and economic benefit (extend the lifespan of each luxury merchandise)</li> </ul>
11.	Luxury fashion consumption in the sharing economy: A study of Indian millennials	Jain, S., Mishra, S. (2020)	Quantitative	<ul style="list-style-type: none"> <li>• Social projection value</li> <li>• Past sustainable behavior</li> </ul>
12.	Luxury rental purchase intention among millennials - A case study	Mishra, S., Jain, S., Jham, V. (2020)	Quantitative	<ul style="list-style-type: none"> <li>• Experiential value</li> <li>• Identity projection value</li> </ul>
13.	Exploring criteria consumers use in evaluating their online formal wear rental experience: A content analysis of online reviews	McKinney, E., Shin,E., (2016)	Qualitative	Fashion renting (Online-Formal Wear) <ul style="list-style-type: none"> <li>• Fit</li> <li>• Style of the garment</li> <li>• Elements of design</li> <li>• Social feedback</li> <li>• Appropriateness for season, occasion</li> </ul>
14.	Addressing the contamination issue in collaborative consumption: does ownership type of shared goods matter?	Kim, N.L., Jin, B.E.(2021)	Quantitative	Fashion renting (Generic) <ul style="list-style-type: none"> <li>• Ownership type (corporate ownership/B2C settings)</li> </ul>
Enabling factors of fashion renting				
S. No.	Title	Author(s)	Method	Motives to adopt fashion renting
15.	Identity, self-concept and young women's engagement with collaborative, sustainable fashion consumption models	McNeill L., Venter B. (2019)	Qualitative	Fashion renting (Generic) <ul style="list-style-type: none"> <li>• Opportunities for individual identity expression</li> </ul>
16.	Diverse values of fashion rental service and contamination concern of consumers	Baek, E., Oh, G.E.G. (2021)	Quantitative	<ul style="list-style-type: none"> <li>• Functional value</li> <li>• Economic value</li> <li>• Emotional value</li> </ul>
17.	Product-service systems and sustainability: Analysing the environmental impacts of rental clothing	Johnson, E., Plepys, A.(2021)	Qualitative	<ul style="list-style-type: none"> <li>• Environmental savings potential of PSS</li> </ul>
18.	Motivations and obstacles for fashion renting: a cross-cultural comparison	Lang, C., Seo, S., Liu, C. (2019)	Quantitative	<ul style="list-style-type: none"> <li>• Perceived enjoyment</li> <li>• Attitude</li> </ul>

(continued on next page)



