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**The influence of drivers and barriers on female consumers' in-store collaborative clothing consumption practices in an emerging market context**

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Dissertation

M Consumer Science (Clothing Management)

Supervisor: Dr H. Taljaard-Swart (University of Pretoria)

Co-supervisor: Dr B.M. Jacobs (University of Pretoria)

February 2024

**The influence of drivers and barriers on female consumers' in-store collaborative clothing consumption practices in an emerging market context**

by

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Dissertation submitted in partial fulfilment of the requirements for the degree M Consumer Science (Clothing Management)

in the

Department of Consumer and Food Sciences  
Faculty of Natural and Agricultural Sciences  
UNIVERSITY OF PRETORIA

Supervisor: Dr H Taljaard-Swart (University of Pretoria)

Co-supervisor: Dr B.M. Jacobs (University of Pretoria)

February 2024

# DECLARATION

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I, **Sue-Ann Botes**, declare that this dissertation, which I hereby submit for the degree of **Masters in Consumer Science (Clothing Management)** in the Faculty of Natural and Agricultural Sciences at the University of Pretoria, is my own work and has not previously been submitted by me for a degree at this or any other tertiary institution. I also confirm that all the reference material in the dissertation has been duly acknowledged.



SUE-ANN BOTES

February 2024

# ACKNOWLEDGEMENTS

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I would like to thank the following people for their encouragement throughout this dissertation:

My supervisor, Dr Hanri Taljaard-Swart, thank you for your unwavering patience, support, guidance, and invaluable insights throughout this research journey. I am so thankful to have had you as my supervisor, without whom I would not have been able to complete this.

My co-supervisor, Dr Bertha Jacobs, thank you for your constructive feedback and motivation. Your input has enriched the quality of this dissertation.

The Department of Consumer and Food Sciences and the Faculty of Natural and Agricultural Sciences at the University of Pretoria, for providing the necessary resources and facilities that made this research possible.

My family and friends, for their support, encouragement, and love during this academic endeavour. Your belief in me has been a constant source of motivation.

Last but not least, I want to acknowledge the countless individuals who participated in surveys and interviews and provided their expertise for this dissertation. Your contributions have been invaluable and have significantly enriched this work.

# SUMMARY

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## The influence of drivers and barriers on female consumers' in-store collaborative clothing consumption practices in an emerging market context

by

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Degree: Masters in Consumer Science (Clothing Management)

**Keywords:** Collaborative clothing consumption, drivers, barriers, renting, second-hand buying, clothing, sharing economy, South Africa

This study aimed to explore and describe the motivational drivers and barriers that influence female consumers' in-store collaborative clothing consumption (CCC) practices in an emerging market context. Specific focus was placed on in-store buying settings, namely renting and second-hand buying, as these seem to be the more popular CCC options to date. Special attention was paid to the motivational drivers, namely *hedonic dimensions*, *the need for uniqueness* and *social identity and community*, as well as barriers, namely *unfamiliarity of the concept*, *materialism* and *store image*, relating to female consumers' in-store CCC practices. CCC falls under the larger umbrella term of a 'sharing economy' and can be described as the sharing, borrowing, lending, selling and buying of previously owned clothing items. This notion could counteract overconsumption in that consumers extend the life cycle of clothing and opt to rent or buy second-hand clothing rather than buying fashion items and potentially discarding them prematurely. By participating in CCC practices, consumers could contribute to economic growth within local communities and also alleviate the environmental and social impacts of the clothing and textile industry. Based on this, research relating to CCC practices, is therefore necessary in an emerging market context as most of the research currently relates to the more developed countries.

A quantitative research approach with a cross-sectional survey design was used for exploratory and descriptive purposes to reach respondents using non-probability, convenience and snowball sampling techniques. An online, self-administered questionnaire was developed on Qualtrics from existing scales that were adapted for this study. A sample of 540 females (over the age of 18, living in South Africa) who participate in in-store CCC practices (i.e., renting and second-hand buying) was collected. Descriptive statistics were conducted and revealed that 107 females prefer renting and 433 females prefer second-hand buying. Cross tabulations revealed that females from Generation Z (19-24) had a penchant for second-hand buying, while Millennials (25-34) also leaned toward it, but to a lesser extent. The older age groups showed reduced engagement in CCC practices but preferred renting. In terms of qualifications, tertiary degree/diploma holders exhibited a preference for renting, while those with Grade 12 leaned more towards second-hand buying, and postgraduate respondents were evenly distributed. The results also highlighted that lower income groups prefer second-hand buying, whereas higher income brackets lean towards renting, suggesting a preference for temporary ownership among older, financially stable individuals.

Due to limitations regarding the minimum sample size for inferential statistics, the renting sample was deemed too small and therefore further inferential data analysis was conducted on the 433 female consumers who prefer buying second-hand clothing. Exploratory and confirmatory factor analyses were performed to isolate the relevant constructs and confirm the factorial validity of the model. The six factors that were extracted and deemed significant were labelled as follows: *social hedonic dimensions*, *need for uniqueness*, *unfamiliarity with the concept*, *materialism*, *store image* and *second-hand buying*. Structural equation modelling was also performed to determine which drivers and/or barriers influence second-hand buying as part of CCC practices. Results indicated that *social hedonic dimensions* is a positive driver and *unfamiliarity of the concept* is a barrier to in-store second-hand clothing purchases. Essentially female consumers buy second-hand clothing because they enjoy it and like belonging to a social group with similar interests. On the other hand, female consumers are still hesitant to buy second-hand clothing in-store because they are not fully aware of the entirety of CCC practices and what it entails. The *need for uniqueness*, *materialism* and *store image* displayed weak or insignificant associations. Ultimately, the study delineated key demographic patterns and identified significant motivational drivers and barriers relating to in-store second-hand buying of clothing among female consumers, offering insights for future research in the realm of CCC practices. This study is expected to aid in the adoption of the Sustainable Development Goals (SDGs), specifically, those relating to sustainable production and consumption, by presenting consumers and businesses with ways in which CCC practices could be adopted more easily and also assist businesses in minimising the barriers that are linked to collaborative clothing practices.

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# CHAPTER 1: THE STUDY IN PERSPECTIVE

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*This chapter introduces the research topic and provides some background information, after which the research problem is stated. Furthermore, the justification, the research objectives, the research design and methodology, and key terms and concepts relevant to the study are also explained. This chapter concludes by outlining the structure of the rest of the dissertation.*

## 1.1 INTRODUCTION

The notion of fast fashion has increased to such an extent in the past few years, leading to increased consumption patterns amongst consumers in terms of clothing and textiles (Gabriel, 2021). This is due to retailers selling clothing at decreased prices, which entices consumers to buy more and, in turn causes the fast fashion industry to skyrocket (Bick, Halsey & Ekenga, 2018). Another reason for the increased adoption of fast fashion is that retailers releases multiple collections per year; this is exciting to consumers and entices their inclination to purchase from these retailers (Colasante, D'Adamo, Rosa & Morone, 2023). The trend of overconsumption also arises from extensive marketing to make consumers believe that they require a new wardrobe every season (Lynes, 2015). The consequences of overconsumption in terms of clothing have various repercussions for the larger society as well as the environment.

Firstly, overconsumption in the clothing and textile industry has led to compromised working conditions of employees, as globalisation has made it easier for businesses to transfer their production to developing countries where labour is intensive and cost-effective (Chakrabarti & Yadav, 2024). This harms the people in the country who do not get the manufacturing opportunities, and because of that they suffer and are sometimes forced to shut down. It also harms the people in developing countries who work under harsh, unacceptable conditions to make a living for themselves (Stuart, Gunderson & Petersen, 2020). The wages paid to these workers are much lower compared to developed countries (Mair, Druckman & Jackson, 2018). The social impact of clothing consumption is less noticeable to the consumer as they merely use the notion of fast fashion to keep up with the latest trends, without much consideration to overconsumption and the social impact their clothing could have on others (Joung, 2014). Some retailers who have implemented this fast fashion model and encourage the consumption of clothing at a rapid rate include Zara and H&M. These two retailers have created a global

presence by bringing high fashion items to a large audience at an affordable level but at a considerable cost to society (Mo, 2015).

Secondly, the fashion industry is a big culprit of various environmental issues such as water pollution, air pollution and large amounts of waste that is discarded in landfills. In the past few years, the production and consumption of clothing worldwide have led to approximately 40% of clothing waste. If this issue prevails, it will lead to 148 million tons of waste per year by 2030 (Koszevska, 2018). Billions of textiles are purchased each year, with the majority of these items produced in Bangladesh and China (Bick *et al.*, 2018). That said, in China specifically, the amount of wastewater produced stands at 51% with this number increasing by 1% annually (Antanavičiūtė & Dobilaitė, 2015). Together with that, the discharge of chemicals released in consumer care stages such as washing is harmful to the environment as it is not biodegradable, and this along with waste water has proven to be difficult to treat since conventional treatment methods are not deemed successful (Antanavičiūtė & Dobilaitė, 2015). Textile waste further affects consumers themselves when unsorted waste reaches landfills and causes health issues (Antanavičiūtė & Dobilaitė, 2015). According to *The Living Planet Report*, humans have overshoot the capacity of the Earth by at least 50%. Furthermore, the unsustainable use of the planet's resources continuously contributes to the ever-increasing issues of biodiversity loss and climate change, which means that the demand that humans place on the environment is unsustainable and destructive and cannot continue (WorldWideFundforNature, 2022). It is therefore undeniable that consumers play a significant role in the destruction of their environments. In terms of the clothing domain, notions such as fast fashion, which encourages the consumption of products at an increased pace, contribute significantly to this unsustainable behaviour.

That said, consumers are becoming increasingly concerned about the impact their consumption practices have on the environment and society and this concern has created what is now known as a sharing economy (Hamari, Sjöklint & Ukkonen, 2016). Collaborative consumption falls under this umbrella term known as the sharing economy which facilitates activities of sharing goods and services through a variety of platforms (Richardson, 2015). Collaborative consumption can be defined as a peer-to-peer activity which comprises sharing, borrowing, or gifting goods (Hamari *et al.*, 2016). Specifically relating to clothing, collaborative clothing consumption (CCC) is defined as the sharing or lending of clothing as opposed to owning and disposing of these items (Lang & Armstrong, 2018). In other words, collaborative clothing consumption involves the acquisition and distribution of clothing in return for monetary compensation, other types of payment, or transfer of ownership such as swapping, lending, bartering, or gifting (Iran & Schrader, 2017). Of these renting and second-hand buying tend to be the most common/popular collaborative clothing consumption practices (Arrigo, 2021).

Additionally, 73% of shoppers of consumers still seem to prefer in-store shopping to online options, while others prefer omnichannel shopping (Chargebacks911, 2023). Based on this, components of renting and second-hand buying will be used as the main in-store collaborative clothing consumption practices in this study.

The collaborative clothing consumption practices of females is of particular interest. Even though research states that females are more susceptible to the adoption of fashion products (Lang & Armstrong, 2018). Zhang, Zhang and Zhou (2021) found that females have a greater empathy towards child labour issues as well as environmental issues, both of which arise in the fast fashion culture (Zhang *et al.*, 2021). Therefore, the study of females' collaborative clothing consumption practices could provide great insight into their current collaborative clothing consumption practices and whether their empathy for society and the environment trumps the desire for fast fashion items.

The participation or lack of consumers' participation in the sharing economy is yet to be fully explained. Even more so, the study of the drivers and barriers relating to collaborative clothing consumption from an in-store perspective is yet to be documented in an emerging market context (Dreyer, Lüdeke-Freund, Hamann & Faccar, 2017). Emerging markets are developing countries of which the economy is increasingly integrated with international markets, and exhibit some, but not all, of the traits of developed markets (Investopedia, 2024). Other than the environment and economic reasons, consumer might be motivated to participate in collaborative clothing consumption practices for additional reasons. These drivers could include hedonic drivers (related to enjoyment and pleasure), need for uniqueness (relating to a consumer's personal style) and social identity (related to feeling part of a community) (Dall Pizzol, Ordovás de Almeida & do Couto Soares, 2017; Lang & Armstrong, 2018). Barriers could include consumers not knowing exactly what collaborative clothing consumption entails (i.e. unfamiliarity with the concept) (Becker-Leifhold & Iran, 2018; Möhlmann, 2015). Furthermore, materialism could also hinder collaborative clothing consumption in the sense that consumers would be hesitant to try something like collaborative clothing consumption as materialism and owning items and things is an important to them (Lang & Armstrong, 2018). Lastly, store image could also influence consumers' motivations to take part in collaborative clothing consumption, as it might not always portray the clothes as pristinely as retailers of fast fashion items (Mitchell & Montgomery, 2010). The main concepts of collaborative clothing consumption, as well as the drivers and barriers mentioned above will be discussed in further detail in chapter two.

## 1.2 RESEARCH PROBLEM

The notion of overconsumption and excessive amounts of waste is fuelled by the rapid lifecycle of clothing in a fast fashion-driven market, where the lifecycle of clothing is so short that it raises issues about the environmental impact, as well as social and economic concerns. From a local perspective, the environmental impact of fast fashion can be seen in the large percentage of imported clothing that is transported over vast distances, emitting harmful emissions, and is also evident in the increasing amounts of clothing that is either donated or thrown away. The social impact also stems from the overwhelming percentage of imports as local businesses struggle to compete with the cheaper, imported alternatives. Whether the imported clothing was made by workers under favourable conditions is also questionable (Bonga-Bonga & Biyase, 2018).

The above-mentioned factors made consumers aware that their actions have an impact on their environment. This realisation brought forth the concept of the sharing economy, where consumers are more socially and environmentally aware and strive for sustainability. This awareness creates an opportunity for the application of collaborative clothing consumption in the form of in-store renting and second-hand buying. Consumers might be driven to take part in collaborative clothing consumption because they want to distance themselves from being wasteful or they might desire the need to express their personality through revamping second-hand clothing.

Numerous studies have been conducted concerning collaborative clothing consumption in the international and developed country context such as studies by Zamani, Sandin and Peters (2017), and Lang and Armstrong (2018). These studies focused on areas such as materialism and need for uniqueness as drivers of specifically females' collaborative clothing consumption (Lang & Armstrong, 2018), the technological aspect where sharing takes place through open-source software (Hamari *et al.*, 2016), the connection between sustainability and collaborative consumption (Korobar, 2013) and the effect that collaborative consumption has on the environment (Zamani *et al.*, 2017). Furthermore, a recent study conducted on Chinese consumers showed that factors such as hedonic drivers, need for uniqueness and environmental dimensions were amongst the main motivators (Borusiak, Szymkowiak, Horska, Raszka & Żelichowska, 2020). Henninger, Brydges, Iran and Vladimirova (2021) also reported on collaborative fashion consumption which was conducted in Europe, and Jain, Jain, Behl, Pereira, Del Giudice and Vrontis (2022) published research regarding the mainstreaming fashion rental consumption which was conducted in America. As the list of collaborative clothing consumption studies in developed countries becomes increasingly long, the same



cannot be said about studies conducted in South Africa. Very few studies have been conducted about collaborative clothing consumption in South Africa, and of these the main focus was on online collaborative clothing consumption, which may differ significantly from face-to-face and in-store buying settings (Brand, Jacobs & Taljaard-Swart, 2023).

In South Africa, collaborative clothing consumption could positively influence the economy by reducing wastage from consumers who purchase new clothes and discard it rather than renting or exchanging it. To date, South African consumers' collaborative clothing consumption practices remain limited, warranting an opportunity for further research. Furthermore, the drivers and barriers of collaborative clothing consumption may differ in the emerging market context and also in terms of buying settings and therefore it is also worth investigating. The study will specifically focus on the drivers including hedonic drivers, need for uniqueness and social identity, and barriers including unfamiliarity with the concept, materialism, and store image on female consumers' in-store collaborative clothing consumption practices, specifically focussing on renting and second-hand buying.

Based on the aforementioned arguments, this study will focus on *the influence of drivers and barriers on female consumers' in-store collaborative clothing consumption practices in an emerging market context, more specifically regarding renting and second-hand buying.*

### **1.3 JUSTIFICATION OF STUDY**

To date, the majority of research on collaborative clothing consumption has been conducted in developed economies such as America and Europe (Henninger *et al.*, 2021; Jain *et al.*, 2022), with very little evidence in the emerging market context of South Africa (Brand *et al.*, 2023). This study therefore aims to contribute to the body of knowledge in the South African context and create a starting point on which future studies could build. This study will, therefore, make a theoretical contribution to research in the sense that it could produce additional research to the already existing information relating to the topic of interest. It could furthermore provide significant results regarding how female consumers view in-store collaborative clothing consumption and specify which drivers and barriers are most prominent in developing countries such as South Africa.

This study could also promote more sustainable ways of living among consumers in terms of what they wear and what their carbon footprint is once they are done using their clothing – do they choose to recycle it by donating it to be sold, or do they limit their expenditure on new clothing by rather buying second-hand clothes or rent clothes that extend the clothing items'

life cycle and indirectly minimises the post-consumer textile waste that end up on landfills. Indirectly, this study could contribute to the adoption of the Sustainable Development Goals (SDGs), specifically those relating to sustainable production and consumption, by presenting consumers and businesses with ways in which collaborative clothing consumption practices could be adopted more easily and also assist businesses in minimising the barriers that are linked to in-store collaborative clothing consumption practices.

Concerning the practical contributions, this study is focused on creating awareness around the topic of collaborative clothing consumption in an in-store setting. South African consumers could also make use of these findings to improve their knowledge on this subject and possibly overcome the barriers linked to collaborative clothing consumption, which could lead to increased motivations and intentions to partake in collaborative clothing consumption. Entrepreneurs and small businesses could also benefit from this study in the sense that they could gain knowledge on the motivational drivers and barriers of in-store collaborative clothing consumption to better promote and market their second-hand clothing products, which could improve their overall turnover and potentially break the stigma of the store image of second-hand shops and make the in-store experience more appealing to consumers who intend to purchase and consume second-hand clothing products.

#### **1.4 OVERALL AIM AND OBJECTIVES OF THE STUDY**

The overall aim of this study was to explore and describe the drivers and barriers of female consumers' in-store collaborative clothing consumption practices in an emerging market context. Accordingly, the three research objectives were formulated as follows:

**Objective 1:** To explore and describe the demographic characteristics of female consumers based on their preferred in-store collaborative clothing consumption practice (i.e., renting and second-hand buying), more specifically focussing on:

1.1 Age

1.2 Level of education

1.3 Level of income

**Objective 2:** To explore and describe the influence of motivational drivers on female consumers' in-store collaborative clothing consumption practices (i.e., renting and second-hand buying), specifically in terms of:

2.1 Hedonic dimensions

2.2 Need for uniqueness

## 2.3 Social identity and community

**Objective 3:** To explore and describe the influence of barriers on female consumers' in-store collaborative clothing consumption practices, (i.e., renting and second-hand buying), specifically in terms of:

3.1 Unfamiliarity with the concept

3.2 Materialism

3.3 Store image

## 1.5 RESEARCH DESIGN AND METHODOLOGY

A quantitative research approach, with a cross-sectional survey design, was used for exploratory and descriptive purposes to reach respondents by means of non-probability, convenience, and snowball sampling techniques. The sample of this study included females over the age of 18 who reside in South Africa. The data was collected through the use of a structured, self-explanatory online questionnaire on Qualtrics and was distributed via a link on e-mail, messaging (such as WhatsApp or SMS), and social media platforms (such as Facebook, Instagram, Twitter, and LinkedIn). The data was automatically captured and coded on Qualtrics, after which the data was exported to Microsoft Excel for further analysis. Once the dataset was clean and complete, the data was imported into SPSS software to analyse and extract the relevant results for the purposes of this study. Descriptive and inferential statistics such as Exploratory Factor Analysis (EFA), scale reliability measures (i.e. Cronbach's Alphas), Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM) was used to make sense of the data and present the results in manageable formats.

## 1.6 DEFINITIONS OF TERMS AND CONCEPTS

**Table 1.1** consist of definitions of the main terms and concepts used throughout this study to increase the theoretical validity.

**TABLE 1.1: DEFINITIONS OF TERMS AND CONCEPTS**

TERMS AND CONCEPTS		
TERM OR CONCEPT	DEFINITION	REFERENCE
Access-based consumption	Promotes the idea of consuming without owning a fashion item.	(Becker-Leifhold & Iran, 2018)
Barrier	A barrier refers to a regulation, statute, or guideline that creates challenges or renders something unattainable or difficult to accomplish.	(Kent, 2007)
Collaborative consumption	Encourages the usage phase of items rather than their ownership; it is based on the shared usages of products.	(Lang & Armstrong, 2018)
Collaborative clothing consumption	A consumption pattern where consumers, rather than purchasing new fashion items, gain access to pre-existing garments through alternative means of ownership (such as gifting, swapping, or second-hand acquisition) or through utilization options for fashion items owned by others (like sharing, lending, renting, or leasing).	(Iran, Geiger & Schrader, 2019)
Consumer motivation	The motivation of consumers to participate in social commerce.	(Hamari <i>et al.</i> , 2016)
Driver	A driver is an element that substantially influences the operations of another entity.	(Hayes, 2023)
Fast fashion	A clothing supply chain model designed to swiftly adapt to current fashion trends by frequently refreshing the available clothing products in stores.	(Zamani <i>et al.</i> , 2017)
Hedonic dimension	The pleasure, enjoyment and sensuous gratification derived from products or shopping.	(Martin & Upham, 2016)
Materialism	The amount of importance that consumers place on physical possessions.	(Sharda & Bhat, 2018)
Need for uniqueness	The pursuit of distinguishable characteristics so that one may feel unique and develop self-image.	(Shen, Jung, Chow & Wong, 2014)
Renting	The process of paying a fee for an item in order to access it for a certain time.	(Lang & Armstrong, 2018)
Second-hand clothing	Pre-owned apparel which is traded for currency, seen in venues like second-hand and vintage stores, resale markets, charitable thrift shops, flea markets, online platforms, as well as backyard and garage sales.	(Laitala & Klepp, 2018)
Sharing economy	The process of exchanging goods and services from peer-to-peer.	(Ganapati & Reddick, 2018)
Social identity	The process of how individuality works and how one identifies within a community.	(Jenkins, 2014)
Store image	The way in which consumers view a store as is it presented.	(Ur Rehman & Ishaq, 2017)
Unfamiliarity of a concept	Denotes a stimulus that an individual hasn't encountered, regardless of whether it's unfamiliar within their society.	(Manohar, Rehman & Sivakumaran, 2021)

## **1.7 PRESENTATION AND OUTLINE OF THE STUDY**

### **CHAPTER ONE: THE STUDY IN PERSPECTIVE**

This chapter encapsulates the nature and background of the research topic. It also includes the research problem, justification for the study, the overall aim and objectives, as well as a summary of the research design and methodology. The main definitions of terms and concepts relating to the study are also provided. The remaining chapters are summarised and outlined as follows:

### **CHAPTER TWO: LITERATURE REVIEW**

An overview of existing literature relating to the research topic is provided in chapter two. In addition to this, the relevant concepts are further presented in the conceptual framework, and the chapter is concluded with the objectives of the study, reiterating the main concepts linked to the study.

### **CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY**

Chapter three focuses on the research design and methodology used in this study, more specifically, the sample and sampling techniques, instrument development, operationalisation table, data collection and data analysis. Lastly, the methods to enhance the quality of the data (i.e., validity and reliability) as well as the ethical considerations are also included.

### **CHAPTER FOUR: RESULTS AND DISCUSSIONS**

The chapter presents the results of the study accompanied by discussions according to the objectives. Descriptive statistics and interpretations are presented according to the first objective. The remainder of the objectives are presented by means of Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equation Modelling (SEM).

### **CHAPTER FIVE: CONCLUSION**

Chapter five is the concluding chapter of this study. It includes the main deductions and findings that form part of this study. The chapter starts with an overview of the drivers and barriers of collaborative clothing consumption in terms of its key findings. The chapter then continues to outline limitations which are prevalent in the study and ultimately makes recommendations for future research.

## 1.8 CONCLUSION

This chapter aimed to introduce a broad overview of this study by providing the background information to give insight into the research problem. Justifications regarding the study were also outlined and explained. Furthermore, concepts and theories that relate to the conceptual framework were briefly discussed and will be discussed in further detail in the following chapters. Lastly, the methodology and an overview of the following chapters were also presented.

# CHAPTER 2: LITERATURE REVIEW

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*Chapter two provides an overview of existing literature relating to the prominent concepts and terms of this study. The following chapter elaborates on the clothing and textile industry, the sharing economy and collaborative consumption, collaborative clothing consumption, including renting and second-hand buying, as well as the drivers and barriers that could influence in-store collaborative clothing consumption practices. The chapter also discusses collaborative clothing consumption and consumer behaviour and the influence of demographics on collaborative clothing consumption. The chapter concludes with a conceptual framework and research objectives.*

## 2.1 CLOTHING AND TEXTILE INDUSTRY

Humans are of such a nature that they have basic needs which are essential for life; this includes food, water and ultimately clothing (Tager, 2016). These needs give rise to an industry which satisfies one of these needs, namely the clothing and textile industry. Consumers are constantly bombarded with new clothing every few weeks because retailers have developed an extremely fast turnaround time, giving rise to the concept of fast fashion (Zamani *et al.*, 2017). This model of fast fashion has created numerous social concerns of which factory instability, fire risks, child employment, unpaid or withheld wages and unreasonable working hours are but a few (Lambert, 2014). Environmentally, the clothing and textile industry contributes to excessive pollution through dyeing processes and waste management, while consumers are also responsible for environmental issues through their consumption of clothing when washing and disposing of it (Jang, Ko, Chun & Lee, 2012). The major challenges within the life-cycle stages relate to energy consumption, water and chemical consumption, solid waste and direct carbon dioxide emissions (Koszewska, 2018). It is estimated that the textile industry contributes more than 35% of chemicals which are found in the environment due to the treatment and dyeing of textile products (Desore & Narula, 2018). The magnitude of the impact on the environment is therefore much greater than one perceives it to be.

With that said, the clothing and textile industry is not only influenced by the fast fashion model which creates a never ending cycle of use, but is also highly encouraged by the changing needs of consumers (Tudor, 2018). The more consumers demand, the more the industry will provide, leading to overproduction and overconsumption; eventually resulting in a throw-away culture and excessive amounts of post-consumer textile waste. In other words, the acquisition

of trend-led clothing entails buying these clothes at cheap prices and discarding of them once the season is over (Fraser, 2009). Globally this apparel obsession has surged to approximately 62 million tonnes annually, and it is anticipated to reach 102 million tonnes by the year 2030 (Niinimäki, Peters, Dahlbo, Perry, Rissanen & Gwilt, 2020). This rise in imports from overseas fast fashion houses can be seen on the popularity of [Shein](#) in South Africa, delivering large amounts of clothing to South African consumers who are mesmerised by the wide selection of clothing and low prices (Bloomberg, 2023). The popularity of this website is a typical representation of overconsumption behaviour by consumers. The solution to this problem has been widely hypothesised, with solutions such as re-fashion which entails turning old clothes into new (Fraser, 2009), creating higher quality clothing, prompting consumers to become more attached to their existing clothing (Brown & Cameron, 2000), adopting the notion of a sharing economy which involves sharing of unutilised clothing between people (Hossain, 2020) and buying second-hand clothing or “thrifting” (Lestari & Asmarani, 2021). The re-use economy could also be a possible solution; this entails the re-use of clothing through second-hand buying and renting (Nimo, 2022). The sharing economy and its subsidiary, collaborative consumption, will be discussed further in the following section to provide more insight into the potential solutions to overproduction and overconsumption.

## 2.2 THE SHARING ECONOMY AND COLLABORATIVE CONSUMPTION (CC)

The sharing economy is a phenomenon where used goods or services are being shared in order to improve sustainability (Curtis & Mont, 2020). The sharing economy has seen exponential growth in the past few years and consumers are increasingly opting to pay for temporary access to products or services, rather than owning it (Matzler, Veider & Kathan, 2014). The sharing economy can be further defined as the phenomenon in which consumers are transforming into sellers who are offering goods and services which were primarily offered by ordinary sellers or retailers (Eckhardt, Houston, Jiang, Lamberton, Rindfleisch & Zervas, 2019). An interesting viewpoint by Stephany (2015) is that a sharing economy is valued because it takes underutilised assets and allows them to be accessible to the larger population which diminishes the necessity for ownership.

The sharing economy commonly allows for sharing goods and/or services by matching customers and providers through technological platforms and physical stores (Eckhardt *et al.*, 2019). Some examples of start-up companies that have become well-known in the last few years, include [Airbnb](#), an accommodation marketplace where consumers have the option to rent a fully furnished home or flat from an owner instead of staying at a hotel or generic bed-and-breakfast (Matzler *et al.*, 2014; Puschmann & Alt, 2016). Another example is [Uber](#), an E-



hauling service that allows consumers to find and utilise transportation at their nearest convenience (Cannon & Summers, 2014). [WeWork](#) is a workplace solution where you can book an office or desk for a period of time. The website locates options in the surrounding areas and allows you to choose the best option for you. They aim to reimagine the workspace and allow for optimal flexibility in office space solutions. Research has shown that the concept of a sharing economy is beneficial to various consumers due to the decreased price of lending, sharing, renting etc., as opposed to purchasing or owning certain products or services (Matzler *et al.*, 2014). Apart from Start-Ups, well-known companies have also joined the phenomenon of the sharing economy such as [Ikea](#) who offer their customers the service of exchanging used furniture on the company's website (Puschmann & Alt, 2016). Another example is [H&M](#), the clothing retailer, who offers their customers a discount on purchases when they drop a bag of unwanted clothing into a recycling bin in the store.

The sharing economy is not limited to ride sharing or property marketplace, it also extends to in-store facilities. These are thrift stores which have become very popular in recent years. Globally, [Goodwill](#) is known as an American second-hand store, where consumers can pick-up low-price clothing, home goods and more (Minter, 2022). In South Africa, a thrift store which is well known is [Ons Winkel](#), where consumers can purchase second-hand clothing, hardware, linen, furniture etc (OnsWinkel, 2021). Additionally, a store which has recently grown popular via social media is [Coat Corner](#). This store has grown its presence via TikTok where they share entertaining videos about the stock they offer. This store sells mainly second-hand jackets and coats (OverCoats, 2024). These stores are some of many, as this second-hand economy continues to grow.

The sharing economy is a broad notion that encompasses many concepts and endeavours, of which collaborative consumption (CC) is one (Hamari *et al.*, 2016). Collaborative consumption can also be explained as the sharing of access to resources by individuals for some type of compensation (Perren & Grauerholz, 2015). When consumers choose to participate in collaborative consumption this decision spills over into behaviours which promote a more environmentally friendly economy; one which advocates to 'use something' instead of 'own something' (Barbu, Florea, Ogarcă & Barbu, 2018). These choices could move consumers to adopt a new way of consumption based on access and not ownership (Barbu *et al.*, 2018). Collaborative consumption manifests in the form of renting, swapping, trading, bartering, and loaning and has three types of systems: using products without owning them, reallocation of unwanted goods, and exchange of non-product possessions in alternative ways (Lang & Armstrong, 2018). The term collaborative consumption ultimately means that people are collaborating and sharing in order to meet needs, whether it be in land, accommodation, clothing, transportation, etc. (Pedersen & Netter, 2015). According to Möhlmann (2015)

collaborative consumption is not a “niche” as one would have previously thought. In contrast it has created many successful businesses and transformed into a large-scale industry (Möhlmann, 2015). The collaborative consumption model has shown consumers that there are new ways to consume in this economy; this is true for not just clothing, but for travel, accommodation and more (Zhu, So & Hudson, 2017).

### 2.3 COLLABORATIVE CLOTHING CONSUMPTION (CCC)

In terms of the clothing and textile domain, collaborative consumption can be narrowed down to the term collaborative clothing consumption (CCC), which applies the same principles of collaborative consumption in the context of clothing or fashion. Instead of just buying and owning clothing, customers in this dynamic paradigm engage in a shared economy by renting, exchanging, or reselling it (Ertz, Durif & Arcand, 2016). This decision has profound effects on the surrounding environment as well as the psychology and behaviour of individuals concerned. Collaborative clothing consumption has also been expected to benefit not only the consumer in terms of clothing but could also alleviate some of the concerns raised with regard to the clothing sector such as sustainability issues surrounding the production and consumption of it (Pedersen & Netter, 2015). More specifically, the notion of collaborative clothing consumption promotes the reuse of clothing instead of the acquisition of new products, ultimately reducing the amount of clothing that ends up in landfills, resulting in more sustainable utilisation of products. Furthermore, consumers are being encouraged to share, reuse and recycle clothing in an attempt to slow down the fast fashion phenomena and create a smaller carbon footprint when it comes to clothing (Perlacia, Duml & Saebi, 2017). The concept of leasing clothing has been identified as a means of reducing material demands that will ultimately have a lighter impact on the environment compared to fast fashion practices (Pedersen & Netter, 2015).

Collaborative clothing consumption can be further divided into specific activities known as sharing, bartering, lending, trading, renting and swapping (Belk, 2014). Peer-to-peer resale platforms, garment rental businesses, and clothing exchanges are some examples of this developing trend that provide a more economical, environmentally friendly, and socially responsible option to the conventional buy-and-throw-away fashion cycle (Korvenranta, 2023). A South African example of a brick-and-mortar store is [Afraid of mice](#), where consumers can sell, buy or trade used clothing. Another example is [Vintage with love](#); this company asks consumers to provide their used clothing, which they then list these on their online store and in-store (Vintagewithlove, 2014). An online example is [YagaZa](#), a thrift store where you can create your own store on the platform and pay a percentage of your sales to the online platform.

This site has grown by approaching Instagram influencers to start their stores on the platform, encourages others to do the same or to use the platform to buy second-hand clothing.

This study will specifically focus on in-store renting and second-hand buying as models of collaborative clothing consumption practices. More specifically, the main focus will be on second-hand buying, while renting plays a secondary part in this study. As both form part of the overall study, they will both be discussed in further detail below.

### 2.3.1 Renting

Fashion sharing has emerged as a way in which consumers engage in transactions to share their clothing items, one of which is renting (Perlacia *et al.*, 2017). The term renting is characterised by an individual paying to use a product temporarily rather than permanently possessing that product. In this process there is no change of ownership, merely a temporary exchange of the product for remuneration (Lang & Armstrong, 2018). The concept of renting goes beyond a simple transaction; it embodies the essence of self-service, where one individual allows another to briefly enjoy the use of their possessions in exchange for a fee (Guyader, 2018). This innovative approach has shifted the dynamics of fashion consumption. It's not merely about what one owns but what one can access, creating a more dynamic and sustainable fashion ecosystem. Retailers and small businesses have recognized the potential in this paradigm shift and have harnessed it to their advantage. They now own fashion items that can be rented to customers who return the item after a predetermined period of time (Perlacia *et al.*, 2017). This approach makes high-end fashion more accessible to a wider range of customers, who might otherwise be unable or unwilling to make a long-term investment in these luxury items (Perlacia *et al.*, 2017). Furthermore, the method of renting extends the use phase of fashion items, maximizing their utility and minimizing waste. Multiple individuals can enjoy the same item over its lifespan, reducing the environmental footprint associated with fast fashion and disposable clothing (Leismann, Schmitt, Rohn & Baedeker, 2013). This reinforces the idea of "using rather than owning," which is fundamental to sustainability efforts in the fashion industry (Leismann *et al.*, 2013).

Internationally this practice has taken off; some companies such as [The Black Tux](#) offer only renting as an option whereas others such as [LeTote](#) offer consumers the chance to purchase the clothing after the rental period is complete (Perlacia *et al.*, 2017). Locally this practice is also one which shows promise. Some examples of renting in the South African context include [Best Friend's Closet](#), a South African company that offers a variety of designer dresses and accessories as well as in-store rental option, [Gelique Couture](#), that offers rentals at affordable prices and offers to courier the rented dresses within the country. [Cape Town Dress Hire](#),

which rents evening wear, runs campaigns renting evening wear to South African influencers such as Aisha Baker; and lastly [Uplift Dress Rental](#) assists consumers to rent out their own dresses and make an income from their home.

Moeller and Wittkowski (2010) determined that the ownership of an object places some degree of burden on consumers and that the convenience of renting makes it more appealing for these consumers. Thanks to rentals by service providers, seldomly used items are being utilized more than before, allowing the items to be used to its maximum life span in line with its proposed use (Leismann *et al.*, 2013). The benefits of renting extend to a more personal level where it provides a low risk option for consumers who are undergoing physical changes and need an item for single use, It also provides consumers with the opportunity to access clothing which they may not have been able to afford through purchases (Lang, 2018). According to Lang and Armstrong (2018), a gap of renting out every day wear exists, because majority of the renting industry caters for occasion wear and accessories, allowing ample growth opportunities in this sector as well as alternative means of collaborative clothing consumption practices such as second-hand buying.

Although this study touches on renting and second-hand buying as models of in-store collaborative clothing consumption practices, the main focus will be placed on second-hand buying, which will be discussed in more detail below.

### **2.3.2 Second-hand buying**

Used or second-hand clothing encompasses items that have been either discarded or donated, subsequently resold or exchanged between buyers and sellers (Farrant, Olsen & Wang, 2010). An item qualifies as "second-hand" when it has been owned or used by at least one person (Borusiak *et al.*, 2020). As consumers become increasingly conscious of their purchasing decisions, they are discovering that quality clothing need not be brand new (Khandual & Pradhan, 2019). This has been seen through the increase in popularity of second-hand buying shopping in recent years as a sustainable consumption strategy (ÖGEL, 2022). The act of purchasing second-hand clothing is often seen as a form of pure collaboration, where both the buyer and the seller are consumers, actively participating in the lifecycle of the item (Ertz *et al.*, 2016). This collaborative nature of second-hand transactions encourages more mindful consumer behaviour, as individuals are motivated to engage in a practice that reduces harm to the environment while simultaneously serving their self-interest by obtaining stylish, yet more affordable items (Mohammad, Quoquab & Sadom, 2021). This type of transfer is typically permanent, as ownership of the clothing item shifts from one individual to the next, contributing to a more sustainable and circular fashion economy. It exemplifies the

shift in consumer values toward not only reusing and recycling but also actively participating in a more responsible and environmentally conscious approach to fashion consumption. Moreover, the effects of buying used apparel go beyond its obvious benefits for the environment. Additionally, it encourages a sense of distinctiveness and individuality in one's sense of style (Padmavathy, Swapana & Paul, 2019). Used goods frequently have a past, and each piece has a unique tale to tell (Cervellon, Carey & Harms, 2012). This can be particularly alluring in a society where a perception of uniformity can occasionally result from mass-produced, brand-new fashion goods. Customers can differentiate themselves with unique, distinctive things by opting for used apparel (Padmavathy *et al.*, 2019).

Furthermore, purchasing and selling used apparel helps to create a more varied and inclusive fashion community. It goes beyond established fashion conventions and makes fashionable, high-quality apparel accessible to people from all walks of life and financial situations (Albinsson & Yasanthi Perera, 2012). This accessibility lessens the pressure on people to continuously purchase new things, a habit that can result in overspending and unhealthy consumption behaviours, as well as encourages a wider audience to engage in fashion. The second-hand clothing market is thriving economically, attracting online marketplaces, thrift stores, and small enterprises, promoting entrepreneurship and supporting an ethical, sustainable fashion ecosystem (Arora & Dhama, 2023).

[Rags and lace](#) is a vintage clothing store based in Johannesburg which specialises in selling pre-loved designer clothing. The clothes found here attract the type of person who wants to shop second-hand but still buy luxury items. Here you will find high quality clothing in mint condition (WISI-Oi, 2022). [Once worn Bridal](#) is unique second-hand store based in Cape Town, which has high-end used wedding dresses and sample (Jacelyn, 2020). [Second Chance Clothing](#) is a Gauteng based store that offers consumers the option of buying second-hand items as well as selling second-hand clothing to the store. While this study is focused on the in-store aspect of second-hand buying, it is worth noting that social media is largely used for the selling of second-hand clothing, while Instagram is often used for individuals selling their own clothing or even sourcing second-hand items and creating an entire business out of it. Facebook marketplace is also a large platform for the reselling of clothing. These platforms are used as a method to display items and drive interested consumers into the physical stores.

With that said, consumers are often driven or hesitant to take part in certain practices such as collaborative clothing consumption because of various factors. These motivational drivers and barriers are critical components that form part of this study and will be discussed in further detail below.

## 2.4 MOTIVATIONAL DRIVERS AND BARRIERS OF COLLABORATIVE CLOTHING CONSUMPTION PRACTICES

### 2.4.1 Consumer motivation

Motivation can be defined as the inspiration to do something or to be moved to act (Ryan & Deci, 2000). It can be explained as the underlying reasons why individuals behave in certain ways to satisfy their needs (Moisander, 2007). According to Becker-Leifhold and Iran (2018), the motivators to consumers purchasing second-hand clothing can be separated in hedonic, utilitarian and biospheric motives. Hedonic motives are found to be factors such as the uniqueness of an item and the creativity needed to combine garments which invokes satisfaction, utilitarian motives were found to be saving money and biospheric motives were found to be the benefits of these practices on the environment and consumers' desire to take part in environmentally friendly activities. On the other hand, motives could also be classified as primary and selective motives, whereas a primary motive can be described as the purpose behind a consumer's decision to participate (or not) in certain behaviour (e.g. sustainable behaviour), and a selective motive can be explained as the particular behaviours that individuals want to participate in (e.g. renting and/or buying used/second-hand clothes) (Moisander, 2007).

According to Topaloğlu (2012), consumers are motivated by many different factors, which can be divided into personal (learning about new trends, physical activity etc.) and social motives (communication, status and authority etc.) (Topaloğlu, 2012). These motives can be further divided into functional and non-functional motives, where functional includes variety, price, and convenience and non-functional includes reputation of the company, promotions and store clients (Eastlick & Feinberg, 1999). Ridgway, Dawson and Bloch (1990) identified three aspects of an individual's approach to an environment: desire to see more or less, desire to interact with people, and approval of the environment. They found that consumers who enjoyed the store environment were more likely to interact with others and desire to see more of the environment. That said, the surrounding environment in which consumers find themselves plays a critical role in the reasoning to visit a store or even interact with the people in the store.

From the above it is evident that consumer motivations and their associated behaviours have been researched extensively by various different parties who have offered various options and types of motivations, but the motivational drivers specifically relating to collaborative clothing consumption (CCC) in an emerging market context remains unclear and warrants further investigation (Möhlmann, 2015). Based on this, the motivational drivers will be discussed in



more detail below to provide insight into the drivers that might influence consumers' collaborative clothing consumption in an emerging market context. Specific attention is placed on the hedonic dimension, need for uniqueness and social identity as these three drivers of collaborative clothing consumption form part of the overall objectives of this study.

## **2.4.2 Motivational drivers of collaborative clothing consumption practices**

### *2.4.2.1 Hedonic dimensions*

Hedonic dimensions is the state in which consumers use materials items to provide them with a positive emotional return such as enjoyment or playfulness (Casaló, Flavián & Ibáñez-Sánchez, 2017). This state could therefore cause consumers to purchase goods based on their perceived enjoyment, which, in turn, influences consumer behaviour (Subawa, Widhiasthini, Pika & Suryawati, 2020). Another definition of hedonic dimensions is the pleasure and sumptuous gratification for yourself (Martin & Upham, 2016). That said, participation in collaborative clothing consumption may therefore also hold hedonic value for consumers, based on their subjective view of enjoyment (Hwang & Griffiths, 2017). According to Alzamora-Ruiz, Guerrero-Medina, Martínez-Fiestas and Serida-Nishimura (2020), individuals partake in collaborative consumption because of the pleasure that they derive from it. In the setting of collaborative clothing consumption and particularly in the sphere of consumer culture, people could discover that engaging in these shared consumption models also provides hedonic benefit. Customers' subjective assessment of how much they like sharing and working together determines how much collaborative clothing consumption has hedonic appeal to them (Hwang & Griffiths, 2017).

An example of this is the motivation to make use of sharing services such as [Airbnb](#) where participation is related to the excitement and newness of the experience (Mayasari & Haryanto, 2018). The hedonic aspect has been said to relate to intrinsic and extrinsic aspects, and the perception of an intrinsic value can be said to come from the fun related to it rather than the completion of the task at hand (Mayasari & Haryanto, 2018). In contrast, behaviour that is primarily dependent on achieving a result that can be distinguished from the activity itself is referred to as extrinsic motivation. Based on the afore-mentioned, it can therefore be assumed that pleasure, enjoyment and feelings of fun could potentially influence consumers' attitudes, which in turn could influence their behaviour when it comes to collaborative clothing consumption.

#### 2.4.2.2 Need for uniqueness

The need for uniqueness is the pursuit of an individual to differentiate themselves through the attainment and use of goods to improve personal social identity (Tian, Bearden & Hunter, 2001). Need for uniqueness can furthermore be identified as an individual's desire to possess unique items and to be differentiated from others (Cheema & Kaikati, 2010). According to Tian *et al.* (2001) the need to be unique arises in situations where individuals see themselves as similar to those in their surroundings, which poses a threat to their self-perception of being unique. The degree to which people pursue uniqueness varies, but the majority do so in ways that are acceptable in society, while very few do so at the risk of social rejection (Stiglbauer & Kovacs, 2019). There are two common approaches to consuming that will satisfy the urge for individuality without running the danger of societal disapproval: To restore their uniqueness from others, people can first engage in similarity-avoiding activities (e.g., refrain from consuming shared products). Secondly, they have the ability to express and build their own unique style by innovative decision behaviours, such as consuming unusual things. Furthermore, unpopular choice behaviours, such as the consumption of goods that defy social norms and run the risk of receiving negative social feedback, might satisfy the demand for uniqueness (Bicchieri, Muldoon & Sontuoso, 2014).

Moreover, in a study conducted by Edbring, Lehner and Mont (2016) consumers admitted that their primary motivation for taking part in collaborative consumption is the need for uniqueness because the consumption of second-hand goods fulfils a consumer's desire for individuality. This correlates with an individual's desire for individual expression through avenues such as fashion (Gabriel, 2021). A positive correlation has also been found between the swapping of clothing and the need for uniqueness (Lang & Armstrong, 2018). This is because sourcing and obtaining goods that seem 'one of a kind' make people feel like they have accomplished a sense of uniqueness, possessing unusual items adds value since they allow the owner to distinguish themselves from others (Franke & Schreier, 2008). In addition a desire to stand out is associated with originality, the hunt for high-end goods, an interest in fashion, and the acquisition of vintage apparel (Machado, de Almeida, Bollick & Bragagnolo, 2019). In conclusion, collaborative consumption, especially when it comes to used products, is essential to satisfying customers' natural need for distinctiveness and originality. Research by Edbring *et al.* (2016), Lang and Armstrong (2018) and Franke and Schreier (2008) have shown the close relationship between the pursuit of uniqueness and collaborative consumption.



### 2.4.2.3 *Social identity and community*

Social identity is known as a theory which describes the role of one's self in terms of group and intergroup relations (Hogg, 2016). Research has found that belonging to a social group is often deemed a driver of humankind (Benoit, Baker, Bolton, Gruber & Kandampully, 2017). In an effort to foster sociability, collaborative consumption is regarded as a social activity in that shared experiences can act as a focal point for communication and relationship building (Małecka, Mitreęa & Pfajfar, 2022). That said, collaborative consumption, as the term states, creates collaboration among individuals and drives the interaction between consumers which in turn creates a sense of community amongst them (Benoit *et al.*, 2017). Existing research on communal shopping has found that individuals desire to create relationships with others, which has also been shown to be the case when consumers take part in collaborative consumption (Barnes & Mattsson, 2017). Similarly, it is suggested that connection to a society motivates consumers to partake in collaborative consumption (Tussyadiah, 2015). In addition to this, choosing a sharing option repeatedly appears to be significantly positively impacted by belonging to a community (Möhlmann, 2015).

Most people believe that sharing one's belongings with others is a naturally pro-social or even selfless behaviour that fosters bonds of solidarity (Bucher, Fieseler & Lutz, 2016). According to Bucher's model, Bucher *et al.* (2016) the main factor influencing sharing motives is sociability. In order to participate in communities and provide others with access to resources they would not otherwise be able to afford, people resort to sharing their belongings (Bucher *et al.*, 2016). In conclusion, social identity could be one of the most prominent drivers for taking part in collaborative clothing consumption and warrants further investigation.

As mentioned before, motivational drivers could encourage consumers to act in certain ways, while barriers could prohibit the participation in certain practices such as collaborative clothing consumption. Therefore, in addition to the motivational drivers, the barriers that could influence consumers' collaborative clothing consumption practices should be investigated. In terms of this study, emphasis will be placed on the following barriers, namely unfamiliarity with the concept, materialism and store image.