**Table A6** (continued)

Enabling factors of fashion renting				
S. No.	Title	Author(s)	Method	Motives to adopt fashion renting
19.	Exploring the spectrum of fashion rental	Mukendi, A., Henninger, C.E. (2020)	Qualitative	<ul style="list-style-type: none"> <li>• Utilitarian (functional benefit)</li> </ul>
20.	Why rent a dress?: A study on renting intention for fashion clothing products	Neerattiparambil, N.N., Belli, S.M. (2020)	Quantitative	<ul style="list-style-type: none"> <li>• Attitude</li> <li>• Perceived obsolescence</li> <li>• Past sustainable behavior</li> <li>• Subjective norms</li> <li>• Perceived behavioral control</li> <li>• Compatibility</li> <li>• Subjective norms (interpersonal relationship)</li> <li>• Perceived behavioral control (self-efficacy)</li> </ul>
21.	A study on the factors affecting consumers' Willingness to accept clothing rentals	Tu, J.C., Hu, C.L. (2018)	Quantitative	<ul style="list-style-type: none"> <li>• Attitude</li> <li>• Subjective norms</li> <li>• Frugal shopping</li> <li>• Perceived enjoyment</li> <li>• Attitude</li> <li>• Tendency for creative choice counter-conformity (TCCC)</li> </ul>
22.	Fashion leadership and intention toward clothing product-service retail models	Lang, C., Armstrong, C.M.J. (2018)	Quantitative	<ul style="list-style-type: none"> <li>• Opportunity to reduce surplus consumption via smarter purchasing,</li> <li>• Opportunity to be get knowledge related to personal style and fit</li> <li>• Fulfill the desire for change and social interaction</li> <li>• Save money</li> <li>• Increase product satisfaction</li> </ul>
23.	Perceived Risks and Enjoyment of access-based consumption: identifying barriers and motivations to fashion renting	Lang, C. (2018)	Quantitative	
24.	Creativity and sustainable apparel retail models: does consumers' tendency for creative choice counter-conformity matter in sustainability?	Lang, C., Armstrong, C.M.J., Liu, C. (2016)	Quantitative	
25.	A Use-Oriented Clothing Economy? Preliminary Affirmation for Sustainable Clothing Consumption Alternatives	Armstrong, C.M., Niinimäki, K., Lang, C., Kujala, S. (2016)	Mixed Method	
Enabling factors of fashion renting				
S. No.	Title	Author(s)	Method	Motives to adopt fashion renting
26.	Sustainable product-service systems for clothing: Exploring consumer perceptions of consumption alternatives in Finland.	Armstrong, C.M., Niinimäki, K., Kujala, S., Karell, E., Lang, C. (2015)	Mixed Method	Fashion renting (Generic) <ul style="list-style-type: none"> <li>• Environmental benefits</li> <li>• Emotional aspects such as experiential</li> <li>• Social features of PSS model</li> <li>• Ability to meet fashion needs</li> <li>• Increased product satisfaction.</li> </ul>
27.	The burdens of ownership: Reasons for preferring renting	Moeller S., Wittkowski K. (2010)	Quantitative	<ul style="list-style-type: none"> <li>• Trend orientation</li> <li>• Convenience orientation</li> </ul>

**Table A7**

Disabling factors of fashion renting.

S. No.	Title	Author(s)	Method	Barriers to adopt fashion renting
1.	Motivating collaborative consumption in fashion: Consumer benefits, perceived risks, service trust, and usage intention of online fashion rental services	Lee, S.E., Jung, H.J., Lee, K.H. (2021)	Quantitative	Fashion renting (Online) <ul style="list-style-type: none"> <li>• Financial risk</li> <li>• Performance risk</li> <li>• Social risk</li> </ul>
2.	Diverse values of fashion rental service and contamination concern of consumers	Baek, E., Oh, G.-E.G. (2021)	Quantitative	<ul style="list-style-type: none"> <li>• Contamination concern</li> </ul>
3.	Understanding consumers' online fashion renting experiences: A text-mining approach	Lang, Li and Zhao (2020)	Qualitative	<ul style="list-style-type: none"> <li>• Unsatisfied service</li> <li>• Disappointed product performance</li> <li>• Insufficient inventory</li> <li>• Psychological ownership</li> <li>• Perceived Complexity</li> </ul>
4.	Investigating consumer attitudes and intentions toward online fashion renting	Lee, S.H.N., Chow, P.-S. (2020)	Quantitative	
5.	Is renting the new buying? A quantitative investigation of the determinants of the rental-commerce intention	Fota A., Wagner K., Schramm-Klein H. (2019)	Quantitative	
6.	Luxury fashion consumption in the sharing economy: A study of Indian millennials	Jain, S., Mishra, S. (2020)	Quantitative	Fashion renting (Luxury) <ul style="list-style-type: none"> <li>• Perceived risks</li> </ul>
7.	Motivations and obstacles for fashion renting: a cross-cultural comparison	Lang, C., Seo, S., Liu, C. (2019)	Quantitative	Fashion renting (Generic) <ul style="list-style-type: none"> <li>• Perceived performance risk</li> <li>• Perceived social risk</li> <li>• Financial risk</li> <li>• Performance risk</li> <li>• Psychological risk</li> </ul>
8.	Perceived Risks and Enjoyment of access-based consumption: identifying barriers and motivations to fashion renting	Lang, C. (2018)	Quantitative	

(continued on next page)