## **2.4.3 Barriers of collaborative clothing consumption practices**

### 2.4.3.1 *Unfamiliarity with the concept*

Unfamiliarity with the concept refers to the individuals feeling of strangeness related to a concept and this is a result of lack of knowledge or experience with the concept (Szytniewski,

2013). According to Barnes and Mattsson (2017), when a concept is familiar, one can expect it to be safe and have clear future expectations based on what has occurred in the past. It has also been believed that the more familiar consumers are with a concept, the more likely they are to trust a business or concept (Barnes & Mattsson, 2017). As studied by Edbring *et al.* (2016) many people find it uncomfortable to share resources with people outside of their family. This expands on the 'unfamiliar' aspect of this barrier to collaborative clothing consumption. Furthermore, consumers have shown to have significant constraints against general collaborative consumption practices, merely because there are unfamiliar with systems or methods to accomplish this participation (Ali & Huda, 2017). It has also been found by Möhlmann (2015) that a reason not to participate could be a lack of familiarity with the procedure. The gap between theory of and implementation of practices exists in the assumption that unfamiliarity triggers the fear of contamination (Bardhi & Eckhardt, 2010). In this case the contamination cue is with regards to second-hand items. In a study conducted by Beckers and Klerkx (2020), it was noted by a number of respondents that they were ignorant of the non-ownership component of clothes rentals, which was thought to be problematic. The respondents want to be in charge of the item's wearing schedule, location, and style (Beckers & Klerkx, 2020). All of the above-mentioned studies show that when consumers are unfamiliar with the concept of collaborative consumption, it deters them from participating in this practice. In general, customers are less likely to opt to purchase second-hand clothing openly and readily the more anxiety they voice about what other people would think of their clothing choices, their lack of knowledge with the second-hand clothing channel, and their concerns about the product's sanitation (Silva, Santos, Duarte & Vlačić, 2021).

That said, second-hand buying may already be a familiar concept in general, especially in Africa where second-hand clothing is sold at markets or on street pavements in rural areas (Baden & Barber, 2005). The topic of unfamiliarity is then not stating that second-hand buying is unknown as a whole, merely that aspects of it are stigmatised and this stems from the unfamiliarity with this concept. The unfamiliarity of a concept can therefore have detrimental effects on a business's success in the sense that consumers might re-think their choices based on the experience with the concept or product. This might be true for collaborative clothing consumption practices such as renting and buying second-hand clothing in South Africa as well, since this concept is still quite underexplored in this context and leaves room for much uncertainty on the consumers' side.

#### 2.4.3.2 *Materialism*

Materialism refers to the view that the world is made up of material things and that individuals should pursue that which is pleasurable to them (Bunge, 2012). Richins (2004) defines

materialism as the value one places on the ownership of material possessions, this is further defined as using material goods to judge the success of the self and others, the centrality of material possessions in the life of an individual as well as believing that possessions lead to happiness. It has further been determined that the best way to understand materialism is as a value orientation, whereby materialists attach great importance to acquiring things in order to achieve significant life objectives, which is in line with the first formal definition of materialism in the literature on consumer behaviour, which defined materialism as the value a consumer places on worldly possession (Richins, 2017).

Due to the nature of humans and the society that demands for more and more, naturally this need for more would translate into clothing. This gives rise to consumers who place high value on material things. These materialistic values have given rise to the mindset that the more possessions one has, the more valuable life is (Kim, Choo & Yoon, 2013). The consumers who are deemed as materialistic, place the clothing they wear as a priority in their lives and are therefore using apparel as a management for their impression on society, this may go against the nature of collaborative clothing consumption (Sirkeci & Arıkan, 2021). Results from a study conducted by Lindblom, Lindblom and Wechtler (2018) suggests that while materialistic consumers view collaborative consumption as undesirable behaviour, they are nevertheless open to trying it out in the future. It has been previously suggested that materialism can be associated with the physical ownership and long-term possession of items which insinuates strong attachment to these objects; this attachment could naturally argue against the concept of sharing or collaborative clothing consumption (Davidson, Habibi & Laroche, 2018). This feeling of possessiveness is directly linked with materialism, and in turn leads to a negative perception on the “sharing” aspect of the collaborative clothing consumption movement (Gupta, Esmaeilzadeh, Uz & Tennant, 2019). It appears that customers who align with the materialistic category view collaborative consumption as undesirable (Richins, 2017). This outcome aligns quite well with the present knowledge of materialism's consequences in the setting of collaborative consumption. The experts generally agree that materialism, and its two main pillars of possessiveness and non-generosity, create negative attitudes toward sharing (Lindblom *et al.*, 2018).

Materialism among consumers has been shown to contribute to overconsumption which stands directly opposed to collaborative consumption and the sharing economy and thus could prohibit such practices and act as a barrier (Lang & Armstrong, 2018). Thus, materialism could be classified as a potential barrier of collaborative clothing consumption in an emerging market context such as South Africa and should be further explored.

### 2.4.3.3 *Store Image*

Store image is the manner in which a consumer views a store, the perception which they hold of it (Wu, Yeh & Hsiao, 2011). The image of a store can furthermore be defined as the way in which a store is seen in the mind of a consumer (Mathur & Gangwani, 2016). The store image and the way that consumers perceive it can have many implications for businesses, such as influencing the buying behaviour of consumers. In a study conducted by Wu *et al.* (2011) store image seemed to have a direct effect on the purchase intention of consumers. An unpleasant store environment could potentially play a significant role in the avoidance of a store, just like a pleasant store environment would attract consumers into the store to see what it has to offer (Lee, Motion & Conroy, 2009). In terms customer satisfaction versus store image, it was discovered that, for South African supermarket customers, store satisfaction and store image had direct, positive, and statistically significant correlations. In addition research findings indicate that store image features, such as a pleasant ambiance and atmospheric signals, can promote purchase intention (Shamsher, 2016).

Customers seem to favour brands whose appearances align with their personal perceptions (O'Cass & Grace, 2008). Notably, this perspective is equally applicable to retail establishments. In other words, customers should have more positive opinions of a store the more their perception of themselves and the store match. It is suggested that in the retail setting of a strong self-store image, store service offering, and perceived value will be greater (O'Cass & Grace, 2008). One of the first to suggest that a customer shows a preference for a store whose personality aligns with the customer's self-image was Pierre (1958). The degree to which a product or service resembles the consumer's self-image, also known as their views or plans to acquire it, seems to have a significant influence on those attitudes or intentions (Kleijnen, de Ruyter & Andreassen, 2005). Numerous studies show that customers favour businesses and brands that more closely reflect their own personalities and self-images (Stevens, Johnson & Gleim, 2023). Relevant factors also include the quantity of stock on hand, the variety offered, and the significance of the actual goods and brands sold at the store (O'Cass & Grace, 2008). Since many retailers sell the same or comparable goods under different names, customer service may make a difference in the minds of shoppers regarding where to make their purchases (O'Cass & Grace, 2008).

In general, there is a misleading stigma that thrift stores are dirty, messy and dark (Bardhi, 2003). But as stores strive to reach a larger audience, this stigma has been reduced (Mitchell & Montgomery, 2010). In addition, in the past five to 10 years, the notion of thrift shopping has come more socially acceptable (Mitchell & Montgomery, 2010). Thrift stores have since tried to rebrand their stores in efforts to reduce this stigma; this has been done through branding to

create recognition, increase professionalism in sales and acquiring sought after locations (Mitchell & Montgomery, 2010). It is very likely that customers who purchase at a store that they feel has a personality to their own self-images would feel that they are getting a fairer and better deal (He & Mukherjee, 2007). Additionally, customers may feel that their purchases at the store are valuable given their sacrifices if they experience self-improvement and self-esteem as a result of self-congruity (He & Mukherjee, 2007). When expectations are met or exceeded by experience, a customer is happier and more satisfied with their shopping experience at a particular retailer. Self-congruity with a store's image improves customer expectations and experiences by being consistent and stable, which increases the likelihood that customers will be satisfied with the store. Therefore, a negative store image can be classified as a potential barrier to participate in certain actions because of the unpleasant feelings associated with that store. To date, research regarding store image and collaborative consumption is still lacking, and furthermore very little, if any literature is available regarding the influence of store image on collaborative clothing consumption practices, and therefore should be investigated.

As mentioned above, this study will focus on the motivational drivers, namely hedonic dimensions, a need for uniqueness and social identity as well as the barriers, namely unfamiliarity with the concept, materialism and store image, that could potentially influence female consumers' collaborative clothing consumption practices, more specifically their second-hand buying practices in South Africa.

## **2.5 INFLUENCE OF DEMOGRAPHICS ON COLLABORATIVE CLOTHING CONSUMPTION**

Demographic factors, such as age, gender, income and level of education play a role in shaping behaviour towards collaborative consumption (CC) and collaborative clothing consumption (CCC) (Hwang & Griffiths, 2017).

### **2.5.1 Gender**

To comprehend the dynamics associated with gender differences, it is essential to delve into the characteristics attributed to traditional gender roles. In a societal context, the distinction between masculine and feminine qualities becomes apparent. A masculine society often emphasises assertiveness and gauges success primarily based on performance, while a more feminine society leans towards nurturing and modest behaviours (Gupta *et al.*, 2019). This study suggests that these societal traits could potentially influence individuals' inclinations

towards collaborative consumption and collaborative clothing consumption. Previous research on gender disparities in collaborative consumption has considered factors such as trust, place, and identity, particularly in activities like renting or buying second-hand clothing (Schoenbaum, 2016). Despite acknowledging these factors, some claims suggest that women might be less inclined to participate in collaborative consumption due to perceived risks (Roy, 2016). However, these assertions lack robust empirical support. In contrast, a masculine society tends to be driven by economic achievement and pragmatic motivations (Gupta *et al.*, 2019). This pragmatic thinking positively correlates with participation in renting, as demonstrated by previous research (Gupta *et al.*, 2019). Shifting the focus to female consumers, they are often associated with a higher involvement in fashion, contributing to concerns about overconsumption (Sirkeci & Arıkan, 2021). Studies exploring female motivation in collaborative consumption reveal a higher inclination driven by environmental concerns (Sirkeci & Arıkan, 2021). This aligns with the nurturing feminine qualities identified in earlier research (Gupta *et al.*, 2019). Moreover, participation in collaborative consumption has been linked to feelings of empathy, suggesting that consumers who perceive themselves as empathetic are more likely to view collaborative consumption practices favourably (Hwang & Griffiths, 2017). A study conducted by Sirkeci and Arıkan (2021) supports this assertion, showing that empathetic feelings in females positively impact their perceptions of collaborative consumption.

In summary, gender plays a multifaceted role in shaping attitudes towards collaborative consumption. While societal expectations and risk perceptions may differ between genders, factors such as environmental concern and empathy appear to be significant motivators for female participants in collaborative consumption activities. As the discourse on collaborative consumption evolves, further empirical research is needed to validate and refine these insights. For this study, the focus is solely on female consumers' in-store collaborative clothing consumption practices linked to renting and second-hand buying. By narrowing the research down to one gender, significant information could be generated regarding the drivers and barriers that relate specifically to female consumers when buying and consuming second-hand clothing.

### **2.5.2 Age**

Another demographic characteristic of interest is age, which could also influence consumers' collaborative clothing consumption behaviours and warrants further investigation (Moore, 2012). The most prominent age groups linked to collaborative consumption include Millennials and Generation Z who are said to be the segment of consumers for whom collaborative clothing consumption is most appealing (McCoy, Wang & Chi, 2021). For them it is a way of having access to services, products and resources without necessarily purchasing or owning



the item (Hwang & Griffiths, 2017). They value consumption as access rather than possession, as an expression of individual identity, and as a matter of ethical concern (Francis & Hoefel, 2018). Millennials are more open and receptive to trying alternative means of ownership and tend to have much more concern for others as opposed to material goods, obsessive consumerism and keeping up with materialistic trends (Hwang & Griffiths, 2017). In addition Generation Z display a sense of fashion leadership which motivates their adoption of collaborative clothing consumption, this is also progressed by their generally limited budget and overall inclination towards sustainability (McCoy *et al.*, 2021). A sharing economy of collaborative consumers is, by its very nature, a more empathetic and less materialistic one (Rifkin, 2014). Thus, Millennials and Generation Z are proven to be more empathetic toward environmental causes and sustainable consumption than other consumer groups (Hwang & Griffiths, 2017; McCoy *et al.*, 2021).

### **2.5.3 Level of income**

Level of income is often related to age and could be another significant demographic component when investigating collaborative clothing consumption in an emerging market context such as South Africa. Research shows that different income levels affect consumer spending. Attitudes vary across the different brackets, particularly towards clothing. For example, consumers with higher incomes have more disposable income to spend on clothing (Cassidy & Bennett, 2012; Diamond, Diamond & Litt, 2015).

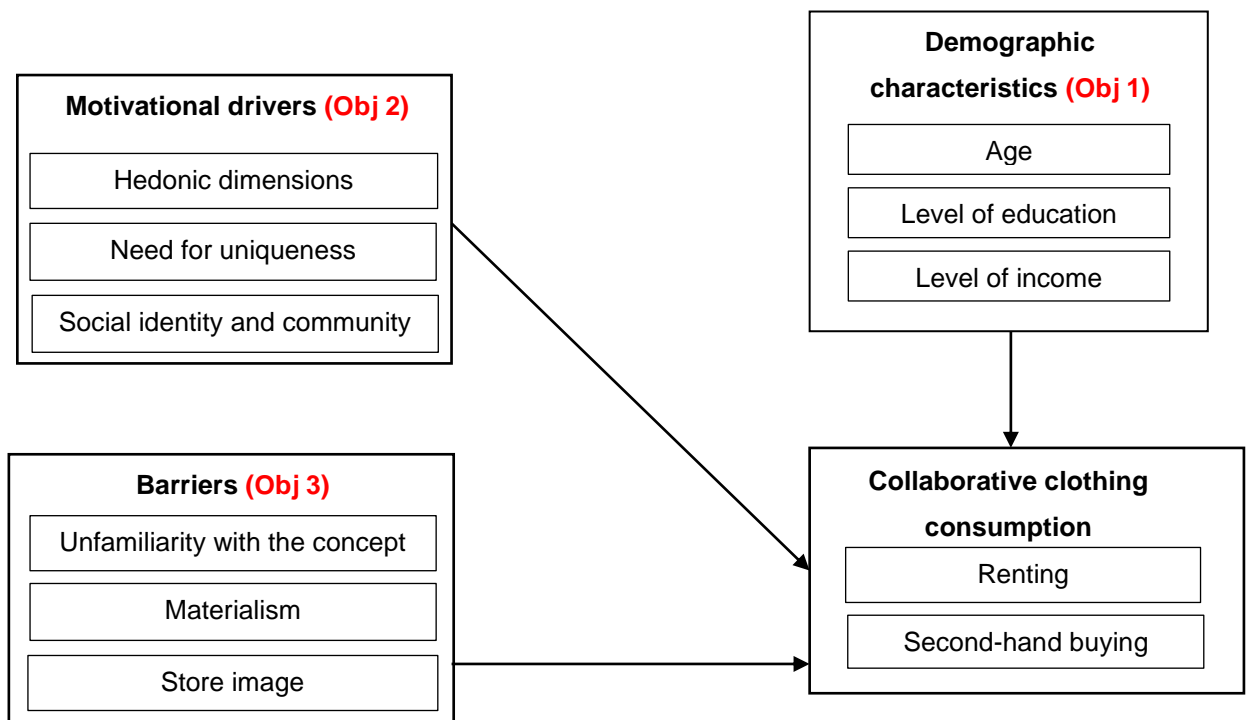
### **2.5.4 Level of education**

Research by Lindblom *et al.* (2018) indicated that education plays a significant role in the participation of collaborative clothing consumption - the lower the education level, the lower the participation and intention to participate in collaborative clothing consumption. Thus, this demographic affects consumer behaviour, and could consequently influence consumers' collaborative clothing consumption practices, but further research is required to make these assumptions.

## **2.6 CONCEPTUAL FRAMEWORK**

The conceptual framework, as seen in **Figure 2.1**, was developed to illustrate the influence of drivers and barriers on female consumers' in-store collaborative clothing consumption practices. As mentioned before, renting as a collaborative clothing consumption practice only forms part of the initial analysis in which both collaborative clothing consumption practices are

compared to each other based on demographic characteristics (objective 1), after which the remaining analysis will focus on second-hand buying as the main collaborative clothing consumption practice.



**FIGURE 2.1: CONCEPTUAL FRAMEWORK**

Collaborative clothing consumption is defined as access consumers have to pre-existing clothing instead of purchasing new fashion items, either through sharing, lending, renting, or leasing, or through alternative opportunities to acquire individual ownership (gifting, swapping, or second-hand) (Iran *et al.*, 2019). This notion is relatively new, especially when exploring it in terms of in-store options in an emerging market context. The purpose of this conceptual framework is to present female consumers' participation in collaborative clothing consumption practices (i.e. renting and second-hand buying), more specifically focussing on the differences in the demographic characteristics of consumers who participate in renting versus those who participate in second-hand buying (objective one). Additionally, this framework presents the potential influence of motivational drivers (including hedonic dimensions, need for uniqueness and social identity) on female consumers' collaborative clothing consumption practices, specifically relating to second-hand buying (objective two). Lastly, the framework visually showcases the potential influence of barriers (including unfamiliarity with the concept, materialism and store image) on female consumers' collaborative clothing consumption practices, specifically relating to second-hand buying (objective three).



## 2.7 RESEARCH OBJECTIVES

Based on the research problem, literature review and the conceptual framework, the following objectives were formulated to explore and describe the drivers and barriers influencing female consumers' in-store collaborative clothing consumption practices in an emerging market context.

**Objective 1:** To explore and describe the demographic characteristics of female consumers based on their preferred in-store collaborative clothing consumption practice (i.e. renting and second-hand buying), more specifically focussing on:

1.1 Age

1.2 Level of education

1.3 Level of income

**Objective 2:** To explore and describe the influence of motivational drivers on female consumers' in-store CCC practices (i.e., renting and second-hand buying), specifically in terms of:

2.1 Hedonic dimensions

2.2 Need for uniqueness

2.3 Social identity and community

**Objective 3:** To explore and describe the influence of barriers on female consumers' in-store CCC practices, (i.e., renting and second-hand buying), specifically in terms of:

3.1 Unfamiliarity with the concept

3.2 Materialism

3.3 Store image

## 2.8 CONCLUSION

The chapter explained the relevant literature regarding the clothing and textile industry, the sharing economy, collaborative consumption and collaborative clothing consumption. This chapter also specifically delved deeper into the motivational drivers and barriers that are potentially linked to collaborative clothing consumption. Following a thorough literature review, the conceptual framework was developed by combining all the previously mentioned concepts into a visual display. Finally, the specific research objectives of this study were outlined. In the next chapter this study investigates the research design and methodology used.

# CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY

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*Chapter three elaborates on the research methodology that was followed to explore the influence of drivers and barriers on female consumers' in-store collaborative clothing consumption. The following aspects will be discussed in this chapter, namely the research design and approach, sample and sampling techniques, the instrument development together with the operationalisation table, data collection and data analysis. Lastly, methods to enhance the quality of the data and the ethical considerations will be discussed.*

## 3.1 RESEARCH DESIGN AND APPROACH

The overall aim of this study was to explore and describe the drivers and barriers of female consumers' in-store collaborative clothing consumption practices in an emerging market context. This study made use of a quantitative approach which allowed the researcher to analyse data numerically through statistics to generate findings (Turner, Balmer & Coverdale, 2013). By employing this approach, the research aimed to not only uncover the factors influencing collaborative clothing consumption but also to quantify their impact, fostering a deeper understanding of the dynamics at play. Recognising the scarcity of existing knowledge in the emerging market domain, this study followed an exploratory and descriptive approach. Exploratory research refers to research undertaken to explore a concept which has minimal knowledge available (Kumar, 2011). Descriptive research is a method of research which allows a researcher to describe a situation as well as characteristics of a population (Turner *et al.*, 2013). Descriptive research provides answers in research to questions such as what, when, who, where and how (Fouché & Bartley, 2011). To gather nuanced insights from individuals, a survey research design was employed; this research design entails collecting information from individuals through methods such as questionnaires (Forza, 2002). Furthermore, the study is cross-sectional, capturing a snapshot of the collaborative clothing consumption landscape at a specific point in time (Cherry, 2022).

This study's multifaceted approach not only addresses the dearth of information on in-store collaborative clothing consumption practices but also contributes to the broader understanding of collaborative consumption practices among female consumers in emerging markets. Through the synthesis of quantitative methodologies, exploratory and descriptive research strategies, and a cross-sectional lens, this research aims to provide a comprehensive and

nanced exploration of the complex interplay between drivers and barriers in the dynamic realm of collaborative clothing consumption.

## **3.2 SAMPLE AND SAMPLING TECHNIQUE**

### **3.2.1 Sample**

The target population for this study included consumers who were 19 years and older, who reside in South Africa. The reasoning behind this prerequisite was that one could assume that respondents older than 18 years of age would have some sort of knowledge regarding the concepts that form part of this study and have experience pertaining to collaborative clothing consumption, to sufficiently complete the questions. The initial sample of this study consisted of males, females and those who opted not to disclose their gender preferences, however, as the research unfolded and the data started to take shape, a strategic decision was made to refine the focus. The research journey eventually led to a deliberate narrowing down of the study's scope exclusively to the female demographic. This is due to many reasons, of which being that females are generally more involved in the purchasing of fashion (Lang & Armstrong, 2018). The decision to study females was rooted in the recognition of gender dynamics and the understanding that collaborative clothing consumption experiences might vary across genders. This is confirmed in studies where females are considered as fashion leaders, and the findings of the study show a favourable correlation between fashion leadership and consumers' intentions to engage in swapping and renting (Lang & Armstrong, 2018). By focusing on the female perspective, we sought to unravel the intricacies of their drivers and barriers within the collaborative clothing consumption landscape.

Lastly, the sample included consumers from varying population groups, income groups, and levels of education. Regarding age, the respondents ranged from 19 to 65 and older. Their educational backgrounds spanned from completing Grade 12 to pursuing postgraduate studies. In terms of income, respondents fell within the spectrum of less than R 5 000 to more than R 45 000. Geographically, the study included respondents from Gauteng, KwaZulu-Natal, Western Cape, and other locations.

This study formed part of a larger research project, that involved final year Consumer Science (Clothing Retail Management) students, as well as two master's students from the University of Pretoria. The eventual sample size for the larger project was 2 655, with 1 759 (66%) completed, useable questionnaires and 896 (34%) that were not useable and were subsequently discarded. The unusable questionnaires included ambiguous responses, or

were deemed incomplete, contradictor or invalid. Of that sample, a final sample size of 540 female respondents were used for this study, to analyse the demographic characteristics, after which a sample size of 433 female respondents that exclusively acquire in-store second-hand clothing was used for further analysis surrounding the motivational drivers and barriers.

### 3.2.2 Sampling techniques

Non-probability, convenience, and snowball sampling techniques were used to recruit respondents in South Africa. Non-probability sampling approaches are used when the amount of elements within the population is unknown or is unable to be identified individually (Kumar, 2011). Thus, the probability of any member of the population being chosen, is unknown and based on convenience sampling is a method used to target potential respondents who fit the criteria as set out in the sample and screening questions of the questionnaire (Etikan, Musa & Alkassim, 2016). Lastly, snowball sampling was implemented by identifying a potential respondent and then asking that person to identify others who fall in the same category (Kabir, 2016). Snowball sampling was used due to its ability to access additional respondents with varying demographic characteristics when other possibilities were no longer fruitful (Parker, Scott & Geddes, 2019). Even though non-probability sampling techniques such as convenience and snowball sampling were deemed appropriate for this study, it is important to note that the findings of the study cannot be generalised to the larger population (Salkind, 2012). To increase the validity of this study, intentional efforts were made to include a large sample size of at least 300.

### 3.3 INSTRUMENT DEVELOPMENT

A structured, self-administered online questionnaire was developed from existing scales and used for this study. The questionnaire was developed on Qualtrics, an online data capturing programme which allows researchers to collect, analyse and share the data gathered from respondents (see **Addendum C**). By making use of this software, the survey was distributed via a link on various online platforms such as social media sites (i.e., Facebook, Instagram, Twitter, and LinkedIn) as well as messaging channels (i.e., WhatsApp, SMS and E-mail). This strengthened convenience sampling and encouraged snowballing, as the link could easily be copied and sent to contacts provided by respondents or respondents themselves could also share the link to friends and family.

A consent form (see **Addendum B**) containing information relating to the purpose of the study, confidentiality and anonymity clauses as well as voluntary participation and withdrawal at any

stage of the participation preceded the questionnaire. It was concluded with the respondents either providing consent or not, before either proceeding with the questionnaire or being sent to page thanking them for their time and concluding the session.

The questionnaire consisted of the following sections:

- **Section A** included a screening question to ensure that respondents were older than 18 at the time. If respondents did not meet this criterion they were sent to the end of the questionnaire where it was politely stated that they could not continue with the questionnaire.
- **Section B** related to the associated field workers who distributed the questionnaires online. It included a drop-down list of the field workers' names and respondents were asked to indicate which field worker had distributed the questionnaire to them.
- **Section C** included items relating to the level of frequency regarding consumers' collaborative clothing consumption. These items were initially derived from Akbar, Mai and Hoffmann (2016) and were adapted and rephrased for this study. More specifically, 12 items related to renting, swapping and buying second-hand clothing as the different models that make up collaborative clothing consumption, of which the four items relating to renting and the four items relating to second-hand buying were relevant to this study. Response options included a five-point Likert-type scale ranging from "Never" (1) to "Always" (5).
- **Section D** included one question relating to the respondent's choice of collaborative clothing consumption (i.e., renting, swapping or buying second-hand clothing) they take part in most often. This was done to filter the respondents to ask further questions on the method they participate in most often. The answer to this question was then coded into the remaining questions to streamline respondents and gather data for the different models relating to collaborative clothing consumption. Only the data from the respondents who indicated "renting" and "second-hand buying" as their choice was relevant to this study.
- **Section E** provided the option of choosing the respondents' preferred platform in terms of collaborative clothing consumption (i.e., in-store, online or both channels). Again, this was done to filter the respondents in order to ask further questions on their preferred choice. Once again, only the data from the respondents who indicated "in-store" as their preferred platform, were relevant for this study.
- **Section F** included items relating to the various motivational drivers of collaborative clothing consumption. More specifically, 25 items related to the environment, economy, hedonic dimensions, need for uniqueness, convenience, and social identity. Of these, the items relating to hedonic dimensions, need for uniqueness and social identity were of particular interest in this study. Four scale items relating to hedonic dimensions were

derived from Hamari *et al.* (2016), while the five scale items relating to need for uniqueness were derived from Lang and Armstrong (2018), and four items relating to social identity were derived from Dall Pizzol *et al.* (2017). All these items were adapted and rephrased for the sake of this study. Response options included a five-point Likert-type scale ranging from “Strongly disagree” (1) to “Strongly agree” (5).

- **Section G** included items relating to the potential barriers of collaborative clothing consumption. This section consisted of 12 items relating to hygiene issues, unfamiliarity of the concept, and materialism. Of these, unfamiliarity of the concept and materialism were of particular interest for this study. The four scale items relating to unfamiliarity of the concept were derived from Möhlmann (2015), while the four scale items relating to materialism were originally derived from Lang and Armstrong (2018). All these items were also adapted and rephrased for this study. Respondents’ level of agreement consisted of a 5-point Likert scale with response options ranging from “Strongly Disagree” (1) to “Strongly Agree” (5).
- **Section H** evaluated online trust as a potential barrier of collaborative clothing consumption. This section only appeared to respondents who answered “online” or “both” as a channel of collaborative clothing consumption in Section E. Thus, this section was not relevant to this study specifically.
- **Section I** related to store image and how it might act as a barrier to consumers’ collaborative clothing consumption practices. This section only appeared to respondents who answered “in-store” or “both” as a channel of collaborative clothing consumption in Section E. Therefore, this section formed part of the barriers that were explored in this study. Eight scale items were derived from Du Preez, Visser and Janse Van Noordwyk (2008) and adapted to suit the study. All response options included a five-point Likert-type scale ranging from “Strongly disagree” (1) to “Strongly agree” (5).
- Lastly, **section J** included various items relating to the demographic characteristics of the respondents. Respondents were asked to indicate their gender, age category, the highest level of education, approximate individual income per month (after tax deductions), classification according to the Employment Equity Act and the province they reside in. This information was captured to allow respondents to be grouped by specific factors in order to tailor the analysis in the data analysis section. The demographic question relating to gender was particularly important in this study as it only focused on female consumers’ motivational drivers and barriers to partake in collaborative clothing consumption practices.

For the purpose of this study, only section A (screening question), partially section C (i.e., renting and second-hand buying), section D (collaborative clothing consumption choices), section E (platform options), partially section F (i.e., hedonistic, need for uniqueness, and

social identity), partially section G (i.e., unfamiliarity and materialism), section I and section J were used. The rest of the sections were used for other studies that form part of the larger project surrounding collaborative clothing consumption practices.

Prior to distribution, the questionnaire underwent a pre-test to make sure that all terminology was understood and that any unclear phrases were removed. Pre-testing also helps to guarantee validity concerns and internal reliability (Marcial & Launer, 2021). It was administered online using Qualtrics, in full alignment with the methodology of the real data collection procedure. The pre-test was electronically disseminated via a link on WhatsApp to 25 participants from different background and language groups. Once any ambiguous language errors were corrected and confusing statements were rephrased or simplified, the questionnaire was deemed acceptable and ready for distribution. Before commencing with the data collection of the larger population, approval from the Ethics Committee of the Faculty of Natural and Agricultural Sciences at the University of Pretoria was sought and granted in March 2020 (NAS066/2020).

### 3.4 OPERATIONALISATION TABLE

**Table 3.1** presents a summary of the objectives for the study as well as its constructs, dimensions, indicators, scales and measurements, and adapted scale items.



**TABLE 3.1: OPERATIONALISATION TABLE**

OBJECTIVE	CONSTRUCT	DIMENSION	INDICATORS	SCALES AND MEASUREMENT	ITEM NO.	ADAPTED SCALE ITEMS
Objective 1: To explore and describe the demographic characteristics of female consumers based on their most frequent/preferred in-store collaborative clothing consumption practice (i.e. renting and second-hand buying), more specifically focussing on age, level of education and level of income	Collaborative Clothing Consumption (CCC)	Renting	No transfer of ownership, only temporary access granted for a fee	Scale items were derived from Akbar <i>et al.</i> (2016) and were adapted and rephrased to relate to renting as part of CCC practices. 5-point disagree-agree Likert-type scale (1 = Never to 5 = Always)		<b>Please indicate the level of agreement regarding your own Collaborative Clothing Consumption practices:</b>
					Q3.1	I rent clothes for a fee.
					Q3.2	Renting clothes is better than owning clothes.
					Q3.3	I rent more clothes than I buy clothes.
					Q3.4	I prefer renting to buying clothes.
		Second-hand buying	Buying second-hand clothing where transfer of ownership is permanent	Scale items were derived from Akbar <i>et al.</i> (2016) and were adapted and rephrased to relate to the buying of used/second-hand clothing as part of CCC practices. 5-point disagree-agree Likert-type scale (1 = Never to 5 = Always)	Q3.9	I buy second-hand clothes.
					Q3.10	I buy more second-hand clothes than new clothes.
					Q3.11	I prefer buying second-hand clothes above buying new clothes.
					Q3.12	Buying second-hand clothes is better than buying new clothes.
Objective 2: To explore and describe the influence of motivational drivers on female consumers' in-store CCC practices (i.e., renting and second-hand buying), specifically in terms of hedonic dimensions, need for uniqueness and social identity (community)	Drivers	Hedonic dimensions	Enjoyment derived from the activity of CCC itself.	Scale items were derived from Hamari <i>et al.</i> (2016) and Hwang and Griffiths (2017) and were adapted and rephrased to relate to the hedonic driver of CCC practices. 5-point disagree-agree Likert-type scale (1 = Strongly disagree to 5 = Strongly agree)		<b>Please indicate your level of agreement when taking part in Collaborative clothing consumption (CCC) practices such as renting, swapping, exchanging and/or buying used/second-hand clothing:</b>
					Q6.9	It is fun to participate in these practices.
					Q6.10	It is exciting to take part in these practices.
					Q6.11	It is something I enjoy doing.
					Q6.12	It makes me feel good.
		Need for uniqueness	The constant need for novelty to show individuality by adopting new ideas.	Scale items were derived from Lang and Armstrong (2018) and were adapted and rephrased to relate to the need for uniqueness as a driver of CCC practices. 5-point disagree-agree Likert-type scale (1 = Strongly disagree to 5 = Strongly agree)	Q6.13	It allows me to get one-of-a-kind products to create my own unique style.
					Q6.14	It is important to me to find something that communicates my uniqueness.
					Q6.15	I combine clothes in such a way to create a personal image that cannot be duplicated.
					Q6.16	I try to find a more interesting version of ordinary clothes because I enjoy being original.
					Q6.17	I am often on the lookout for new clothes that add to my personal uniqueness.



		Social identity (Community)	A person's sense of who they are is based on their group membership. Often groups to which people belong are an important source of pride and self-esteem.	Scale items were derived from Dall Pizzol <i>et al.</i> (2017) and were adapted and rephrased to relate to the social identity driver of CCC practices. 5-point disagree-agree Likert-type scale (1 = Strongly disagree to 5 = Strongly agree)	Q6.22 Q6.23 Q6.24 Q6.25	I feel part of a community when I participate in these practices. Taking part in shared practices improves my image in the community. These practices allow me to be part of a group of people with similar interests. Belonging to a group that is participating in shared practices is important to me.
Objective 3: To explore and describe the influence of barriers on female consumers' in-store CCC practices, (i.e., renting and second-hand buying), specifically in terms of the unfamiliarity of the concept, materialism and store image	Barriers	Unfamiliarity with the concept	Inexperience or lack of knowledge with CCC.	Scale items were derived from Möhlmann (2015) and were adapted and rephrased to relate to the lack of trust as one of the barriers of CCC practices. 5-point disagree-agree Likert-type scale (1 = Strongly disagree to 5 = Strongly agree)		<b>Please indicate your level of agreement when taking part in Collaborative clothing consumption (CCC) practices such as renting, swapping, exchanging and/or buying used/second-hand clothing:</b>
					Q7.5	I am not familiar with the concept of sharing economy services.
					Q7.6	I have little experience when it comes to these practices.
					Q7.7	Overall, I do not know much about collaborative clothing consumption.
		Q7.8	I do not know how/where I can take part in such practices.			
		Materialism	The need for ownership and overconsumption of products.	Scale items were derived from Lang and Armstrong (2018) and were adapted and rephrased to relate to the need for materialism as one of the barriers of CCC practices. 5-point disagree-agree Likert-type scale (1 = Strongly disagree to 5 = Strongly agree)	Q7.9	It is important to me to own a lot of new clothes.
					Q7.10	Some of the most important achievements in life include buying new clothes.
					Q7.11	My new clothes indicate how well I am doing in life.
					Q7.12	I like to own fashionable clothes that will impress the people around me.
		Store image	A multi-dimensional and complex construct that is based on the awareness of tangible and intangible attributes of a store.	Scale items were derived from Du Preez <i>et al.</i> (2008) and were adapted and rephrased to relate to the store image as one of the barriers of CCC practices. 5-point disagree-agree Likert-type scale (1 = Strongly disagree to 5 = Strongly agree)		<b>Please indicate your level of agreement when taking part in IN-STORE Collaborative clothing consumption (CCC) practices such as renting, swapping, exchanging and/or buying used/second-hand clothing:</b>
					Q9.1	The store is not clean.
					Q9.2	The clothing is not presented nicely on dolls or hangers.
Q9.3	The store layout is confusing.					
Q9.4	The store is untidy.					
Q9.5	The conditions in the store are bad (paint peeling, cracks in the walls, old fixtures).					
Q9.6	The shop is cluttered.					
Q9.7	It is not easy to find what I am looking for in the store.					
Q9.8	When I shop, I can't see all the clothing items.					

### 3.5 DATA COLLECTION

A structured, self-administered, online questionnaire was developed on Qualtrics, an online data capturing programme, and was distributed to willing respondents via a link on e-mail, messaging (such as WhatsApp or SMS) and social media platforms (such as Facebook, Instagram, Twitter, and LinkedIn). According to De Leeuw (2008) an internet survey requires an invitation as well as a good layout and user-friendly interface. As a result, Qualtrics was used which allows for the easy creation of a user-friendly questionnaire. The online questionnaire was preceded by a consent form to explain the purpose and use of the study to the respondents, ensure confidentiality and anonymity, and allow respondents to choose whether they would like to continue or not (see **Addendum C**). Final-year Bachelor and Masters of Consumer Science students at the University of Pretoria, acted as fieldworkers to distribute the link and collect the data. Once distributed, respondents could open the link which took them to the Qualtrics survey. The data collection process took place from 12 May 2020 till 12 June 2020. The eventual sample size was 2655, with 1759 completed, usable questionnaires and 896 questionnaires that were not usable and were subsequently discarded. Thus, the completion rate was 66%. As mentioned before, a final sample size of 540 female respondents were used for this study, to analyse the demographic characteristics, after which a sample size of 433 female respondents that exclusively acquire in-store second-hand clothing was used for further analysis surrounding the motivational drivers and barriers.

The advantage of conducting an online questionnaire is that one has the ability to reach a larger sample size, and the cost of distribution is low (Rübsamen, Akmatov, Castell, Karch & Mikolajczyk, 2017). The use of online questionnaires has merits including flexibility, speed and timeliness, technological innovations, required completion of questions and question diversity (Evans & Mathur, 2018). Flexibility due to the ease of creating a survey by using survey programs, speed due to short time frames attributed to the completion of these surveys, and required completion of questions allowing researchers to make some questions mandatory which means that you won't lose essential data due to lack of completion (Evans & Mathur, 2018).

### 3.6 DATA ANALYSIS

The data that was derived from the online questionnaire was automatically captured and coded on Qualtrics, after which the data was exported to Microsoft Excel for further analysis. The first step included data cleaning, which involved the identification of errors and inconsistencies in the dataset (Volkovs, Chiang, Szlichta & Miller, 2014). Incomplete, inaccurate, or irrelevant data

was reviewed and/or deleted (Volkovs *et al.*, 2014). Once the dataset was clean and complete, the data was imported into SPSS 27 software to analyse the data and extract the relevant results for the purposes of this study. Descriptive statistics were used to analyse the demographic characteristics of the sample that indicated their participation in renting and second-hand buying ( $n = 540$ ). This included frequencies and percentages that were displayed in the form of tables and graphs (Bickel & Lehmann, 2012). Based on the afore mentioned descriptive statistics, renting made up a small portion of the sample ( $n = 107$ ; 19.8%), while those who chose second-hand buying ( $n = 433$ ; 80.2%) made up the larger portion of the sample. According to (Hair, Black, Babin & Anderson, 2014), the minimum sample size for inferential statistics should include at least five times the number of variables to be analysed, with 10:1 being the more acceptable sample size. Based on this, the samples for each collaborative clothing consumption practice (i.e., renting and second-hand buying) had to amount to at least 165, if a 5:1 ratio was used, and 330 if a 10:1 ratio was used, as 33 items would be used during the inferential analysis. Based on this, the renting sample size was deemed too small for further analysis and therefore a decision was made to continue the inferential data analysis relating to the drivers and barriers with only the 433 respondents who indicated second-hand buying as their preferred practice. This reduction ensured that the analysed responses met the criteria for completeness, reliability, and validity, enhancing the overall robustness of the study's findings.

To explore and describe the influence of motivational drivers and barriers on female consumers' in-store collaborative clothing consumption practices in an emerging market context, inferential statistics in the form of factor analyses, and structural equation modelling (SEM) were performed. More specifically, responses about the motivational drivers (i.e., hedonic dimensions, need for uniqueness and social identity), barriers (i.e., unfamiliarity with the concept, materialism and store image) and second-hand buying were subjected to exploratory factor analysis (EFA), confirmatory factor analysis (CFA) as well as structural equation modelling (SEM). Reliability (such as Cronbach's alphas) and validity (such as discriminant and convergent validity) was also tested and ensured during the data analysis procedures to produce results that are reputable and sound.

### **3.7 QUALITY OF THE DATA**

#### **3.7.1 Validity**

Validity is defined as the degree to which a measurement tool measures what it is supposed to measure (Leedy & Ormrod, 2013). Researchers measuring validity are concerned with

whether they measure that which they intend to (Drost, 2011). It can also be described as whether a research question obtains the desired outcome or if the methodology answers the research question (Leung, 2015).

According to Kember and Leung (2008) **construct validity** is the most suitable method of determining validity in questionnaires. The construct validity of a study can be defined as the discriminations which can be drawn between items about the concept being studied (Leedy & Ormrod, 2013). It captures the meaning of the instrument by indicating what, how, and why it is being measured in that way (De Vos, Delport, Fouche & Strydom, 2011). Research relating to the concepts in this study was consulted and compiled as part of the literature review to explain the various concepts that form part of the drivers and barriers of in-store collaborative clothing consumption, ensuring construct validity. Additionally, construct validity was ensured by utilising items from various existing scales (see operationalisation table) to generate items for this study.

**Content validity** is defined as the ability of a construct to comprehensively include all content in relation to the variable (Heale & Twycross, 2015). The content validity is determined by asking the question, “does the instrument cover the whole domain in relation to the construct which it is meant to measure?” (Heale & Twycross, 2015). It should be noted that scale items were adapted and drafted in such a manner that the content of every item reflected the motivational drivers and barriers of collaborative clothing consumption. Once the items were finalised and the questionnaire was complete, a pre-test was conducted among a small group of respondents from various backgrounds to ensure further content validity, by eliminating any confusing phrases.

**Theoretical validity** involves researchers demonstrating the associations between theory and measures (Ryan, Weiss & Papanek, 2019). This is done by providing the logical justification for selecting each unique empirical measure, and necessitates that researchers analyse results from theoretical angles (Ryan *et al.*, 2019). In this study theoretical validity was established through compiling a comprehensive literature review and creating a structured conceptual framework.

**Convergent validity** mirrors the extent to which two measures depict a common concept and focuses on determining the specific constructs and the relationships between them. The weakness of convergent validity would create evidence for the uncertainty in the importance of research results (Carlson & Herdman, 2012). Convergent validity was established in this study by ensuring that items of a specific factor have a high proportion of variance in common; this is ensured through high factor loadings in the confirmatory factor analysis stages of data

analysis (Hair *et al.*, 2014) . Furthermore, the average variance extracted (AVE) was also used to determine convergent validity. The AVE is described as the variance between constructs and represents convergence when the minimum threshold of 0.5 is exceeded (Hair *et al.*, 2014).

**Discriminant validity** guarantees that a construct measure is distinct from other measures in a structural equation model and accurately captures phenomena of interest (Henseler, Ringle & Sarstedt, 2015). It can also be described as the degree to which two conceptually similar concepts are distinct (Hair *et al.*, 2014). Discriminant validity is determined by means of comparing the square roots of the AVE to the inter-construct correlations (Hair *et al.*, 2014). Correlations should be lower than the square root of the associated AVE, demonstrating that the summated scale is sufficiently different from the other similar concept (Padmavathy *et al.*, 2019). This type of validity is also established by examining the cross loadings and confirming that all indicator loadings are higher than their respective cross loadings (Hair *et al.*, 2014).

### 3.7.2 Reliability

Reliability can be defined as an agreement between two determinations that are trying to measure the same thing with identical methods and is based on consistency (Winter, 2000). Furthermore, it can be explained as the degree of internal consistency when a study is measured multiple times and is measured based on homogeneity (Quinlan., 2015). Reliability was incorporated into multiple phases of this study, including the generation and testing of the adapted scale items during the clarification stage and the pre-testing of the items to eliminate any uncertainties. Reliability is concerned with internal consistency and is enhanced by making use of established measures that have proven their reliability in previous studies (Babbie & Mouton, 2001). In terms of the measuring instrument of this study, attention was focused on the wording and order of the items in an effort to minimise social desirability response bias that affects most survey data relating to sustainable consumption (Follows & Jobber, 2000).

**Composite reliability**, in the context of measurement or psychometrics, is a statistical measure that assesses the internal consistency or reliability of a composite score formed from multiple indicators or items. According to Netemeyer, Bearden and Sharma (2003), it basically comes down to the internal consistency in scale items and is similar to the Cronbach's alpha. As per (Hair *et al.*, 2014), composite reliability should be equal or higher than 0.7 to indicate internal consistency. In this study, reliability was sought during the confirmatory factor analysis to ensure good model fit and internal consistency of constructs relating to this research topic.

**Internal reliability** can be ensured by making use of the Cronbach's alpha during the analysis phases of the study. The Cronbach's alpha is ensured when a construct is measured by means of numerous items, and a high degree of similarity is found among these items (Pietersen & Maree, 2007). A Cronbach's Alpha coefficient is used as a form of reliability to determine whether the items in the scale were able to correlate with the total measure of the scale (Delpont & Roestenburg, 2011). The minimum acceptable threshold for internal reliability is 0.7 (Hair *et al.*, 2014). According to Delpont and Roestenburg (2011), coefficients with a threshold of 0.7 are deemed acceptable and 0.8 - 0.9 are considered highly reliable. For this study, the goal was to acquire a result between 0 and 1 where the most preferred result is 0.7 and above (Heale & Twycross, 2015).

### 3.8 ETHICAL CONSIDERATIONS

Ethical considerations are of utmost importance when conducting research that involves human participants. Ethical issues including informed consent, voluntary participation, anonymity and confidentiality to mention a few, should be addressed in studies revolving around humans and human behaviour and were applied during this study as well (Kumar, 2011). To comply with the University of Pretoria's code of conduct, an ethics application (relating to this study and questionnaire) was submitted to the Ethics Committee of the Faculty of Natural and Agricultural Sciences at the University of Pretoria in February 2020. The application (Reference Number: NAS066/2020, **Addendum A** was approved in March 2020, and subsequently the data collection phase of this study commenced.

The following requirements were also taken into consideration for the study to be proclaimed as ethical:

- A consent form (see **Addendum B**) preceded every questionnaire in which information regarding the study was explained (Kumar, 2011). Anonymity was ensured and withdrawal at any stage during the completion of the questionnaire was allowed.
- Respondents were made aware that their participation in this study is completely voluntary.
- The respondents were made aware that they are allowed to have access to their data.
- Contact details of the researchers conducting the studies were made available to the respondents on the consent form of the questionnaire, should the respondent require any additional information relating to the study.
- A written report regarding the findings of this study was compiled and released objectively; this complies with the University of Pretoria and the Department of Consumer and Food Sciences.

- Lastly, all research and work that has been conducted and published by others, has been duly acknowledged.

### **3.9 CONCLUSION**

In Chapter three, the research design and approach, the sample and sampling techniques, the instrument development, operationalisation table, the data collection process and the data analysis were discussed. Additionally, the ways of enhancing the quality of data as well as the ethical considerations relating to the research study were also discussed.



# CHAPTER 4: RESULTS AND DISCUSSIONS

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*In this chapter, the study's results are discussed according to the research objectives outlined in Chapter one. First, the demographic characteristics of the sample are presented by means of descriptive statistics. Thereafter comparative results pertaining to female consumers' most frequent/preferred in-store collaborative clothing consumption practice (including renting and second-hand buying) are discussed and presented in table and graph format. Furthermore, the results related to the remaining objectives are presented and analysed by means of Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equation Modelling (SEM). A variety of graphs, charts, and tables are used to further express the results visually.*

## 4.1 DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

Demographic segmentation entails dividing the market into distinct segments based on various variables, including but not limited to age, gender, income, occupation, race, province, and education. (Camilleri, 2018). Additionally, socio-demographics may play a pivotal role in shaping participation in collaborative clothing consumption. Previous studies have suggested that feminine values, such as community, connection, and sharing, are characteristics that could be intricately linked to the sharing economy (Perfili, Parente, Grimaldi & Morales-Alonso, 2019). Understanding these socio-demographic factors becomes essential to navigate the landscape of collaborative consumption, providing valuable insights into the dynamics that drive consumer behaviours in this evolving market.

The eventual sample size for the larger project, of which this study formed part of, was 2 655, with 1 759 (66%) completed, useable questionnaires and 896 (34%) that were subsequently discarded due to incompleteness. Of that sample, a final sample size of 540 female respondents were used for this study, to analyse the demographic characteristics relating to renting and second-hand buying of clothing. More specifically, the gender, age, highest level of education, individual income per month (after tax deductions), population group and geographic location of the sample will be discussed below to provide an overview of the demographic profile. A summary of the results can be seen in **Table 4.1** below, while every demographic characteristic is discussed separately in more detail.



#### 4.1.1 Gender

Gender has long been a differentiating factor in market segmentation, and a key element of consumers' self-concept (de Medeiros, Marcon, Ribeiro, Quist & D'Agostin, 2021). According to Underhill (2009), men prioritize individual goals (which emphasise dominance and self-assertion), while women continue to value community goals (such as affiliation and the promotion of relationships) (de Medeiros *et al.*, 2021). Previous research has indicated that women are more likely than males to purchase environmentally friendly products and to engage in other behaviours that call for changing, such as recycling and energy saving (de Medeiros *et al.*, 2021). Additionally, women are more likely to maintain attitudes that are in line with the environment because they tend to think more carefully about how their actions may affect other people (de Medeiros *et al.*, 2021). Sirkeci and Arıkan (2021) support this assertion, showing that empathetic feelings in females positively impact their perceptions of collaborative consumption.