**Table A7 (continued)**

S. No.	Title	Author(s)	Method	Barriers to adopt fashion renting
9.	A Use-Oriented Clothing Economy? Preliminary Affirmation for Sustainable Clothing Consumption Alternatives	Armstrong, C.M., Niinimäki, K., Lang, C., Kujala, S. (2016)	Mixed Method	• Lack of trust in the service provider
10.	Sustainable product-service systems for clothing: Exploring consumer perceptions of consumption alternatives in Finland.	Armstrong, C.M., Niinimäki, K., Kujala, S., Karell, E., Lang, C. (2015)	Mixed Method	• Lack of trust in the service provider
11.	The burdens of ownership: Reasons for preferring renting	Moeller S., Wittkowski K. (2010)	Quantitative	• Possession importance

**Table A8**

Psychological traits enabling fashion renting.

S. No.	Title	Author(s)	Method	Psychological traits enabling fashion renting
1.	Exploring the motives for online fashion renting: Insights from social retailing to sustainability	Lee, S.H., Huang, R. (2020)	Quantitative	• Personal innovativeness • Fashion consciousness
2.	A study on the factors affecting consumers' Willingness to accept clothing rentals	Tu, J.C., Hu, C.L. (2018)	Quantitative	• Personal innovativeness
3.	Fashion leadership and intention toward clothing product-service retail models	Lang, C., Armstrong, C. M. (2018)	Quantitative	• Fashion leadership
4.	Collaborative Consumption: The influence of fashion leadership, need for uniqueness and materialism on female consumer adoption of clothing renting and swapping	Lang C., Armstrong, C. M. (2018)	Quantitative	• Fashion leadership • Need for uniqueness

**Table A9**

Psychological traits disabling fashion renting.

S. No.	Title	Author(s)	Method	Psychological traits disabling fashion renting
1.	Collaborative Consumption: The influence of fashion leadership, need for uniqueness and materialism on female consumer adoption of clothing renting and swapping	Lang C., Armstrong, C.M. (2018)	Quantitative	• Materialism
2.	Why rent a dress?: A study on renting intention for fashion clothing products	Neerattiparambil, N.N., Belli, S.M. (2020)	Quantitative	• Frugality