In addition to that, female consumers are more likely to participate in sustainable clothing practices (McNeill & Venter, 2019). Females have also been found to have a higher frugal apparel consumption, fashion consciousness, and ecologically conscious consumption (Cho, Gupta & Kim, 2015). This is further supported by McCoy *et al.* (2021) who found that female Generation Z participants exhibit notably more favourable perceptions regarding apparel rental services. This suggests that females have a higher sense of value placed on sustainability and particularly in sustainability for clothing practices. The gender differentiation, which is apparent in these studies solidify the decision to focus on females for the course of this study, as they might be more prone to participate in collaborative clothing consumption and further research should therefore be conducted to fully understand all the potential drivers and barriers that could influence these female consumers. To date, there have been very few studies conducted on female collaborative consumption behaviours within South Africa. Previous research conducted in South Africa focused on female consumers' sustainable clothing consumption practices (Taljaard & Sonnenberg, 2019), but research which focuses on the collaborative clothing consumption practices of females remains relatively undiscovered.

#### 4.1.2 Age

The respondents who participated in this study were all older than 18 years, i.e., 19 years and older. The reason for this was to certify that all respondents have some sort of independency and understanding of collaborative clothing consumption practices to complete the questionnaire adequately. This requirement was ensured at the beginning of the questionnaire (Section A) where respondents were asked to complete a screening question. Those who did

not meet the minimum age requirement of 19 were redirected to the end of the questionnaire since they could not take part in the study. Later on, in Section J, the respondents were asked to indicate their age by choosing from a range of categories, namely 19-24, 25-34, 35-44, 45-54, 55-64, 65 and older. The summary of the age categories can be seen in **Table 4.1** below.

The majority of the respondents formed part of the 19-24 years old age category (58.7% / n = 317), which could have been due to the data being collected in and around a university as well as the fieldworkers being students themselves distributing the link via convenience and snowball sampling methods. This age group is known as the Generation Z cohort and was born between 1997 and 2012 (Cilliers, 2017). The second largest age group, 25-34, made up 13.3% (n = 72). This population group is better known as the Millennials. Together, these two groups make up 72% of the total sample, which might be attributed to Generation Z and Y being more inclined to act sustainably and take part in alternative forms of clothing consumption (McCoy *et al.*, 2021). This age group was followed by ages 35-44 with 6.9% (n = 37), ages 45-54 with 11.1% (n = 60), ages 55-64 with 8.7% (n = 47) and ages 65 and older with 1.3% (n = 7).

#### **4.1.3 Highest level of education**

The level of education was also used as a demographic variable for this study, and respondents were asked to choose from four options based on their highest level of education. This was done to determine the influence that respondents' education may have on their understanding and adoption of collaborative clothing consumption practices. The following response options were provided: lower than Grade 12, Grade 12, Tertiary degree/ diploma and Postgraduate. The option for "Lower than grade 12" was omitted from this study due to the lack of response.

As seen in **Table 4.1**, the largest portion of this sample has some sort of tertiary education (45.6%, n = 246). The second-highest percentile have a Grade 12 (29.8%, n = 161), and lastly, the lowest percentile includes respondents with some sort of postgraduate education (24.6%, n = 133). According to STATSSA (2023a) only 18.8% of the population has post-secondary education, and 68.3% has secondary education. Once again, these results can be ascribed to the sampling methods used (i.e., convenience and snowball sampling), where fieldworkers potentially recruited initial responses from fellow university goers, who mainly belonged to a student population. All in all, this sample consisted of a highly educated group. This could potentially also be explained by (Lindblom *et al.*, 2018) that indicated that education plays a significant role in the participation of collaborative clothing consumption - the lower the

education level, the lower the participation and intention to participate in collaborative clothing consumption.

**TABLE 4.1 DEMOGRAPHIC PROFILE OF THE SAMPLE**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Gender</b>		
Female	540	100%
Male	0	0%
<b>Age</b>		
19 – 24	317	58.7%
25 – 34	72	13.3%
35 – 44	37	6.9%
45 – 54	60	11.1%
55 – 64	47	8.7%
65 and older	7	1.3%
<b>Level of education</b>		
Grade 12 / Matric	161	29.8%
Tertiary degree / diploma	246	45.6%
Postgraduate	133	24.6%
<b>Income per month</b>		
Less than R 5 000	227	42.0%
Between R 5 001 - R 15 000	119	22.1%
Between R 15 001 – R 25 000	93	17.2%
Between R 25 001 - R 35 000	44	8.1%
Between R35 001 – R45 000	24	4.5%
More than R45 000	33	6.1%
<b>Population group</b>		
Black and Other	46	8.5%
White	466	86.3%
I prefer not to say	28	5.2%
<b>Geographic location</b>		
Gauteng	324	60.0%
KwaZulu Natal	75	13.9%
Western Cape	83	15.4%
Other	58	10.7%

Note: n= 540

#### **4.1.4 Approximate individual income per month (after tax deductions)**

The respondents were given the option of choosing from six categories depending on their approximate individual income per month (after tax deductions). The categories included “Less than R5 000”, “Between R5 001 and R15 000”, “Between R15 0001 and R25 000”, “Between R25 001 and R35 000”, “Between R35 001 and R45 000” and “More than R45 000”. As seen in **Table 4.1** above, just less than half of the respondents indicated an income of “Less than

R5000” (42%, n = 227). This could be due to the predominant age group of university students who are still unemployed or working part-time. The remaining 22% (n = 119) of the respondents earn an income of between R5 001 and R15 000. The respondents who chose the option “Between R 25 001 - R 35 000” made up 8.1% (n = 4), while the highest earners made up the lower percentiles of respondents with 4.4% (n = 24) earning between R35 0001 and R45 000, and lastly only 6.1% (n = 33) indicating an income level of more than R45 000.

#### 4.1.5 Population group

The South African population is quite diverse; therefore, an intentional effort was made to collect data from all the different groups that make up the South African population, but due to a lack of sampling frames and sampling techniques such as convenience and snowball sampling this proved hard to do. That said, the intention of this study was not to generalise the findings but rather to explore specific areas of interest that warrant further investigation and to create opportunities for future research. The respondents were asked how they would classify themselves according to the Employment Equity Act and the following response options were provided “Black”, “Coloured”, “Indian / Asian”, “White”, or “I prefer not to say”. From the data that was collected, a decision was made to group together “Black”, “Coloured” and “Indian / Asian”, finalising the categories as “Black and other”, “White” and “I prefer not to say”. **Table 4.1** above indicates the population categories along with the associated frequencies and percentages.

The majority of the respondents were White (86.3%, n=466). The reason for a higher majority of white respondents may be due to the students who formed part of the larger research team and the family or friends they chose to distribute the survey to. This had negative implications on the representativeness of the sample and therefore the results cannot be generalised to the larger South African population. The second largest group was “Black and other”, making up only 8.5% (n = 46) and lastly, the respondents who indicated “I prefer not to say” made up 5.2% (n = 28) of the total sample. The population represented in the study is not an accurate representation of the South African population, since the country is 80.9% Black African, 8.8% Coloured, 7.8% White, and 2.5% Indian/Asian (IndexMundi, 2021). As mentioned above, this study was mainly conducted for exploratory purposes and based on this the results cannot be generalised but rather used as a starting point for future studies surrounding collaborative clothing consumption practices in South Africa or other emerging markets.

#### 4.1.6 Geographic location (province)

The study was intended to be conducted in South Africa only, and therefore the respondents could choose the provinces within the country they currently reside in. Even though an effort was made to collect data from all over South Africa, the majority of the respondents resided in the urban areas, such as Gauteng, Western Cape, and KwaZulu Natal. Based on this, the nine options were consolidated into Gauteng, Western Cape, KwaZulu Natal and Other. As indicated in **Table 4.1** above, most respondents reside in Gauteng (60.0%, n = 324). This can be explained due to the university being in this area and students distributing the survey to those whom they know within the area. The remaining options included KwaZulu Natal with 13.9%, (n = 75), Western Cape with 15.4 (n = 83), and Other with 10.7% (n = 58). This seems to be in accordance with the results from Statistics South Africa, indicating that Gauteng comprises the largest share of the South African population, with approximately 15.1 million people (24.3%) living in this province. Furthermore, 20% (12.4 million) of the population reside in Kwa-Zulu Natal, and 12% (7.4 million) reside in the Western Cape (STATSSA, 2023b). Based on the above results, 89.3% of the respondents reside in areas that comprise prominent metropolitan and densely populated areas in South Africa, and therefore this sample can be best described as urbanites.

In conclusion, this sample was only made up of females with most of them being 19-24 years old. Almost half of the respondents have obtained a tertiary degree and earn less than R 5 000 per month. The majority were White and mostly reside in Gauteng. To conclude, this study made use of non-probability sampling coupled with convenience and snowball sampling techniques, which means that the study cannot be generalised to the larger population of South Africa. The results could however provide valuable insight into female consumers' collaborative clothing consumption practices and provide some context to future researchers who would want to explore the topic in further detail.

#### 4.2 COMPARISON OF DEMOGRAPHICS IN TERMS OF RENTING AND SECOND-HAND BUYING

As stated in Chapters 1 and 2, three objectives were formulated to address key concepts in this study. Objective one relates specifically to the demographic characteristics of female consumers based on their preferred in-store collaborative clothing consumption practice. The objective together with the associated sub-objectives can be seen below.

**Objective 1:** To explore and describe the demographic characteristics of female consumers based on their preferred in-store collaborative clothing consumption practice (i.e., renting and second-hand buying), more specifically focussing on:

1.1 Age

1.2 Level of education

1.3 Level of income

This objective focused on three demographic characteristics, namely age, level of education and level of income, and how they differ in terms of the respondents who chose renting as their preferred practice as opposed to those who chose second-hand buying as the option they prefer most. The frequency of respondents within each age category (19-24, 25-34, 35-44, 45-54, 55-64 and 65 and older), the percentage of the total respondents in each age category as well as the percentage within the collaborative clothing consumption practice are presented in **Table 4.2** below.

#### **4.2.1 Comparison of age in terms of renting and second-hand buying**

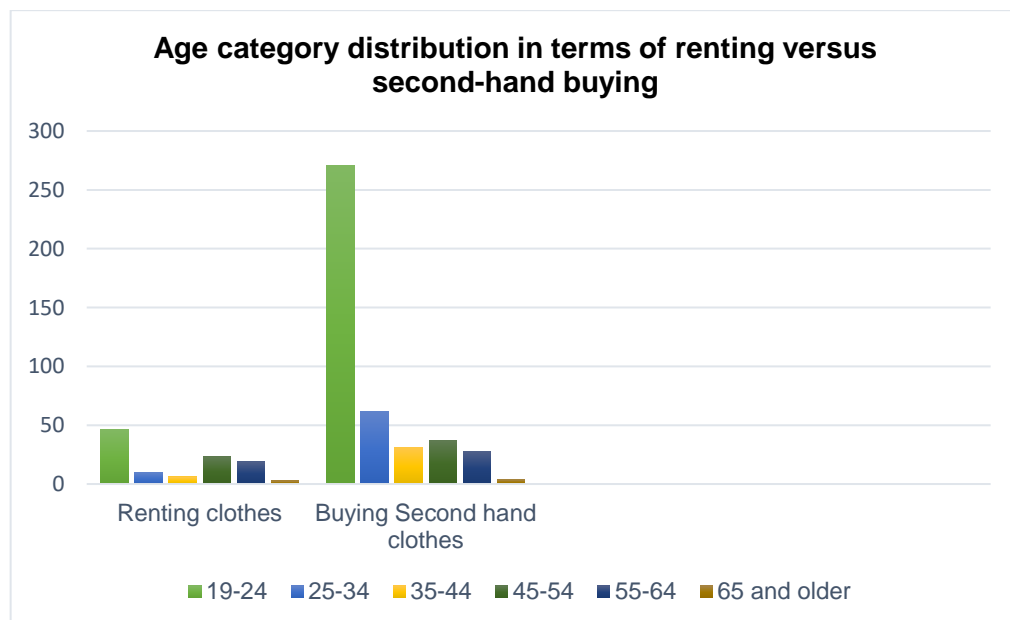
The frequency of respondents in each collaborative clothing consumption practice), the percentage of the total responses and the percentage within the collaborative clothing consumption practice can be seen in **Table 4.2** below. The renting frequency totals 107 responses where ages 19-24 make up the largest portion with 46 responses (43%), ages 45-54 make up the second largest portion with 23 responses (21.5%), ages 55-64 include 19 responses (17.8%), ages 35-44 include six responses (5.6%) and lastly “65 and older” only include three responses (2.8%). Buying second-hand clothes has a total of 433 responses, with ages 19-24 reaching 271 responses (62.6%), ages 25-34 reaching 62 responses (14.3%), ages 35-44 reaching 31 responses (7.2%), ages 45-54 totalling to 37 (8.5%), ages 55-64 totalling 28 (6.5%) and lastly ages “65 and older” reaching only four responses (0.9%).

**TABLE 4.2 CROSS TABULATION OF COLLABORATIVE CLOTHING CONSUMPTION PRACTICES AND AGE CATEGORIES**

		Collaborative clothing consumption practice						Total	
		Renting clothes			Buying second-hand clothes				
		F	% of Total	% within CCCP	F	% of Total	% within CCCP	F	% of Total
Age	19-24	46	8.5%	43.0%	271	50.2%	62.6%	317	58.7%
	25-34	10	1.9%	9.3%	62	11.5%	14.3%	72	13.3%
	35-44	6	1.1%	5.6%	31	5.7%	7.2%	37	6.9%
	45-54	23	4.3%	21.5%	37	6.9%	8.5%	60	11.1%
	55-64	19	3.5%	17.8%	28	5.2%	6.5%	47	8.7%
	65 and older	3	0.6%	2.8%	4	0.7%	0.9%	7	1.3%
	Total	107	19.8%	100.0%	433	80.2%	100.0%	540	100.0%

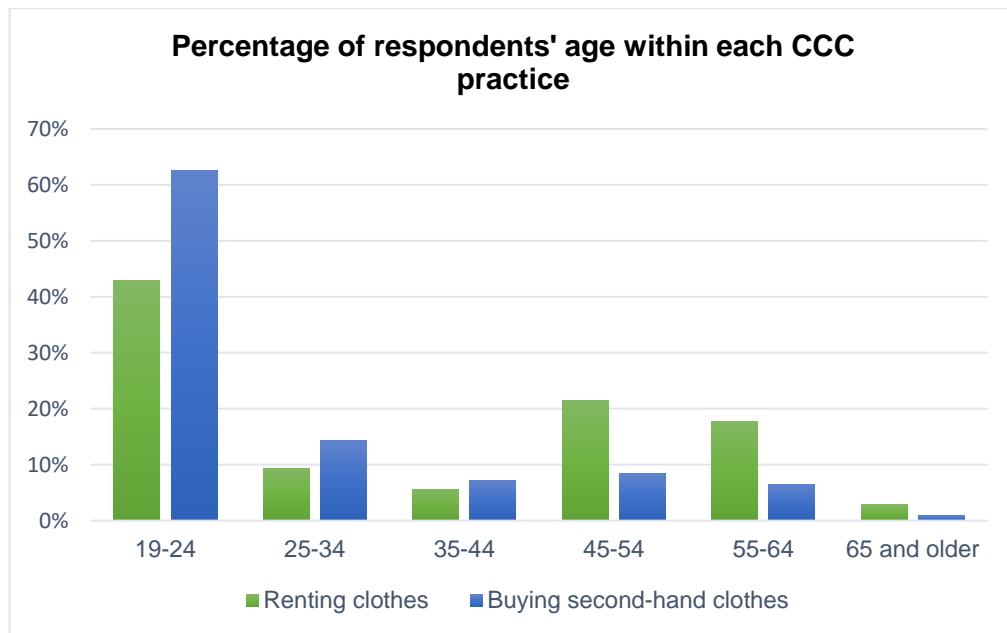
Note: F = Frequency; CCCP = Collaborative clothing consumption practice

The frequency of respondents within each age category in renting versus second-hand buying can be seen in **Figure 4.1** below as well. From the table above and figure below it is evident that most respondents opted for second-hand buying as opposed to renting, although the trend between these two remained similar, the younger age groups were more susceptible to these consumption practices.



**FIGURE 4.1 FREQUENCY OF RESPONDENTS' AGE CATEGORIES IN TERMS OF RENTING VERSUS SECOND-HAND BUYING**

Furthermore, the percentage of respondents within each collaborative clothing consumption practice can be seen in **Table 4.2** and **Figure 4.2**.



**FIGURE 4.2 PERCENTAGE OF RESPONDENTS' AGE WITHIN RENTING VERSUS SECOND-HAND BUYING**

It can be seen in **Figure 4.2** that renting and second-hand buying of clothes were the options that the younger age groups, preferred most. In terms of second-hand buying the choice was highest amongst the age group 19-24 (62.6%), and the same can be said of renting clothes where the age group 19-24 also had the largest portion of respondents (43%) within this collaborative clothing consumption practice. The reason for this response may be that the younger generation may be more aware of the impact that fast fashion has on the environment, and they may take this information more seriously by making an active change in their buying habits. This age group may also be students or unemployed and have less disposable income, therefore they choose to spend their money on second-hand clothing which may come at a cheaper price. The 25-34 age range showed a significantly lower interest in collaborative clothing consumption than its preceding age group, although within this group buying second-hand was preferred. This could be because this age group is new to the working world and may have more disposable income to spend on clothes. They may want to participate in collaborative clothing consumption, but it may not be their first choice when buying clothes (Henninger *et al.*, 2021). The next age group 35-44 showed a similar result to the previous age groups where second-hand buying is preferred (7.2%), but the variation between these two options was much less (5.6%).



The ages of 45-54, 55-65 and 65 and older, all had significantly lower results but interestingly preferred renting to second-hand buying. This could be because of their lack of desire to physically own an item and perhaps have more disposable income to spend on renting options. This could also be due to not needing as many 'new clothes' as the younger generations that chase the fashion trends and would rather rent clothing for specific functions or occasions than borrowing or buying an item that might only be worn a few times. A study by Armstrong, Niinimäki, Kujala, Karell and Lang (2015) shows this mentality when the older age gap of the sample saw the value in a service which provides clothing for a specific function, whereas the younger age gap did not see the use for such a service.

#### 4.2.2 Comparison of education level in terms of renting and second-hand buying

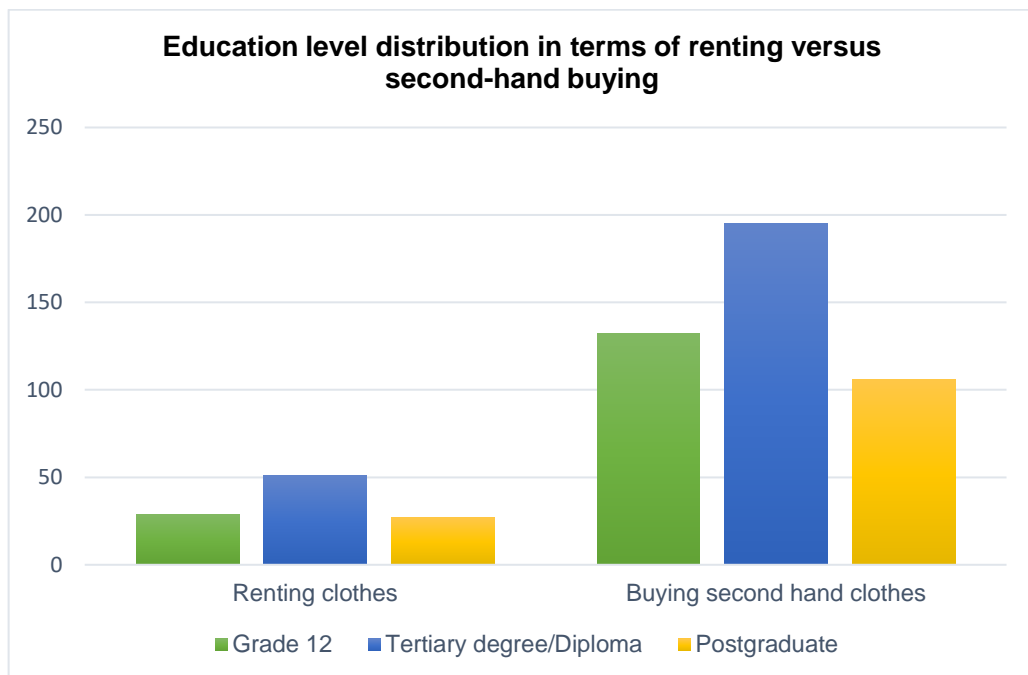
As mentioned before, the frequency of respondents in each collaborative clothing consumption practice, the percentage of the total responses and the percentage within the CCC can be seen in **Table 4.3** below. The respondents that indicated renting as their preferred choice totals to 107 responses, where "Tertiary degree/diploma" has the highest frequency with 51 (47.7%) responses, "Grade 12" has the second highest frequency of 29 responses (27.1%), and the "Postgraduate" category is made up of 27 responses (25.2%). Second-hand buying has a higher frequency of respondents at 433 responses, where "Tertiary degree/diploma" has the highest frequency of 195 responses (45%), while "Grade 12" has the second highest responses at 132 (30.5%) and lastly, "Postgraduate" totals to 106 responses (24.5%). That said, the distribution of education levels is similar in both collaborative clothing consumption practices, concluding that the majority of the respondents, whether preferring renting or second-hand buying, have a tertiary degree or diploma and are regarded as 'n highly educated group.

**TABLE 4.3 CROSS TABULATION OF COLLABORATIVE CLOTHING CONSUMPTION PRACTICES AND EDUCATION CATEGORIES**

		Collaborative clothing consumption practices						Total	
		Renting clothes			Buying second-hand clothes				
		F	% of Total	% within CCCP	F	% of Total	% within CCCP	F	% of Total
<b>Education</b>	<b>Grade_12</b>	29	5.4%	27.1%	132	24.4%	30.5%	161	29.8%
	<b>Tertiary degree / diploma</b>	51	9.4%	47.7%	195	36.1%	45.0%	246	45.6%
	<b>Postgraduate</b>	27	5.0%	25.2%	106	19.6%	24.5%	133	24.6%
	<b>Total</b>	107	19.8%	100.0%	433	80.2%	100.0%	540	100.0%

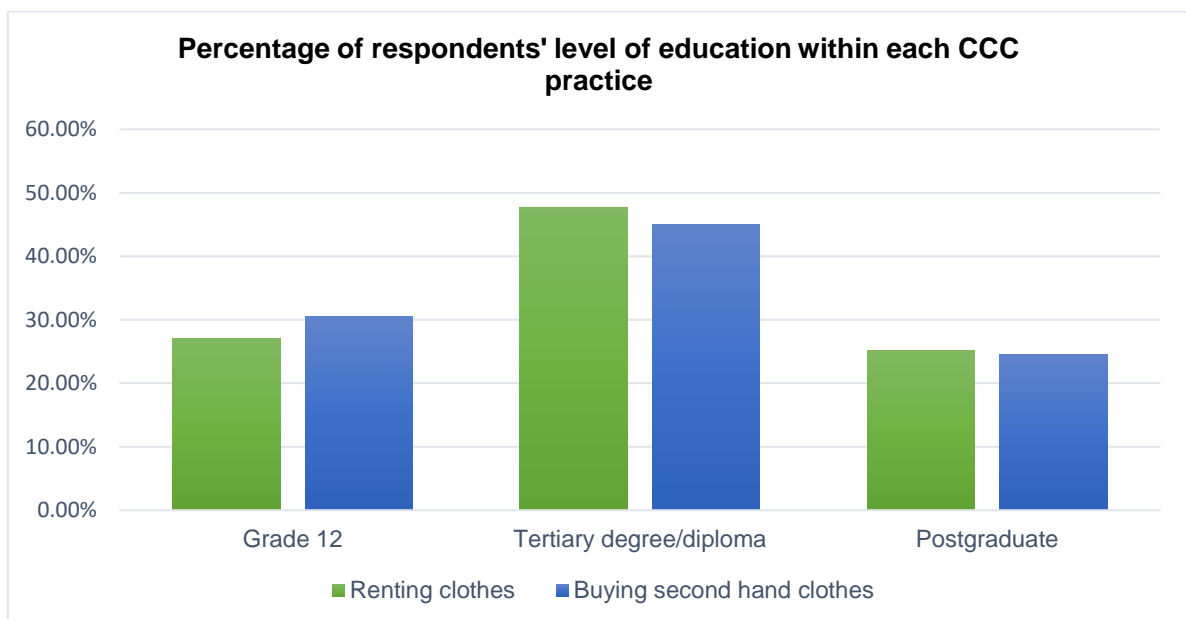
Note: F = Frequency; CCCP = Collaborative clothing consumption practice

The frequency of respondents within each education category (namely Grade 12, Tertiary degree/diploma, and Postgraduate) in renting versus second-hand buying can be seen in also be seen in **Figure 4.3** below.



**FIGURE 4.3 FREQUENCY OF RESPONDENTS' LEVEL OF EDUCATION IN TERMS OF RENTING VERSUS SECOND-HAND BUYING**

Furthermore, the percentage of respondents within each collaborative clothing consumption practice can be seen in **Table 4.3** and **Figure 4.3** below.



**FIGURE 4.4 PERCENTAGE OF RESPONDENTS' LEVEL OF EDUCATION WITHIN RENTING VERSUS SECOND-HAND BUYING**

In terms of **Figure 4.4**, both options of buying second-hand clothes and renting clothes was most preferred amongst those with tertiary degrees/diplomas; second was Grade 12 and then last were those with a postgraduate education. It is interesting that the education distribution for both the renting and second-hand buying option are similar, however, those who have tertiary degrees/diplomas do lean more towards renting, while those with Grade 12 lean more towards second-hand buying. The distribution of respondents that have obtained postgraduate levels of education are basically equally divided between the two collaborative clothing consumption practices, with a very slight variation. The reason for this may be that those who are still studying for a degree are unemployed or dependent on their parent/s and therefore may be more open to buying second-hand clothes as it is a more economical purchase. Other reasons could include this group being more socially inclined, and potentially searching for unique items that could portray their personality or style. They may also be more aware of fashion and changes in trends and opt for buying second-hand rather than supporting unsustainable fast fashion practices.

The reasoning behind the respondents with tertiary degrees/diplomas preferring renting slightly more than second-hand buying could be that these respondents might want to dress fashionably without wanting to own the items. These individuals are potentially in their early career phases and would rather rent clothing for social or parties than buy something new. This group does not discard the option of buying second-hand clothing either, and could prefer buying second-hand clothing because of the environmental aspect, the hedonic aspect or even the social aspect.

#### **4.2.3 Comparison of income levels in terms of renting and second-hand buying**

In **Table 4.4** below, the collaborative clothing consumption practices s, namely renting and second-hand buying, are compared with the different levels of income. These levels of income are divided into “Less than R5 000”, “Between R5 001 and R15 000”, “Between R15 001 and R25 000”, “Between R25 001 and R35 000”, “Between R35 001 and R45 000”, and “More than R45 000”. In terms of the comparison between renting clothes and buying second-hand clothes with relation to income levels, the frequency of renting versus second-hand buying is much lower. The respondents who selected renting as their preferred collaborative clothing consumption practice totals 107, with 31 respondents (29.0%) earning less than R5 000, 25 respondents (23.4%) earning between R5 001 and R15 000, 24 respondents (22.4%) earning between R15 001 and R25 000, 12 respondents (11.2%) earning more than R45 000, 10 respondents (9.3%) earning between R25 001 and R35 000 and lastly only 5 respondents (4.7%) earning between R35 001 and R45 000. Second-hand buying of clothes totalled to 433

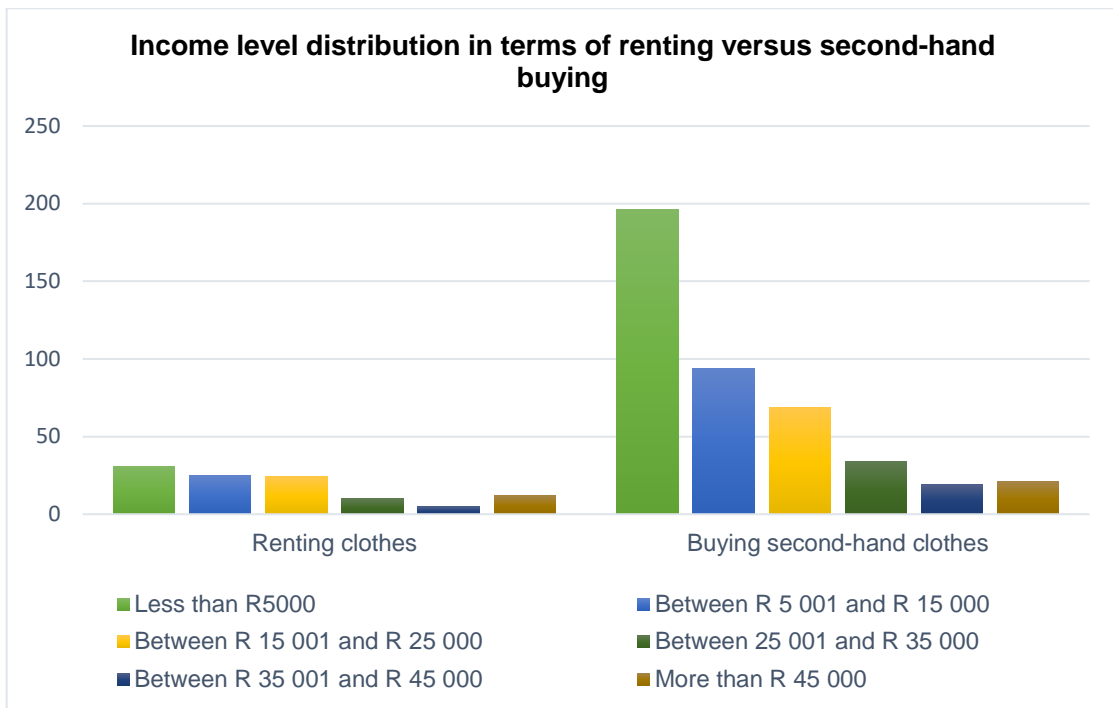
respondents, with 196 (45.3%) earning less than R5 000, 94 (21.7%) earning between R5 001 and R15 000, 69 (15.9%) earning between R15 001 and R25 000, 21 (4.8%) earning more than R45 000, 34 (7.9%) earning between R25 001 and R35 000, and lastly only 19 (4.4%) earning between R35 001 and R45 000.

**TABLE 4.4 CROSS TABULATION OF COLLABORATIVE CLOTHING CONSUMPTION PRACTICES AND INCOME CATEGORIES**

		Collaborative clothing consumption practices						Total	
		Renting clothes			Buying second-hand clothes				
		F	% of Total	% within CCCP	F	% of Total	% within CCCP	F	% of Total
<b>Income</b>	< R 5 000	31	5.7%	29.0%	196	36.3%	45.3%	227	42.0%
	R 5 001 – R 15 000	25	4.6%	23.4%	94	17.4%	21.7%	119	22.1%
	R 15 001 - R 25 000	24	4.4%	22.4%	69	12.8%	15.9%	93	17.2%
	R 25 001 - R 35 000	10	1.9%	9.3%	34	6.3%	7.9%	44	8.1%
	R 35 001 - R 45 000	5	0.9%	4.7%	19	3.5%	4.4%	24	4.5%
	> R 45 000	12	2.2%	11.2%	21	3.9%	4.8%	33	6.1%
	<b>Total</b>	<b>107</b>	<b>19.8%</b>	<b>100.0%</b>	<b>433</b>	<b>80.2%</b>	<b>100.0%</b>	<b>540</b>	<b>100.0%</b>

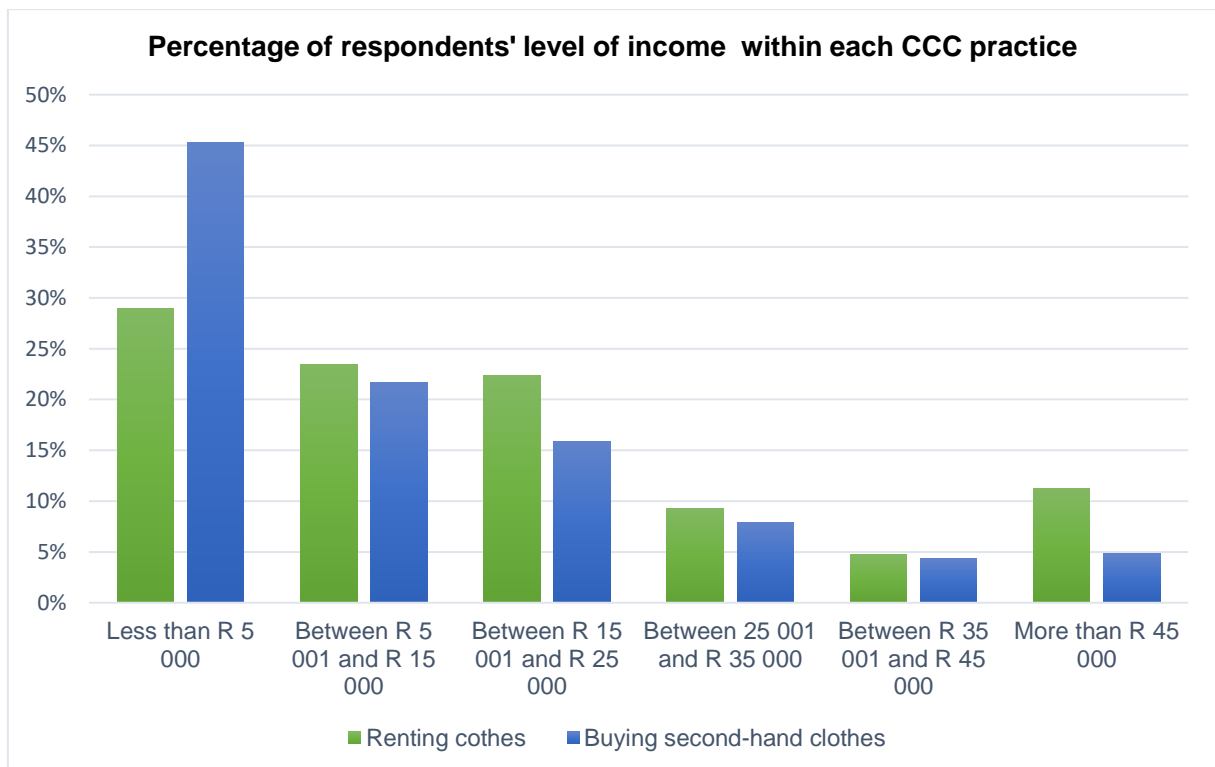
Note: F = Frequency; CCCP = Collaborative clothing consumption practice

**Figure 4.5** below summarises the results in a visual manner. From the figure below, it is evident that a large portion of respondents who earn less than R 5 000, prefer second-hand buying. Thereafter, the income distribution follows a similar trend between those who prefer renting versus those who prefer second-hand buying as the collaborative clothing consumption practice.



**FIGURE 4.5 FREQUENCY OF RESPONDENTS' LEVEL OF INCOME IN TERMS OF RENTING VERSUS SECOND-HAND BUYING**

Furthermore, the percentage of respondents within each collaborative clothing consumption practice can be seen in **Table 4.4** and **Figure 4.6** below.



**FIGURE 4.6 PERCENTAGE OF RESPONDENTS' LEVEL OF INCOME WITHIN RENTING VERSUS SECOND-HAND BUYING**

It can be seen in **Figure 4.6** that the income levels of respondents showed interesting results which coincided with the previous demographics. The lower income, more specifically, the “Less than R 5 000” bracket of respondents was the most prominent amongst those who prefer to buy second-hand clothes. This response decreases as the income of respondents increases; this may be because those who earn less see more value in buying second-hand rather than spending on the latest fashion. Those who earn more income have a larger amount available to purchase clothing and therefore they may not see such a great need for buying second-hand clothing as opposed to those who earn less. Renting clothes was also more prominent in those who earn “Less than R5 000”, coinciding with second-hand buying, but in proportion, it was much less than the portion of respondents choosing to buy second-hand rather than renting. This may relate to those who choose a minimalist lifestyle or a zero-waste lifestyle where they may need clothing for events or parties but do not necessarily want to permanently own these items (Wilson & Bellezza, 2022). The income category of between R 5 001 and R 15 000 showed a slight increase in renting being preferred over second-hand buying. Since this income level is not high enough to suggest that they have more disposable income, it could simply mean that for special occasions this group prefers to rent and perhaps do not buy clothing as often as the other income levels would.

The next income group of between R 15 001 and R 25 000 displayed a similar result as is predecessor, with more of an increase in renting as opposed to second-hand buying. According to Kleinhüchelkotten and Neitzke (2020), 42% of women in their study said that wearing second-hand clothing for a longer period of time would make them uncomfortable. This could be why respondents are choosing to rent so that they have the option of wearing it without the commitment of owning it. The income groups of between R 25 001 and R 35 000 and R 35 001 and R 45 000, both displayed a similar result with respondents leaning towards renting as opposed to second-hand buying. Interestingly, the highest income level “More than R45 000” had a larger increase in renting preference, which could be because they are of an older generation and already have enough clothing but may need a special item and have the funds available to spend on an item which they will not own, i.e., renting.

In summary, the respondents who prefer renting as their collaborative clothing consumption practice ( $n = 107$ ), made up a small portion of the sample ( $n = 540$ ), while those who chose second-hand buying ( $n = 433$ ) made up the larger portion of the sample. According to Hair *et al.* (2014), the minimum sample size for inferential statistics should include at least five times the number of variables to be analysed, with 10:1 being the more acceptable sample size. Based on this, the samples for each collaborative clothing consumption practice (i.e., renting and second-hand buying) had to amount to at least 165, if a 5:1 ratio was used, and 330 if a

10:1 ratio was used, as 33 items would be used during the inferential analysis. Based on this, the renting sample size was deemed too small for further analysis and therefore a decision was made to continue the inferential data analysis relating to the drivers and barriers with only the 433 respondents who indicated second-hand buying as their preferred practice. This reduction ensured that the analysed responses met the criteria for completeness, reliability, and validity, enhancing the overall robustness of the study's findings. Therefore, from this point onwards, the results pertaining to the exploratory factor analysis (EFA), the confirmatory factor analysis (CFA) and the structural equation modelling (SEM) will focus specifically on the 433 female respondents who indicated second-hand buying as their preferred collaborative clothing consumption practice.

#### **4.3 DRIVERS AND BARRIERS INFLUENCING FEMALE CONSUMERS' IN-STORE SECOND-HAND CLOTHING BEHAVIOUR**

Objective two and three related specifically to the influence of motivational drivers and barriers on female consumers' in-store collaborative clothing consumption practices, specifically regarding renting and second-hand buying. Because of sample size limitations and robustness of results, only second-hand buying was retained in terms of the following objectives. These objectives, with their associated sub-objectives, can be seen below.

**Objective 2:** To explore and describe the influence of motivational drivers on female consumers' in-store collaborative clothing consumption practices (i.e., second-hand buying), specifically in terms of:

- 2.1 Hedonic dimensions
- 2.2 Need for uniqueness
- 2.3 Social identity and community

**Objective 3:** To explore and describe the influence of barriers on female consumers' in-store collaborative clothing consumption practices, (i.e., second-hand buying), specifically in terms of:

- 3.1 Unfamiliarity with the concept
- 3.2 Materialism
- 3.3 Store image

All of the scale items relating to the concepts mentioned above were derived from previous studies and adapted for the purposes of this study to specifically explore and describe the influence of motivational drivers and barriers on female consumers' in-store collaborative

clothing consumption practices in an emerging market context. A structured, self-administered online questionnaire with a five-point Likert-scale was used. All questions were scaled so that one equals a negative view and five equals a positive view. All items in the questionnaire were phrased in such a way that none of them had to be reverse coded during data analysis in order to correctly interpret the results and present accurate findings. An exploratory factor analysis (EFA) was performed on all the adapted items to isolate the relevant constructs according to the dataset. Once the EFA was finalised, a confirmatory factor analysis (CFA) was conducted to confirm the relationships of these constructs.

#### **4.3.1 Exploratory Factor Analysis (EFA)**

EFA enables researchers to generate theory by exploring the dimensions of the constructs within the associated variables and to interpret the factor loadings to develop meaningful labels for every factor that is extracted (Mazzocchi, 2008). Data derived from the 433 responses were used to perform an EFA to explore the items and constructs relating to the drivers, barriers and second-hand buying. To do so, IBM SPSS Statistics 27 software was used to perform an EFA using Principal Axis Factoring (PAF) as the extraction method and Varimax with Kaiser Normalisation as the rotation method. The initial EFA was performed with all the items in an attempt to purify the dataset. The original unrestricted EFA produced six factors. Using Kaiser's criterion, the eigen value of a factor should be 1.0 or more in order to be retained for additional study (Pallant, 2011). The Kaiser-Meyer-Olkin measure of sampling adequacy (MSA) for the initial EFA yielded a value of 0.90, well exceeding the recommended threshold of 0.80 (Hair *et al.*, 2014). This indicates that the correlation matrix was suitable for conducting an EFA, as suggested by Hair *et al.* (2014). The resulting six-factor solution accounted for 56.14% of the total variance. Hair *et al.* (2014) notes that while various thresholds exist for judging acceptability, there is no absolute consensus across research fields. In the social sciences, where data precision may be lower, it is not uncommon to consider solutions that account for at least 50% of the total variance. In this study, the achieved result surpassed the minimum threshold and nearly aligns with the criteria applied in natural sciences.

Additionally, the 33 items that made up the six factors were scrutinised individually in terms of communalities and factor loadings. Hair *et al.* (2014) states that items with communalities less than 0.50 do not necessarily provide sufficient explanations and thus are potential items of elimination. Furthermore, a minimum threshold of 0.40 or more is also deemed acceptable if the sample is large enough. Based on the fact that the sample was made up of 433 respondents, a 0.40 threshold was deemed acceptable and thus the three items that had a communality lower than 0.40 were eliminated. These included Q6.25 (relating to social identity and community), with a communality score of 0.37, Q7.5 (which relates to unfamiliarity to the



concept), with a score of 0.37 and Q7.12 (relating to materialism) with a communality score of 0.39. In addition to this, items with high cross-loadings and items with subpar factor loadings were also scrutinised for potential elimination. Hair *et al.* (2014) states that a sample size of 350 units or more must meet a minimum criterion of 0.30 to be considered relevant, however Jackson (2005) says that a sample size of 200 units or more must meet a minimum threshold of 0.40. Ultimately only the three items mentioned above were eliminated due to there not being any further issues with cross loadings and low factor loadings.

The 30 remaining items were subjected to another EFA and produced six factors once again, with factor loadings ranging from 0.53 to 0.82. The Kaiser-Meyer-Olkin measure of sampling adequacy was 0.90, exceeding the minimum threshold of 0.80 (Hair *et al.*, 2014). The total variance explained exhibited in the second EFA was 58.13%, which is slightly higher than the initial EFA, and almost reaches the general threshold of 60%. That said, it is not unusual in social sciences to consider solutions that account for less than 60% of the total variance (Hair *et al.*, 2014). The communalities were scrutinised again, but a decision was made to retain all 30 items for further analysis, as their factor loadings and communalities were deemed acceptable. The results pertaining to the final six-factor solution is reported in **Table 4.5** below and an appropriate label was allocated to each of the factors that were extracted during the EFA.

Factor one: Store image (STI)

Factor two: Social hedonic dimensions (SH)

Factor three: Second-hand buying (SHB)

Factor four: Need for uniqueness (NU)

Factor five: Unfamiliarity with the concept (UC)

Factor six: Materialism (MAT)

**TABLE 4.5: RESULTS OF THE EXPLORATORY FACTOR ANALYSIS**

Q#	ITEM	FACTORS AND FACTOR LOADINGS					
		1	2	3	4	5	6
		STI	SH	SHB	NU	UC	MAT
Q9.4	The store is untidy	0.82	-0.02	-0.03	-0.03	0.05	0.02
Q9.3	The store layout is confusing	0.78	-0.11	-0.03	0.00	0.05	0.00
Q9.6	The shop is cluttered	0.74	-0.01	-0.05	0.07	0.02	-0.03
Q9.2	The clothing is not presented nicely on dolls or hangers	0.74	-0.06	0.04	-0.03	0.02	0.14
Q9.7	It is not easy to find what I am looking for in the store	0.73	0.02	-0.08	0.08	0.11	-0.01
Q9.1	The store is not clean	0.71	-0.06	-0.05	0.04	0.12	0.14
Q9.8	When I shop I can't see all the clothing items	0.70	-0.00	-0.01	0.04	0.04	0.04
Q9.5	The conditions in the store are bad (paint peeling, cracks in the walls, old fixtures)	0.69	-0.04	-0.04	-0.04	0.04	0.12
Q6.22	I feel part of a community when I participate in these practices	-0.11	0.73	0.17	0.12	-0.12	0.04
Q6.24	These practices allow me to be part of a group of people with similar interests	-0.01	0.70	0.15	0.19	-0.01	0.11
Q6.9	It is fun to participate in these practices	-0.03	0.65	0.27	0.31	-0.10	-0.15
Q6.10	It is exciting to take part in these practices	-0.03	0.62	0.26	0.38	-0.14	-0.13
Q6.23	Taking part in shared practices improves my image in the community	-0.04	0.60	-0.02	0.15	-0.05	0.10
Q6.11	It is something I enjoy doing	-0.06	0.54	0.33	0.34	-0.22	-0.16
Q6.12	It makes me feel good	-0.02	0.53	0.36	0.29	-0.19	-0.17
Q3.11	I prefer buying second-hand clothes to buying new clothes	-0.10	0.22	0.87	0.10	-0.15	-0.10
Q3.9	I buy second-hand clothes	-0.06	0.19	0.81	0.09	-0.28	-0.09
Q3.10	I buy more second-hand clothes than new clothes	-0.08	0.14	0.78	0.07	-0.30	-0.07
Q3.12	Buying second-hand clothes is better than buying new clothes	-0.01	0.25	0.64	0.11	-0.12	-0.16
Q6.16	I try to find a more interesting version of ordinary clothes because I enjoy being original	0.01	0.198	0.12	0.78	-0.04	-0.04
Q6.14	It is important to me to find something that communicates my uniqueness	-0.01	0.24	0.02	0.70	-0.02	0.05
Q6.15	I combine clothes in such a way to create a personal image that cannot be duplicated	0.00	0.12	0.09	0.69	-0.11	0.05
Q6.17	I am often on the lookout for new clothes that add to my personal uniqueness	0.05	0.18	-0.01	0.68	-0.04	0.17
Q6.13	It allows me to get one-of-a-kind products to create my own unique style	0.09	0.34	0.15	0.66	-0.07	-0.07
Q7.6	I have little experience when it comes to these practices	0.13	-0.19	-0.38	-0.14	0.71	0.14
Q7.8	I do not know how / where I can take part in such practices	0.09	-0.10	-0.23	-0.04	0.65	0.10
Q7.7	Overall, I do not know much about collaborative clothing consumption	0.01	-0.17	-0.27	-0.13	0.62	0.11
Q7.10	Some of the most important achievements in life include buying new clothes	0.02	0.01	-0.05	0.01	0.04	0.73
Q7.9	It is important to me to own a lot of new clothes	0.05	-0.09	-0.17	0.15	0.09	0.67
Q7.11	My new clothes indicate how well I am doing in life	0.13	0.07	-0.09	-0.01	0.13	0.58
	<b>n</b>	<b>433</b>	<b>433</b>	<b>433</b>	<b>433</b>	<b>433</b>	<b>433</b>
	<b>Mean</b>	<b>3.44</b>	<b>3.50</b>	<b>2.24</b>	<b>3.83</b>	<b>3.35</b>	<b>2.28</b>
	<b>Standard deviation</b>	<b>0.89</b>	<b>0.83</b>	<b>0.96</b>	<b>0.89</b>	<b>1.11</b>	<b>0.99</b>
	<b>% variance explained</b>	<b>15.01</b>	<b>10.92</b>	<b>10.78</b>	<b>10.31</b>	<b>5.69</b>	<b>5.15</b>
	<b>Cronbach's alpha</b>	<b>0.91</b>	<b>0.88</b>	<b>0.90</b>	<b>0.86</b>	<b>0.80</b>	<b>0.73</b>

Note: STI = Store image, SH = Social hedonic dimensions, SHB = Second-hand buying, NU = Need for uniqueness, UC = Unfamiliarity with the concept, MAT = Materialism (n = 433)

As illustrated in **Table 4.5** above, the final six-factor solution consists of Factor one (*store image*), Factor two (*social hedonic dimensions*), Factor three (*second-hand buying*), Factor four (*need for uniqueness*), Factor five (*unfamiliarity with the concept*) and Factor six (*materialism*). **Table 4.5** also illustrates some of the descriptive statistics including the means that range between 2.24 to 3.83 (the means are based on response options ranging from one to five), and standard deviations ranging from 0.83 to 1.11. With regard to the means, respondents did not definitely agree or disagree with the statements relating to *second-hand buying* and *materialism*, but it did lean more towards to disagree side, indicating that respondents were not necessarily convinced that second-hand buying is better than new clothes. Furthermore, respondents do not necessarily agree that *materialism* and new clothes are important to them. On the other hand, respondents felt very strongly that the *need for uniqueness* drives them to participate in buying second-hand clothes. The standard deviation indicates that the factors remain relatively close to the mean values, but once the standard deviation reaches more than one, the variability in the dataset increases, showing lots of variation within the factor. This is the case for *unfamiliarity of the concept*, indicating a lot of variations in answers regarding this factor.