## References

- Adam, M., Strähle, J., & Freise, M. (2018). Dynamic capabilities of early-stage firms: Exploring the business of renting fashion. *Journal of Small Business Strategy*, 28(2), 49–67.
- Aghaei Chadegani, A., Salehi, H., Md Yunus, M. M., Farhadi, H., Fooladi, M., Farhadi, M., & Ale Ebrahim, N. (2013). A comparison between two main academic literature collections: Web of science and scopus databases. *Asian Social Science*, 9(5), 18–26. <https://doi.org/10.5539/ass.v9n5p18>
- Akande, A., Cabral, P., & Casteleyn, S. (2020). Understanding the sharing economy and its implication on sustainability in smart cities. *Journal of Cleaner Production*, 277, 124077. <https://doi.org/10.1016/j.jclepro.2020.124077>
- Anderson, M. H., & Sibdari, S. (2013). On establishing initial inventory levels in the rent-to-own industry: An empirical analysis. *International Journal of Revenue Management*, 7(1), 37–55. <https://doi.org/10.1504/IJRM.2013.053361>
- Aria, M., & Cuccurullo, C. (2017). bibliometrix: An R-tool for comprehensive science mapping analysis. *Journal of Informetrics*, 11(4), 959–975. <https://doi.org/10.1016/j.joi.2017.08.007>
- Armstrong, C. M., Niinimäki, K., Kujala, S., Karell, E., & Lang, C. (2015). Sustainable product-service systems for clothing: Exploring consumer perceptions of consumption alternatives in Finland. *Journal of Cleaner Production*, 97, 30–39. <https://doi.org/10.1016/j.jclepro.2014.01.046>
- Armstrong, C. M., Niinimäki, K., Lang, C., & Kujala, S. (2016). A Use-Oriented Clothing Economy? Preliminary Affirmation for Sustainable Clothing Consumption Alternatives. *Sustainable Development*, 24(1), 18–31. <https://doi.org/10.1002/sd.1602>
- Arrigo, E. (2021). Digital platforms in fashion rental: a business model analysis. *Journal of Fashion Marketing and Management*. Doi: 10.1108/JFMM-03-2020-0044.
- Baek, E., & Oh, G. E. (Grace). (2021). Diverse values of fashion rental service and contamination concern of consumers. *Journal of Business Research*, 123(September 2020), 165–175. Doi: 10.1016/j.jbusres.2020.09.061.
- Bain, M. (2020, January 8). *Fashion's obsession with youth could cost it billions*. Quartz. <https://qz.com/1780231/fashion-for-older-shoppers-is-a-massive-market-opportunity/> Accessed on 20 July 2020.
- Baumeister, R. F., & Leary, M. R. (1997). Writing narrative literature reviews. *Review of General Psychology*, 1(3), 311–320. <https://doi.org/10.1037/1089-2680.1.3.311>
- Becker-Leifhold, C., & Iran, S. (2018). Collaborative fashion consumption – drivers, barriers and future pathways. *Journal of Fashion Marketing and Management*, 22(2), 189–208. <https://doi.org/10.1108/JFMM-10-2017-0109>
- Bem, D. J. (1995). Writing a review article for psychological bulletin. *Psychological Bulletin*, 118(2), 172–177. <https://doi.org/10.1037/0033-2909.118.2.172>
- Bernardes, J. P., Marques, A., Ferreira, F., & Nogueira, M. (2018). A new and sustainable service to slow fashion brands. *Industria Textila*, 69(2), 152–157. Doi: 10.35530/IT.069.02.1528.
- Bidwell, S., Chalmers, S. I., Clarke, M., Crosbie, G., Eastwood, A., Fry-smith, A., ... Lewis, R. (2001). Undertaking Systematic Reviews of Research on Effectiveness CRD 's Guidance for those Carrying Out or Commissioning Reviews. *CRD Report Number 4 2nd Edition*, 13(3), 415–432. <https://doi.org/10.5465/amle.2013.0222>
- Braithwaite, N. (2018, August 13). *Renting clothes could be the future of fashion*. World Economic Forum. <https://www.weforum.org/agenda/2018/08/clothing-rental-could-be-the-key-to-a-stylishly-sustainable-fashion-industry/> Accessed on 15 January 2020.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101. <https://doi.org/10.1191/1478088706qp0630>
- Braun, V., & Clarke, V. (2012). Thematic Analysis. In *APA handbook of research methods in psychology, Vol 2: Research designs: Quantitative, qualitative, neuropsychological, and biological*. (pp. 57–71). Doi: 10.1037/13260-004.
- Briner, R. B., & Walshe, N. D. (2014). From passively received wisdom to actively constructed knowledge: Teaching systematic review skills as a foundation of evidence-based management. *Academy of Management Learning and Education*, 13(3), 415–432. <https://doi.org/10.5465/amle.2013.0222>
- Brydges, T., Heinze, L., Retamal, M., & Henninger, C. E. (2021). Platforms and the pandemic: A case study of fashion rental platforms during COVID-19. *Geographical Journal*, 187(1), 57–63. <https://doi.org/10.1111/geoj.v187.110.1111/geoj.12366>
- Clube, R. K. M., & Tennant, M. (2020). Exploring garment rental as a sustainable business model in the fashion industry: Does contamination impact the consumption experience? *Journal of Consumer Behaviour*, 19(4), 359–370. <https://doi.org/10.1002/cb.v19.410.1002/cb.1817>
- Cooper, H. (2003). Psychological Bulletin: Editorial. *Psychological Bulletin*, 129(1), 3–9. <https://doi.org/10.1037/0033-2909.129.1.3>
- Craane, B., Dijkstra, P. U., Stappaerts, K., & de Laat, A. (2012). Methodological quality of a systematic review on physical therapy for temporomandibular disorders: Influence of hand search and quality scales. *Clinical Oral Investigations*, 16(1), 295–303. <https://doi.org/10.1007/s00784-010-0490-y>
- de Oliveira, O. J., da Silva, F. F., Juliani, F., Ferreira, L. C., & Nunes Vieira, T. (2019). Bibliometric Method for Mapping the State-of-the-Art and Identifying Research Gaps and Trends in Literature: An Essential Instrument to Support the Development of Scientific Projects. In *Open Access Books*. IntechOpen. Doi: 10.5772/intechopen.85856.
- Denyer, D., & Tranfield, D. (2009). Producing a systematic review. In *The Sage handbook of organizational research methods* (pp. 671–689). Sage Publications Ltd.
- Feng, Y., Tan, Y. R., Duan, Y., & Bai, Y. (2020). Strategies analysis of luxury fashion rental platform in sharing economy. *Transportation Research Part E: Logistics and Transportation Review*, 142, 102065. <https://doi.org/10.1016/j.trre.2020.102065>

- Durgee, J. F., & O'Conno, Colarelli (1995). An exploration into renting as consumption behavior. *Psychology & Marketing*, 12(2), 89–104.
- Fota, A., Wagner, K., & Schramm-Klein, H. (2019). Is renting the new buying? A quantitative investigation of the determinants of the rental-commerce intention. *International Review of Retail, Distribution and Consumer Research*, 29(5), 582–599. <https://doi.org/10.1080/09593969.2019.1664616>
- Hasbullah, N. N., Sulaiman, Z., & Mas, A. (2019). Factors Affecting Sustainable Apparel Consumption in Emerging Countries : A Systematic Literature. Review., August, 1–15. <https://doi.org/10.20944/preprints201908.0015.v1>
- Hossain, M. (2020). Sharing economy: A comprehensive literature review. *International Journal of Hospitality Management*, 87, 102470. <https://doi.org/10.1016/j.ijhm.2020.102470>
- Hu, Z. H., Li, Q., Chen, X. J., & Wang, Y. F. (2014). Sustainable rent-based closed-loop supply chain for fashion products. *Sustainability (Switzerland)*, 6(10), 7063–7088. <https://doi.org/10.3390/su6107063>
- IANS. (2017, September 2). Men showing greater interest in their appearance. The Week. <https://www.theweek.in/webworld/features/lifestyle/men-showing-greater-interest-in-their-appearance.html/> Accessed on 25 July 2020.
- Iran, S., & Schrader, U. (2017). Collaborative fashion consumption and its environmental effects. *Journal of Fashion Marketing and Management*, 21(4), 468–482. <https://doi.org/10.1108/JFMM-09-2016-0086>
- Jain, S., & Mishra, S. (2020). Luxury fashion consumption in sharing economy: A study of Indian millennials. *Journal of Global Fashion Marketing*, 11(2), 171–189. <https://doi.org/10.1080/20932685.2019.1709097>
- Johnson, E., & Pleyys, A. (2021). Product-service systems and sustainability: Analysing the environmental impacts of rental clothing. *Sustainability (Switzerland)*, 13(4), 1–30. <https://doi.org/10.3390/su13042118>
- Kim, N. L., & Jin, B. E. (2021). Addressing the contamination issue in collaborative consumption of fashion: Does ownership type of shared goods matter? *Journal of Fashion Marketing and Management*, 25(2), 242–256. <https://doi.org/10.1108/JFMM-11-2019-0265>
- Kuo, T. C. (2011). Simulation of purchase or rental decision-making based on product service system. *International Journal of Advanced Manufacturing Technology*, 52 (9–12), 1239–1249. <https://doi.org/10.1007/s00170-010-2768-2>
- Lang, C. (2018). Perceived risks and enjoyment of access-based consumption: Identifying barriers and motivations to fashion renting. *Fashion and Textiles*, 5(1). <https://doi.org/10.1186/s40691-018-0139-z>
- Lang, C., & Armstrong, C. M. J. (2018a). Collaborative consumption: The influence of fashion leadership, need for uniqueness, and materialism on female consumers' adoption of clothing renting and swapping. *Sustainable Production and Consumption*, 13, 37–47. <https://doi.org/10.1016/j.spc.2017.11.005>
- Lang, C., & Armstrong, C. M. J. (2018b). Fashion leadership and intention toward clothing product-service retail models. *Journal of Fashion Marketing and Management*, 22(4), 571–587. <https://doi.org/10.1108/JFMM-12-2017-0142>
- Lang, C., Armstrong, C. M., & Liu, C. (2016). Creativity and sustainable apparel retail models: Does consumers' tendency for creative choice counter-conformity matter in sustainability? *Fashion and Textiles*, 3(1). <https://doi.org/10.1186/s40691-016-0076-7>