The reliability of the variables in this study was determined by the Cronbach's Alpha which indicates whether the scale items correlate with the total measure of the scale in order to determine its acceptability (Delpont & Roestenburg, 2011). Acceptable values range between 0.70 and 0.95 (Tavakol & Dennick, 2011). **Table 4.5** illustrates that the values range from 0.73 (*materialism*) to 0.91 (*store image*), indicating a good measure of internal consistency and that the scale items fell within the acceptable range and exceeded the minimum threshold.

#### **Factor one: Store Image (STI)**

Store image was measured with eight items (Q9.4, Q9.3, Q9.6, Q9.2, Q9.7, Q9.1, Q9.5 and Q9.8) and related to the way in which stores were presented to respondents and how this could influence their collaborative clothing consumption behaviours. The factor was labelled "Store image" as it covered topics such as hygiene, neatness, aesthetics, and ease of shopping in the store. The concept refers to those specifically shopping in brick-and-mortar stores and was originally intended to form part of the potential barriers that could hinder female consumers' collaborative clothing consumption practices. A Cronbach's alpha of 0.91 was achieved which indicates that there were consistent responses to all items. This also indicates that all items within the factor are in fact measuring the same underlying characteristics (Hair *et al.*, 2014). The mean for the factor was 3.44 with a standard deviation of 0.89, indicating moderate variation in the data. In terms of the questionnaire, when indicating whether a respondent agrees or disagrees, 3 is the middle point meaning "neither agree or disagree". A mean exceeding 3 meant that respondents agreed with the items which states that store image is a

potential barrier when taking part in collaborative clothing consumption. Lastly, *store image* explained most of the total variance at 15.01%.

### **Factor two: Social hedonic dimensions (SH)**

*Social hedonic dimensions* were measured with seven items (Q6.22, Q6.24, Q6.9, Q6.10, Q6.23, Q6.11 and Q6.12) which related to the social identity of respondents in the communities as well as the hedonic dimensions or enjoyment of taking part in collaborative clothing consumption practices such as second-hand buying. As can be seen in **Table 4.5**, *social hedonic dimensions* as a factor originally formed part of two separate constructs, namely social identity and community and hedonic dimensions. These constructs grouped together in the EFA, which gave rise to the new factor, named *social hedonic dimensions*. The social identity factor is related to the desire of a respondent to be part of the community that takes part in collaborative clothing consumption practices. The feeling of being included in this community may motivate consumers to participate in collaborative clothing consumption practices. Together with that, hedonic dimensions refer to the enjoyment that consumers derive from taking part in collaborative clothing consumption practices. The combination of the two relates to the enjoyment of taking part in collaborative clothing consumption and feeling part of a group.

A Cronbach's alpha of 0.88 was achieved, indicating a good internal consistency within the factor. *Social hedonic dimensions* presented a mean of 3.50 and a standard deviation of 0.83, indicating a moderately positive association in terms of social identity in combination with enjoyment to collaborative clothing consumption practices in an emerging market context. Possibilities for the association of these two factors with each other could be the feeling of belonging, which is present when one feels part of a community (Adler, Green & Şekercioğlu, 2020). This community feeling can then be couple with the joy found in hedonic dimensions. Lastly, *social hedonic dimensions* explained 10.92% of the total variance.

### **Factor three: Second-hand buying (SHB)**

Second-hand buying was measured with four items (Q3.11, Q3.9, Q3.10 and Q3.12) and related to the female consumers' collaborative consumption practices, more specifically their second-hand buying, in an emerging market context. The factor relates to buying clothing that has been previously used and is often branded as second-hand or previously loved. A Cronbach's alpha of 0.90 was achieved, indicating good reliability of the factor. This factor had a 5-point response option of "never" to "always" and the mean was 2.24; the lowest mean between all factors, meaning consumers gravitated toward the "never" option. Additionally, the standard deviation was 0.96 and the percentage variance explained for this factor was 10.78%.

With the above response choice and the descriptive statistics surrounding this factor, the low mean could indicate that *second-hand buying* is not a common practice amongst the female consumers of South Africa. The reason for a lower association with the factor may be that in South Africa this practice has not been fully adopted yet but shows promise as one which will increase. As more information on fast fashion practices enters into general knowledge, perhaps consumers will choose to adopt a second-hand buying approach more readily.

#### **Factor four: Need for uniqueness (NU)**

*Need for uniqueness* was measured with five items (Q6.16, Q6.14, Q6.15, Q6.17 and Q6.13) and related to female consumers' drive to acquire clothing that is unique when buying second-hand clothing as part of their collaborative clothing consumption practices. The factor relates to the desire of a consumer to be unique and stand out from the crowd, which may be a reason why they choose to take part in collaborative clothing consumption practices to find items that will give them this unique appearance. This need may be satisfied when a consumer can search for vintage or international clothing which may likely not have been seen by the circles that they socialise in. A Cronbach's alpha of 0.86 was achieved which indicates internal consistency. The mean of the factor was identified as 3.83 and the standard deviation is 0.89, which indicates a moderate to strong agreement from the respondents that they acquire second-hand clothing because it is more unique than fast fashion. The reason for a stronger association with this factor may also be due to the younger generation seeking to set themselves apart by wearing unique, second-hand items rather than purchasing new clothes. This factor made up 10.31% of the total variance explained.

#### **Factor five: Unfamiliarity with the concept (UC)**

*Unfamiliarity with the concept* was measured with three items (Q7.6, Q7.8, Q7.7) and related to the potential barrier of being unfamiliar with the concept of collaborative clothing consumption. This factor highlights the resistance that consumers may have towards collaborative clothing consumption practices due to their lack of knowledge or association with a collaborative clothing consumption practice. The unfamiliarity of the concept might be a reason why consumers do not take part in collaborative clothing consumption practices such as second-hand buying, because they do not know what it entails and how to access this opportunity. This may open up the opportunity for more knowledge to be presented on the practices. A Cronbach's alpha of 0.80 was achieved indicating good internal consistency and the mean for the factor was 3.35, indicating a moderate agreement from respondents that they have are not completely convinced of the concept of collaborative clothing consumption and do not necessarily know how or where to take part in it. The respondents may have leaned more towards agreeing with the statements because they do not feel confident in their knowledge surrounding collaborative clothing consumption practices. *Unfamiliarity of the*

*concept* contributed 5.69% toward the total variance explained, and thus was not deemed one of the more significant factors.

#### **Factor six: Materialism (MAT)**

*Materialism* was measured with three items (Q7.10, Q7.9 and Q7.11) and related to the potential barrier of materialism that could hinder female consumers from taking part in collaborative clothing consumption practices such as second-hand buying. This factor was originally identified as a barrier to collaborative clothing consumption practices because consumers may hold onto the need of having more clothing items to portray how well it is going with them, which contradicts the notion of collaborative clothing consumption, that focuses on sharing and access as opposed to ownership. Although the market is starting to present opportunities for consumers to buy high fashion or vintage items second-hand, this factor shows that consumers still lean towards owning clothing and buying something brand new, rather than buying second-hand clothing when needed. A Cronbach's alpha of 0.73 was achieved which indicates that the responses remained somewhat consistent. The mean for the factor was 2.28 which is a particularly low association with females' collaborative clothing consumption practices in an emerging market context. This indicates the disagreement with the notion that a materialistic view of clothing negatively impacts the choice of the respondent to take part in the collaborative clothing consumption practices. This may indicate that materialism is not necessarily a prominent barrier. To conclude, materialism made up only 5.15% of the total variance explained.

To summarise, an EFA was conducted as part of the first step of objective two and three and the items and factors, as mentioned above, were retained for further refinement. As part of the next step of objective two and three, confirmatory factor analysis (CFA) will be conducted on the results derived from the EFA above, and this process will be explained in detail below.

#### **4.3.2 Confirmatory Factor Analysis (CFA)**

Confirmatory factor analysis (CFA) is a method used to verify the factor structure of a set of observed variables (Pallant, 2011). More specifically, CFA is used to determine how well the measured variables represent the extracted factors as determined in the EFA (Hair *et al.*, 2014). The main purpose of CFA is to either "confirm" or "reject" the model that was generated during the EFA. CFA deals with measurement models that are used to evaluate whether the measurement of latent variables (i.e. *store image* (STI), *social hedonic dimensions* (SH), *second-hand buying* (SHB), *need for uniqueness* (NU), *unfamiliarity with the concept* (UC), and *materialism* (MAT)), is satisfactory (Ullman & Bentler, 2003). With regard to this study, the underlying items and variables, which were extracted during the EFA stage, were compiled as



a six-factor confirmatory factor model using maximum likelihood estimation (MLE) in IBM SPSS Amos 27 to assess constructs.

Factor loadings are representative of latent skills as well as their common factors (Kejriwal, Li & Totty, 2021). From a CFA perspective, the ideal way to characterise factor loadings is as a statistical measure of a proposed link between variables and factors (Mazzocchi, 2008). Ultimately, factor loadings can be described as the relationships between every original variable, as well as the factor and statistical significance of a factor loading, which depends on the absolute value and sample size (Jackson, 2005). **Table 4.6** below provides an overview of the standardised factor loadings relating to the two factors representing the motivational drivers (i.e., *social hedonic dimensions* and *need for uniqueness*), the three factors representing the barriers (i.e., *store image*, *unfamiliarity of the concept* and *materialism*) and the one factor representing second-hand buying. All items that were retained in the EFA were used in the initial CFA, after which the following items were excluded due to lower factor loadings to improve the overall model fit: Q6.23, Q6.24, Q3.12, Q9.8, Q6.17 and Q9.7. Modification indices were also scrutinised to ensure quality data and identify covariances and possible items that pose challenges in terms of high modification indices. Each factor comprised at least three items, which is preferable for measurement model analysis (Hair *et al.*, 2014). According to Hair *et al.* (2014), factor loadings should reach at least 0.50, but preferably above 0.70 to indicate strong relationships between the items and the associated constructs and ensure the goodness of fit (Hair *et al.*, 2014). As can be seen in **Table 4.6**, all the factor loadings of the items that were retained were above the acceptable threshold of 0.50, and ranged between 0.61 to 0.92; only four items (Q6.22, Q6.15, Q7.8 and Q7.11) not reaching the 0.70 threshold (Hair *et al.*, 2014; Kang & Johnson, 2011).

**TABLE 4.6: STANDARDIZED FACTOR LOADINGS AND RELIABILITY TABLE**

		FACTOR LOADINGS	*CR (≥0.7)	*AVE (≥0.5)
<b>Factor one: Store image (STI)</b>				
The store is not clean	Q9.1	0.75	0.89	0.57
The clothing is not presented nicely on dolls or hangers	Q9.2	0.74		
The store layout is confusing	Q9.3	0.76		
The store is untidy	Q9.4	0.85		
The conditions in the store are bad (paint peeling, cracks in the walls, old fixtures)	Q9.5	0.75		
The shop is cluttered	Q9.6	0.70		
<b>Factor two: Social hedonic dimensions (SH)</b>				
It is fun to participate in these practices	Q6.9	0.82	0.88	0.59
It is exciting to take part in these practices	Q6.10	0.83		
It is something I enjoy doing	Q6.11	0.81		
It makes me feel good	Q6.12	0.75		
I feel part of a community when I participate in these practices	Q6.22	0.61		
<b>Factor three: Second-hand buying (SHB)</b>				
I buy second-hand clothes.	Q3.9	0.92	0.92	0.80
I buy more second-hand clothes than new clothes.	Q3.10	0.89		
I prefer buying second-hand clothes to buying new clothes.	Q3.11	0.87		
<b>Factor four: Need for uniqueness (NU)</b>				
I try to find a more interesting version of ordinary clothes because I enjoy being original	Q6.13	0.79	0.84	0.57
It is important to me to find something that communicates my uniqueness	Q6.14	0.71		
I combine clothes in such a way to create a personal image that cannot be duplicated	Q6.15	0.69		
I try to find a more interesting version of ordinary clothes because I enjoy being original	Q6.16	0.81		
<b>Factor five: Unfamiliarity with the concept (UC)</b>				
I have little experience when it comes to these practices	Q7.6	0.90	0.81	0.59
Overall, I do not know much about collaborative clothing consumption	Q7.7	0.71		
I do not know how / where I can take part in such practices	Q7.8	0.67		
<b>Factor six: Materialism (MAT)</b>				
It is important to me to own a lot of new clothes	Q7.9	0.73	0.73	0.48
My new clothes indicate how well I am doing in life	Q7.11	0.63		
Some of the most important achievements in life include buying new clothes	Q7.10	0.70		

Note: CR = composite reliability; AVE = average variance extracted

In addition to the factor loadings, measures of reliability, namely CR and average variance explained (AVE) were also considered when evaluating of the overall model fit (Hair *et al.*, 2014). In **Table 4.6** above, all of the factors (i.e. *store image, social hedonic dimensions, second-hand buying, need for uniqueness, unfamiliarity with the concept, and materialism*) exceeded the minimum threshold of 0.70 for CR, indicating internal consistency throughout the



model. Additionally, the AVE is used to determine convergent validity. When the minimum criterion of 0.50 is exceeded, the AVE, which is defined as the variance between constructs, demonstrates convergence (Hair *et al.*, 2014). Most of the factors exceeded the minimum threshold of 0.50 with the exception of *materialism*. Thus, *store image*, *social hedonic dimensions*, *second-hand buying*, *need for uniqueness*, and *unfamiliarity with the concept* all reached values between 0.58 and 0.80, indicating that all factors have convergent validity. *Materialism* reached a value of 0.48, which was very close to the threshold and still indicates some sort of convergent validity.

In addition to the CR and AVE, **Table 4.7** below indicates the inter-construct correlations together with the square roots of the AVE, which is used to examine discriminant validity (Hair *et al.*, 2014). To achieve discriminant validity, all correlations should be less than the square root of the associated AVE (Padmavathy *et al.*, 2019). In the table below, it can be seen that all the constructs' correlations are less than their associated square roots of the AVE, indicating discriminant validity throughout all factors.

**TABLE 4.7: FACTOR CORRELATION MATRIX WITH SQUARE ROOT OF THE AVE ON THE DIAGONAL**

	Mean	Std. dev.	# of items	*CR	*AVE	SHB	NU	STI	SH	MAT	UC
<b>Second-hand buying (SHB)</b>	2.11	0.99	3	0.92	0.80	<b>0.89</b>					
<b>Need for Uniqueness (NU)</b>	3.79	0.91	4	0.84	0.57	0.30	<b>0,75</b>				
<b>Store Image (STI)</b>	3.36	0.93	6	0.89	0.57	-0.16	0.03	<b>0.76</b>			
<b>Social hedonic dimensions (SH)</b>	3.63	0.89	4	0.88	0.59	0.58	0.66	-0.13	<b>0.77</b>		
<b>Materialism (MAT)</b>	2.28	0.99	3	0.73	0.48	-0.29	0.02	0.15	-0.20	<b>0.69</b>	
<b>Unfamiliarity of Concept (UC)</b>	3.35	1.11	3	0.81	0.59	-0.67	-0.31	0.23	-0.57	0.31	<b>0.77</b>

Note: Std. dev. = standard deviation; CR = composite reliability; AVE = average variance extracted; Inter-construct correlations are presented in the lower triangle of the matrix; the square root of the AVEs is depicted in bold on the diagonal. Response format: 5-point Likert-type rating scale with response options ranging from "1" to "5".

The fit indices of the CFA model are reported in **Table 4.8**.

**TABLE 4.8: CFA MODEL FIT INDICES**

Name	Abbreviation	Indices	Thresholds
<b>Chi-square</b>			
Chi-square ( $X^2$ )	CMIN	408.05	
Degrees of freedom	DF	237	
Significance	P	0.000	$p < 0.05$ (significant) *
Normed chi-square ( $X^2$ )	CMIN ( $X^2$ )/DF	1.72	2 < CMIN/DF < 5 (acceptable) */** CMIN/DF < 2 (very good) *
<b>Absolute Fit Measures</b>			
Goodness-of-fit index	GFI	0.93	GFI > 0.9 (acceptable) GFI $\geq$ 0.95 (excellent) **
Root mean square error of approximation	RMSEA	0.04	RMSEA < 0.08 (acceptable) ** RMSEA $\leq$ 0.07 (good) ** RMSEA $\leq$ 0.03 (excellent) **
<b>Incremental Fit Indices</b>			
Normed fit index	NFI	0.93	NFI > 0.9 (acceptable) ** NFI $\geq$ 0.95 (excellent) **
Comparative fit index	CFI	0.97	CFI > 0.9 (acceptable) */** CFI $\geq$ 0.95 (excellent) **
<b>Parsimony Fit Indices</b>			
Adjusted goodness-of-fit index	AGFI	0.91	AGFI > 0.9 (acceptable) */** AGFI $\geq$ 0.95 (excellent) **

\*(Hair *et al.*, 2014), \*\* Hooper, Coughlan and Mullen (2008)

The Chi-square ( $X^2$ ), which is used to assess the model and identify whether the model fits the data correctly, was 408.05 with 237 degrees of freedom (DF). The p-value was considered significant as it was calculated to be 0.000 (Hair *et al.*, 2014). The Chi-square test is attained when the CMIN/DF has been calculated, and for this study the CMIN/DF was calculated to be 1.72, which falls in the very good threshold bracket (Hooper *et al.*, 2008). With regard to the absolute fit measures, the GFI was 0.93 indicating an acceptable model (Hooper *et al.*, 2008), while the RMSEA was 0.04 which is deemed good as it falls within the thresholds as seen in the table above (Hooper *et al.*, 2008). The incremental fit indices, namely the NFI, was calculated at 0.93 and the CFI was calculated at 0.97, which both indicate acceptable thresholds. Lastly, the AFGI was 0.907, indicating an acceptable (Hair *et al.*, 2014; Hooper *et al.*, 2008). To summarise, all the fit indices were deemed acceptable with a few being classified as very good or even excellent (i.e. CFI).

### 4.3.3 Structural Equation Modelling (SEM)

Following the initial analyses (exploratory- and confirmatory factor analyses) pertaining to objectives two and three, the motivational drivers and barriers as extracted above were identified and retained for further investigation and analysis (i.e., structural equation modelling). While research suggests that motivational drivers and barriers have behavioural effects on consumers, its impact in the collaborative clothing consumption realm appears to require additional study. Prior studies have determined a positive correlation between attitude

and collaborative consumption, meaning that those who have a positive attitude about collaborative consumption are more likely to participate in collaborative consumption (Hamari *et al.*, 2016). The rationale behind choosing these drivers and barriers for this study is grounded in the need to comprehensively understand the factors that could impact consumers' behaviour within the emerging market setting such as South Africa. In addition, numerous studies have also made use of these or similar drivers and barriers. These include studies by Brand *et al.* (2023), Lang and Armstrong (2018) and Arrigo (2021). In terms of this part of the study, the influence of the motivational drivers (i.e. social hedonic dimensions, need for uniqueness) and barriers (i.e. store image, unfamiliarity of the concept, materialism) on second-hand buying as part of collaborative clothing consumption (CCC) practices, was examined and explained by means of model fit and hypothesis testing. Based on the aforementioned, the following hypotheses were developed:

**H1:** There is a significant positive relationship between *social hedonic dimensions* and second-hand buying (relating to in-store second-hand clothing stores).

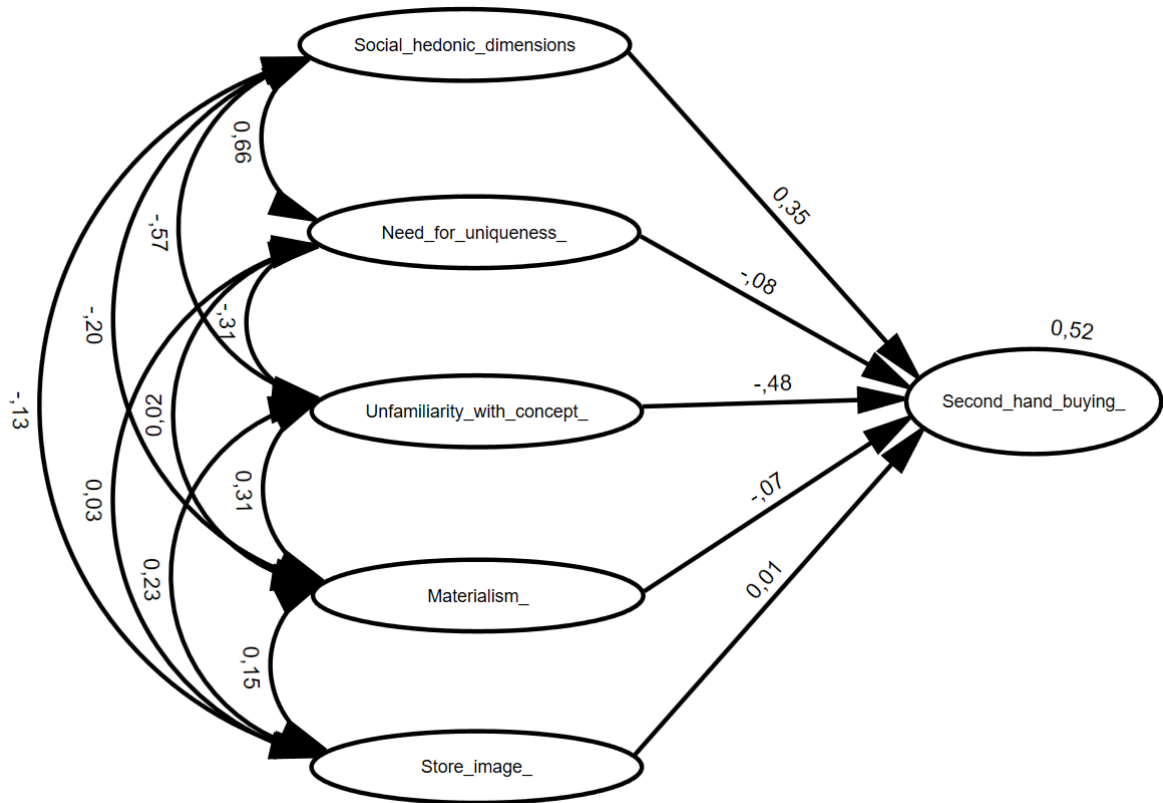
**H2:** There is a significant positive relationship between *need for uniqueness* and second-hand buying (relating to in-store second-hand clothing stores).

**H3:** There is a significant negative relationship between *unfamiliarity with the concept* and second-hand buying (relating to in-store second-hand clothing stores).

**H4:** There is a significant negative relationship between *materialism* and second-hand buying (relating to in-store second-hand clothing stores).

**H5:** There is a significant negative relationship between *store image* and second-hand buying (relating to in-store second-hand clothing stores).

Since no items were eliminated between the CFA and the SEM, the model fit remained unchanged and was considered good. The CFA was ultimately conducted to confirm the constructs and to test the measurement model, while the SEM is then conducted to determine the relationships between the constructs (Holtzman & Vezzu, 2011). **Figure 4.7** and **Table 4.9** show the standardised path coefficients as well as the explained variance of the dependent variable ( $R^2$ ).



**FIGURE 4.7: STRUCTURAL EQUATION MODEL (SEM)**

As can be seen in **Figure 4.7** above, the motivational drivers (i.e., social hedonic dimensions, need for uniqueness) and barriers (i.e. unfamiliarity with the concept, materialism, store image) explained 52% of second-hand buying as a form of in-store collaborative clothing consumption. This value is essentially a measure of the model’s predictive accuracy and is also referred to as  $R^2$  (Hair *et al.*, 2014). The  $R^2$  measures the construct variance explained by the model and is either categorised as substantial (0.75), moderate (0.50) or weak (0.25) (Hair *et al.*, 2014). Thus, the  $R^2$  value associated with the buying of second-hand clothing falls under the moderate category, indicating a moderate predictive capability.