- Lang, C., Li, M., & Zhao, L. (2020). Understanding consumers' online fashion renting experiences: A text-mining approach. *Sustainable Production and Consumption*, 21, 132–144. <https://doi.org/10.1016/j.spc.2019.12.003>
- Lang, C., Seo, S., & Liu, C. (2019). Motivations and obstacles for fashion renting: A cross-cultural comparison. *Journal of Fashion Marketing and Management*, 23(4), 519–536. <https://doi.org/10.1108/JFMM-05-2019-0106>
- Lang, C., & Wei, B. (2019). Convert one outfit to more looks: Factors influencing young female college consumers' intention to purchase transformable apparel. *Fashion and Textiles*, 6(1). <https://doi.org/10.1186/s40691-019-0182-4>
- Lee, S. E., Jung, H. J., & Lee, K. H. (2021). Motivating collaborative consumption in fashion: Consumer benefits, perceived risks, service trust, and usage intention of online fashion rental services. *Sustainability (Switzerland)*, 13(4), 1–20. <https://doi.org/10.3390/su13041804>
- Lee, S. H., & Huang, R. (2020). Exploring the motives for online fashion renting: Insights from social retailing to sustainability. *Sustainability (Switzerland)*, 12(18), 1–16. <https://doi.org/10.3390/su12187610>
- Lee, S. H., & Huang, R. (2021). Consumer responses to online fashion renting: Exploring the role of cultural differences. *International Journal of Retail and Distribution Management*, 49(2), 187–203.
- Lee, S. H. N., & Chow, P.-S. (2020). Investigating consumer attitudes and intentions toward online fashion renting retailing. *Journal of Retailing and Consumer Services*, 52, 101892. <https://doi.org/10.1016/j.jretconser.2019.101892>
- McKinney, E., & Shin, E. (2016). Exploring Criteria Consumers Use in Evaluating Their Online Formal Wear Rental Experience: A Content Analysis of Online Reviews. *Clothing and Textiles Research Journal*, 34(4), 272–286. <https://doi.org/10.1177/0887302X16654269>
- McNeill, L., & Venter, B. (2019). Identity, self-concept and young women's engagement with collaborative, sustainable fashion consumption models. *International Journal of Consumer Studies*, 43(4), 368–378. <https://doi.org/10.1111/ijcs.v43.410.1111/ijcs.12516>
- Mishra, S., Jain, S., & Jham, V. (2020). Luxury rental purchase intention among millennials—A c study. *Thunderbird International Business Review*, 1–14. <https://doi.org/10.1002/tie.22174>
- Moeller, S., & Wittkowski, K. (2010). The burdens of ownership: Reasons for preferring renting. *Managing Service Quality*, 20(2), 176–191. <https://doi.org/10.1108/09604521011027598>
- Neerattiparambil, N. N. (2020). Why Rent a Dress ? : A Study on Renting Intention for Fashion Clothing Products. *Indian Journal of Marketing*, 50(2). <https://doi.org/10.17010/ijom/2020/v50/i2/150439>
- Pantano, E., & Stylos, N. (2020). The Cinderella moment: Exploring consumers' motivations to engage with renting as collaborative luxury consumption mode. *Psychology and Marketing*, 37(5), 740–753. <https://doi.org/10.1002/mar.v37.510.1002/mar.21345>
- Park, H., & Armstrong, C. M. J. (2019). Is money the biggest driver? Uncovering motives for engaging in online collaborative consumption retail models for apparel. *Journal of Retailing and Consumer Services*, 51, 42–50. <https://doi.org/10.1016/j.jretconser.2019.05.022>
- Park, H., & Armstrong, C. M. J. (2019b). Will “no-ownership” work for apparel?: Implications for apparel retailers. *Journal of Retailing and Consumer Services*, 47 (October 2018), 66–73. Doi: 10.1016/j.jretconser.2018.10.012.
- Petersen, T. B., & Riisberg, V. (2017). Cultivating User-ship? Developing a Circular System for the Acquisition and Use of Baby Clothing. *Fashion Practice*, 9(2), 214–234. <https://doi.org/10.1080/17569370.2017.1313600>
- Pham, H. T., Hoang, K. T., Nguyen, T. T., Do, P. H., & Mar, M. T. C. (2021). Sharing Economy: Generation Z's Intention Toward Online Fashion Rental in Vietnam. *Journal of Asian Finance, Economics and Business*, 8(3), 997–1007. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0997>
- Research and Markets. (2019, July). *Global online clothing rental market (2018–2023)* (ID: 4801592). Netscribes (India) Pvt Ltd. <https://www.researchandmarkets.com/reports/4801592/global-online-clothing-rental-market-2018-2023/> Accessed on 15 January 2020.
- Ricchiardi, A., & Bugnotto, G. (2019). Customized Servitization as an innovative approach for renting service in the fashion industry. *CERN IdeaSquare Journal of Experimental Innovation*, 3(1), 15–19. <https://doi.org/10.23726/cij.2019.873>
- Shrivastava, A., Jain, G., Kamble, S. S., & Belhadi, A. (2021). Sustainability through online renting clothing: Circular fashion fueled by instagram micro-celebrities. *Journal of Cleaner Production*, 278, 123772. <https://doi.org/10.1016/j.jclepro.2020.123772>
- Speranskaya, O., & Caterbow, A. (2018). *The sustainability of fashion: What role can consumers play?* HEJSupport. <https://hej-support.org/the-sustainability-of-fashion-what-role-can-consumers-play/> Accessed on 20 January 2020.
- Statista. (n.d.). Men's Apparel Worldwide. Retrieved July 20, 2020, from <https://www.statista.com/outlook/90020000/100/mens-apparel/worldwide>
- Tranfield, D., Denyer, D., & Smart, P. (2003). Towards a Methodology for Developing Evidence-Informed Management Knowledge by Means of Systematic Review. *British Journal of Management*, 14(3), 207–222. <https://doi.org/10.1111/bjom.2003.14.issue-310.1111/1467-8551.00375>
- Tu, J.-C., & Hu, C.-L. (2018). A study on the factors affecting consumers' Willingness to accept clothing rentals. *Sustainability (Switzerland)*, 10(11), 4139. <https://doi.org/10.3390/su10114139>
- Vogel, A. T., Cook, S. C., & Watchravesringkan, K. (2019). Luxury brand dilution: Investigating the impact of renting by Millennials on brand equity. *Journal of Brand Management*, 26(4), 473–482. <https://doi.org/10.1057/s41262-018-00144-4>
- VOSviewer. (2020). <https://www.vosviewer.com/>.
- Xu, Y., Chen, Y., Burman, R., & Zhao, H. (2014). Second-hand clothing consumption: A cross-cultural comparison between American and Chinese young consumers. *International Journal of Consumer Studies*, 38(6), 670–677. <https://doi.org/10.1111/ijcs.12139>
- Yeganeh, H. (2019). An Analysis of Emerging Patterns of Consumption in the Age of Globalization and Digitalization. *FIIB Business Review*, 8(4), 259–270. <https://doi.org/10.1177/2319714519873748>
- Yuan, Q., & Shen, B. (2019). Renting fashion with strategic customers in the sharing economy. *International Journal of Production Economics*, 218(December 2018), 185–195. <https://doi.org/10.1016/j.ijpe.2019.04.034>