**TABLE 4.9: SUMMARY OF THE STRUCTURAL MODEL**

Hypotheses	Hypotheses paths		Standardised path coefficients ( $\beta$ )	p	SE	Supported	
H1	Social hedonic dimensions	→	Second-hand buying	0.35	***	0.08	Yes
H2	Need for uniqueness	→	Second-hand buying	-0.08	0.20	0.08	No
H3	Unfamiliarity with the concept	→	Second-hand buying	-0.48	***	0.07	Yes
H4	Materialism	→	Second-hand buying	-0.07	0.18	0.06	No
H5	Store image	→	Second-hand buying	0.01	0.82	0.05	No

Note: \*\*\* $p \leq 0.001$ ; \*\* $p \leq 0.01$ ; \* $p \leq 0.05$

The standardised path coefficient relating to H1, indicating the relationship between *social hedonic dimensions* and second-hand buying, is positive and statistically significant ( $p \leq 0.001$ ), thus supporting H1. It can therefore be deduced that *social hedonic dimensions* is a positive driver of in-store second-hand clothing purchases ( $\beta = 0.35$ ;  $p \leq 0.001$ ). H2 indicates the relationship between the *need for uniqueness* and second-hand buying. The standardized path coefficient relating to H2 is negative and very weak ( $\beta = -0.08$ ). This relationship is also not statistically significant ( $p = 0.20$ ); thus, not supporting H2. That said, the *need for uniqueness* is not a motivational driver in terms of buying clothing at in-store second-hand stores.

H3 indicates the relationship between *unfamiliarity with the concept* and second-hand buying. The standardised path coefficient relating to H3 is negative, strong and statistically significant ( $\beta = -0.48$ ;  $p \leq 0.001$ ), thus supporting H3. Therefore, *unfamiliarity with the concept* is a barrier when it comes to in-store second-hand clothing purchases. The standardised path coefficients relating to H4, indicating the relationship between *materialism* and second-hand buying, is negative, weak and not significant ( $\beta = -0.07$ ;  $p = 0.18$ ). Therefore, *materialism* is not a barrier in terms of buying second-hand clothing at in-store second-hand stores. Lastly, H5 indicates the relationship between *store image* and second-hand buying. The standardised path coefficient relating to H5 is positive, weak and insignificant ( $\beta = 0.01$ ;  $p = 0.82$ ). *Store image* is the weakest of all the potential drivers and barriers and is also the least significant factor, indicating that store image does not act as a driver or barrier of consumers' second-hand clothing purchases when buying clothing at in-store second-hand stores.

In conclusion, H2, H4 and H5 are not significant and therefore are not supported. These components consequently need to be explored furthermore to distinguish if they are drivers and barriers of in-store second-hand clothing purchases among female consumers. This scale with the associated constructs could be adapted and used for future research purposes to specifically explore these constructs as well as additional constructs and determine which constructs are in fact drivers or barriers of female consumers' in-store second-hand clothing purchases when it comes to collaborative clothing consumption practices.

#### 4.4 CONCLUSION

Chapter four conducted a thorough analysis of the study's outcomes. Initially, the demographic profile, gender, age, level of education, income level, population group, and geographic location (provinces), was meticulously examined. Descriptive analysis, featuring tabulated numerical data presenting frequencies and percentages, was employed to elucidate each facet

of the sample. The respondents' demographic characteristics were cross tabulated with renting and second-hand buying as the two options of collaborative clothing consumption, to explore potential differences between these two options. According to Hair *et al.* (2014), the minimum sample size for inferential statistics should include at least five times the number of variables to be analysed, with 10:1 being the more acceptable sample size. Based on this, the samples for each collaborative clothing consumption practice (i.e., renting and second-hand buying) had to amount to at least 165, if a 5:1 ratio was used, and 330 if a 10:1 ratio was used, as 33 items would be used during the inferential analysis. Based on this, the renting sample size ( $n = 107$ ) was deemed too small for further analysis and therefore a decision was made to continue the inferential data analysis relating to the drivers and barriers with only the 433 respondents who indicated second-hand buying as their preferred practice. Furthermore, inferential findings were derived through various analyses such as exploratory factor analysis (EFA), confirmatory factor analysis (CFAs), Cronbach's alphas, average variance extracted (AVE), and structural equation modelling (SEM). These analyses aimed to unravel the relationships between the potential drivers and barriers, and female respondents' in-store collaborative clothing consumption practices (more specifically their second-hand buying) in an emerging market context. Finally, the study's results were meticulously tabulated, analysed, and each hypothesis was scrutinised for confirmation or rejection. All outcomes were systematically presented in accordance with the primary objectives and hypotheses of the study. The upcoming chapter will explore the conclusions drawn from the results, the practical and theoretical implications of these findings, the limitations of the study, and propose recommendations for future research endeavours.

# CHAPTER 5: CONCLUSION

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*This chapter provides a brief reflection of the study. Thereafter, the findings of the study are presented and summarised according to the problem statement as well as the objectives.*

*The chapter also includes the implications, limitations and recommendations for future research purposes.*

## 5.1 REFLECTION OF THE STUDY

The overall aim of this study was to explore and describe the potential motivational drivers and barriers of female consumers' in-store collaborative clothing consumption practices in an emerging market context. Two collaborative clothing consumption models were taken into consideration during this study, they included renting and second-hand buying. In order to properly comprehend the current state of this topic in research, a thorough literature review relating to collaborative consumption, collaborative clothing consumption, as well as its potential motivational drivers and barriers was conducted. This also provided context for the formulation of the conceptual framework and the questionnaire of the study.

In summary, the global fashion industry has grappled with a multitude of self-inflicted challenges, including concerns related to labour rights, environmental disasters stemming from manufacturing practices, human rights violations, excessive carbon emissions, the use of hazardous chemicals, overproduction, product dumping, overconsumption, and underutilisation, in the last few decades (Gabriel, 2021). Scientists and concerned citizens are increasingly urging reductions in personal consumption in response to climate change estimates (Stuart *et al.*, 2020). While developed nations have been identified as major contributors to these concerns, developing countries are gradually recognising their impact as emerging markets expand and populations grow, leading to heightened consumption patterns. Regardless of geographical location or socio-economic status, no single group bears sole responsibility for, or is immune to, the environmental and social problems stemming from unsustainable lifestyles. It is imperative for individuals to be accountable and adopt sustainable practices that benefit both themselves and those affected by their lifestyles. That said, collaborative consumption has emerged as one of the options for consumers to act more responsibly, by lending, borrowing, trading, renting or swapping products or resources, rather than owning it, to reduce their overall consumption and contribute to the reduction of newly produced products that indirectly and directly have a negative impact on the environment and



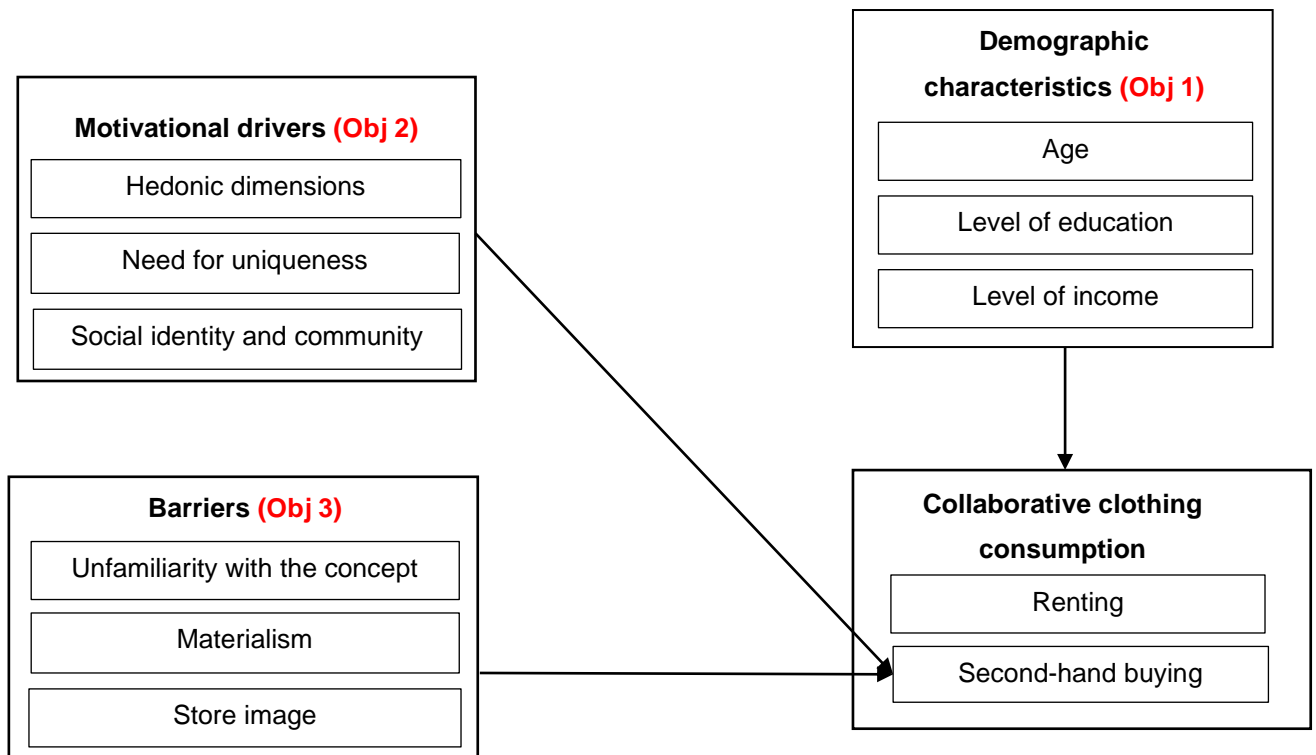
society at large (Barbu *et al.*, 2018). In terms of clothing, collaborative clothing consumption entails renting, exchanging, or reselling clothing, which is then bought second-hand, instead of just buying and owning clothing (Ertz *et al.*, 2016). Few studies have explored this phenomenon in the South African context Brand *et al.* (2023), but the focus was mainly on collaborative clothing consumption in online settings, whereas studies relating to in-store collaborative clothing consumption practices are still lacking.

In addition to the literature review, the research methodology guided the way for proper data collection and analysis. This included a survey research design and quantitative research approach, which was exploratory and descriptive in nature. A structured, self-administered, online questionnaire was developed on Qualtrics, an online data capturing programme, and was distributed to willing respondents via a link on either e-mail, messaging (such as WhatsApp or SMS) and social media platforms (such as Facebook, Instagram, Twitter, and LinkedIn). The online questionnaire was preceded by a consent form (see **Addendum B**) to explain the purpose and use of the study to the respondents, ensure confidentiality and anonymity, and allow respondents to choose whether they would like to continue or not. Females were specifically chosen for this study as their participation in collaborative consumption has been linked to feelings of empathy, suggesting that consumers who perceive themselves as empathetic are more likely to view collaborative consumption practices favourably (Hwang & Griffiths, 2017). Furthermore, Sirkeci and Arıkan (2021) supported this assertion, showing that empathetic feelings in females positively impact their perceptions of collaborative consumption. Upon completion of the data collection process, the gathered data underwent analysis in alignment with the study's objectives and hypotheses. The analysis employed both descriptive and inferential statistics, encompassing various statistical procedures such as cross tabulations, exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and structural equation modelling (SEM).

Ultimately, a final sample size of 540 female respondents were used for this study to analyse the demographic characteristics, after which a sample size of 433 female respondents that exclusively acquire in-store second-hand clothing was used for further analysis surrounding the motivational drivers and barriers. The reasoning behind this was that the respondents that indicated rent as their preferred CCC practice, made up a sample of 107, which was deemed too small to perform inferential statistics on (Hair *et al.*, 2014). According to the general rule, the sample size for inferential statistics should include 10 times the number of variables to be analysed, and thus the minimum sample size should therefore be at least 330 (based on the 33 items relating to the motivational drivers, barriers and renting/second-hand buying).



Based on the above information, the conceptual framework and objectives were therefore adapted to reflect the analyses and results as documented in chapter 4.



**FIGURE 5.1: ADAPTED CONCEPTUAL FRAMEWORK**

**Objective 1:** To explore and describe the demographic characteristics of female consumers based on their preferred in-store collaborative clothing consumption practice (i.e., renting and second-hand buying), more specifically focussing on:

- 1.1 Age
- 1.2 Level of education
- 1.3 Level of income

**Objective 2:** To explore and describe the influence of motivational drivers on female consumers' in-store CCC practices (i.e., second-hand buying), specifically in terms of:

- 2.1 Hedonic dimensions
- 2.2 Need for uniqueness
- 2.3 Social identity and community

**Objective 3:** To explore and describe the influence of barriers on female consumers' in-store CCC practices, (i.e., second-hand buying), specifically in terms of:

- 3.1 Unfamiliarity with the concept
- 3.2 Materialism
- 3.3 Store image

This study fills a void in the current body of literature by examining the motivational drivers (social hedonic dimensions, need for uniqueness) and barriers (unfamiliarity with the concept, materialism, store image) to collaborative clothing consumption, specifically relating to second-hand buying among female consumers in an emerging market context. The following section encapsulates the findings of the study, together with conclusions relating to the objectives as mentioned earlier.

## **5.2 KEY FINDINGS AND CONCLUSIONS**

### **5.2.1 The demographic characteristics of female consumers based on their preferred in-store collaborative clothing consumption practice**

Understanding the demographic characteristics of female consumers is instrumental in delineating their preferences and behaviours, particularly in the context of in-store collaborative clothing consumption practices. Overall, regardless of the collaborative clothing consumption practice, this female sample ( $n = 540$ ) was made up of mainly 19-24 years old. Almost half of the respondents have obtained a tertiary degree or diploma and earn less than R 5 000 per month. The majority were White and mostly reside in Gauteng. Despite efforts to collect data from a representative sample, aspects such as the sampling techniques (i.e., non-probability sampling coupled with convenience and snowball sampling), deterred this effort, leading to a skew sample, cannot be generalised to the larger population of South Africa. The results could however provide valuable insight into female consumers' collaborative clothing consumption practices and provide some context to future researchers who would want to explore the topic in further detail.

The next section sheds light on the demographic profile of female consumers based on their preferred collaborative clothing consumption practice, namely either renting or second-hand buying. The sample was split as follows: 107 females who prefer renting and 433 females who prefer second-hand buying.

#### *5.2.1.1 Comparison of age in terms of renting and second-hand buying*

The analysis of age distribution among female consumers engaging in in-store collaborative clothing consumption practices revealed distinctive patterns reflective of generational preferences. A deliberate criterion was set, ensuring that all respondents were aged 19 or older, guaranteeing a level of independence and comprehension necessary for completing the

questionnaire on collaborative clothing consumption practices adequately. Breaking down the age categories, the study found that the female consumers who formed part of this study, regardless of whether they prefer renting or second-hand buying, were predominantly part of the younger age groups, particularly those aged 19-24. This Generation Z cohort, born from 1996 onwards, aligns with the characteristics of fast decision-makers and tech-savvy individuals (McCoy *et al.*, 2021).

Those who preferred second-hand buying peaked within this age bracket, potentially suggesting that these consumers have a limited disposable income and a commitment to sustainable practices. Based on literature, Generation Z females are very aware of fashion trends and spend a lot of time building their identities around their fashion choices (McCoy *et al.*, 2021). Additionally, economic and hedonic aspects drive them to participate in collaborative clothing consumption (Hwang & Griffiths, 2017). Contrastingly, the 25-34 age range, namely Millennials, exhibited a lower interest in collaborative clothing consumption, with second-hand buying being preferred over renting. Millennials specifically focused on having access to services, products and resources without necessarily purchasing or owning the item (Hwang & Griffiths, 2017). Additionally, Millennials are more open and receptive to trying alternative means of ownership and have been known to be more concerned for others as opposed to material goods, consumerism and keeping up with materialistic trends (Hwang & Griffiths, 2017). The subsequent age groups, 35-44, 45-54, 55-64, and 65 and older, displayed diminishing engagement in collaborative clothing consumption practices. Notably, these age cohorts, despite having lower participation overall, showed a preference for renting over second-hand buying. Reasons for this could be that the older generations do not necessarily need 'new and would rather rent clothing for specific functions or occasions than borrowing or buying an item that might only be worn a few times. Armstrong *et al.* (2015) indicated that the older ages saw the value in a service which provides clothing for a specific function, whereas the younger age gap did not see the use for such a service. In essence, this demographic analysis emphasises the evolving landscape of in-store collaborative clothing consumption, showcasing a clear generational divide. Understanding these demographic nuances is pivotal for the continued evolution of collaborative consumption practices and targeted initiatives catering to diverse consumer needs.

#### 5.2.1.2 Comparison of education in terms of renting and second-hand buying

Education level emerged as a significant demographic variable in understanding the dynamics of collaborative clothing consumption practices among the respondents. The study utilised three education categories - Grade 12, Tertiary degree/diploma, and Postgraduate - to explore the female respondents' preferred collaborative clothing consumption practice in terms of

education levels. Comparing the frequency of respondents within each education category in renting versus second-hand buying, a clear trend emerged. Second-hand buying maintained a higher frequency across all education categories, indicating a prevalent preference for this collaborative clothing consumption practice.

Analysing the percentages within each education category for both renting and second-hand buying practices, a consistent pattern was revealed. Tertiary degree/diploma holders exhibited a preference for renting, while those with Grade 12 leaned more towards second-hand buying. Postgraduate respondents were more or less evenly distributed between the two options. The reasoning behind the female respondents with tertiary degrees/diplomas preferring renting slightly more than second-hand buying could be that these respondents might want to dress fashionably without wanting to own the items. These individuals are most likely in their early career phases and would rather rent clothing for social or parties than buy something new (ÖGEL, 2022). Those who indicated Grade 12 as their highest qualification are most probably studying for a degree or are employed straight out of matric with little to no prior experience. Therefore, they might be more open to buying second-hand clothes as it is more economical (Ek Styvén & Mariani, 2020; ÖGEL, 2022). This group might also be socially inclined and enjoy searching for unique items that could portray their personality or style. In addition, beyond being a sustainability concern, purchasing second-hand clothing is viewed as both a fashion statement and an economic consideration by well-informed, young consumers (Ek Styvén & Mariani, 2020). In essence, the education level plays a pivotal role in shaping the collaborative clothing consumption landscape. The findings suggest that higher education, particularly among university students, correlates with an increased preference for renting. This insight provides valuable information for tailoring sustainable fashion initiatives and education campaigns to specific demographic groups, contributing to the ongoing evolution of collaborative clothing consumption practices.

### *5.2.1.3 Comparison of income in terms of renting and second-hand buying*

The examination of income levels in relation to collaborative clothing consumption practices sheds light on intriguing patterns and preferences among the female respondents. The study categorised income into six brackets - Less than R 5 000, Between R 5 001 and R 15 000, Between R 15 001 and R 25 000, Between R 25 001 and R 35 000, Between R 35 001 and R 45 000, and More than R 45 000 - to analyse the impact of financial status on the choice between renting and second-hand buying. Examining the percentage distribution within each income category for both renting and second-hand buying provided valuable insights. Female respondents presented a higher prevalence of second-hand buying, particularly in the "Less than R5,000" income bracket. Renting clothes was also more prominent in those who earn

“Less than R5 000”, coinciding with second-hand buying, but in proportion, it was much less than the portion of respondents choosing to buy second-hand. As income increased, the percentage of respondents choosing second-hand buying decreased, reflecting potential shifts in perceptions of value and fashion choices. Interestingly, renting became more prominent in higher income brackets, suggesting a nuanced relationship between income levels and the desire for temporary ownership. Lastly, the highest income level “More than R45 000” had a significantly larger increase in renting preference, which could be because they are of an older generation and already have enough clothing and would rather rent a special item for events or functions than buying a new item or purchasing second-hand clothing.

The observed patterns in income-related collaborative clothing consumption practices may be linked to various factors. The higher prevalence of second-hand buying among lower-income groups may stem from a perceived value in buying pre-owned items over spending on fast fashion. Renting, while less frequent overall, sees an increase in choice among higher income brackets, possibly indicating a preference for occasional, event-specific clothing without the commitment of permanent ownership. The economic factor plays a pivotal role in shaping collaborative consumption behaviours. Female consumers with higher income levels tend to lean towards renting, reflecting a preference for access over ownership. On the other hand, second-hand buying is more prominent among those with moderate to lower income levels, indicating a cost-conscious approach to sustainable fashion. In essence, income level plays a crucial role in shaping the landscape of collaborative clothing consumption practices. The findings provide valuable insights for designing targeted initiatives and campaigns that cater to specific income brackets, contributing to the ongoing evolution of sustainable fashion practices.

In conclusion, the examination of demographic characteristics provides a nuanced understanding of the diverse factors influencing female consumers' preferences for in-store collaborative clothing consumption practices.

### **5.2.2 Drivers and barriers influencing female consumers' in-store second-hand clothing buying behaviour**

As mentioned before, due to the reduced number of respondents indicating renting as their preferred choice, only the female respondents that indicated second-hand buying as their preferred collaborative clothing consumption practice, were used for further inferential data analysis. This enabled a more focused research approach to explore the motivational drivers and barriers of collaborative clothing consumption practices, specifically relating to second-hand buying, among female consumers in South Africa. In order to sufficiently explore this

topic and provide context in terms of objectives two and three of this study, exploratory factor analysis (EFA), confirmatory factor analysis (CFA) and the structural equation modelling (SEM) was conducted.

Thirty-three items relating the drivers (i.e., hedonic dimensions, need for uniqueness and social identity and community), the barriers (i.e., unfamiliarity with the concept, materialism and store image) and second-hand clothing buying behaviour were subjected to an EFA. After scrutinising items and eliminating problematic items due to low factor loadings or high cross-loadings, the 30 remaining items were subjected to another EFA and produced six factors with factor loadings ranging from 0.531 to 0.821. In this process, the constructs relating to hedonic dimensions and social identity and community grouped together to form a new factor, namely social hedonic dimensions relating to the enjoyment and pleasure of buying second-hand clothing in a social environment or community. The final six-factors were labelled as follows: Factor one (store image), Factor two (social hedonic dimensions), Factor three (second-hand buying), Factor four (need for uniqueness), Factor five (unfamiliarity with the concept) and Factor six (materialism).

Thereafter a CFA was conducted to verify the factor structure of a set of observed variables. Through a process of elimination, six more items were removed due to lower factor loadings and based on improved model fit. The 24 items that were retained had loadings ranging between 0.605 to 0.919; of which only three items did not reach the 0.7 threshold (Hair *et al.*, 2014; Kang & Johnson, 2011). All the fit indices indicated a good model fit and all factors exceeded the minimum threshold of 0.7 for CR, indicating internal consistency throughout the model. In terms of convergent validity, almost all of the factors exceeded the minimum threshold of 0.5 for AVE, ranging between 0.576 and 0.796, except for *materialism* that reached a value of 0.475, which was very close to the threshold and still indicates some sort of convergent validity. Discriminant validity was also ensured, with all correlations being less than the square root of the associated AVE (Padmavathy *et al.*, 2019).

SEM was performed on all six factors that were retained from the CFA. This included examining and explaining the influence of the motivational drivers (i.e. social hedonic dimensions, need for uniqueness) and barriers (i.e. store image, unfamiliarity of the concept, materialism) on second-hand buying as part of collaborative clothing consumption practices. Based on this, the following hypotheses were developed:

**H1:** There is a significant positive relationship between *social hedonic dimensions* and second-hand buying (relating to in-store second-hand clothing stores).

**H2:** There is a significant positive relationship between *need for uniqueness* and second-hand buying (relating to in-store second-hand clothing stores).

**H3:** There is a significant negative relationship between *unfamiliarity with the concept* and second-hand buying (relating to in-store second-hand clothing stores).

**H4:** There is a significant negative relationship between *materialism* and second-hand buying (relating to in-store second-hand clothing stores).

**H5:** There is a significant negative relationship between *store image* and second-hand buying (relating to in-store second-hand clothing stores).

The motivational drivers (i.e., social hedonic dimensions, need for uniqueness) and barriers (i.e., unfamiliarity with the concept, materialism, store image) explained 52% of second-hand buying as a form of in-store collaborative clothing consumption indicating a moderate predictive capability. In terms of the hypotheses, only H1 and H3 were supported, while H2, H4 and H5 were not significant and therefore were not supported. More specifically, H1 was positive and statistically significant ( $p \leq 0.001$ ), indicating that *social hedonic dimensions* is a positive driver of in-store second-hand clothing purchases ( $\beta = 0.347$ ;  $p \leq 0.001$ ). This is in line with previous research relating to online collaborative clothing consumption practices, where hedonic dimensions had a positive influence on second-hand buying Brand *et al.* (2023). Furthermore, it seems to correlate with research by Alzamora-Ruiz *et al.* (2020), that indicated that individuals partake in collaborative consumption because of the pleasure that they derive from it. H3 was negative, strong and statistically significant ( $\beta = -0.484$ ;  $p \leq 0.001$ ), indicating that *unfamiliarity with the concept* is a barrier when it comes to in-store second-hand clothing purchases. This seems to coincide with previous research indicating that consumers have shown to have significant constraints against general collaborative consumption practices, merely because there are unfamiliar with systems or methods to accomplish this participation (Ali & Huda, 2017). Furthermore Möhlmann (2015) found that that a reason not to participate could be a lack of familiarity with the procedure. The results also correspond with a recent study relating to the drivers and barriers of online collaborative clothing consumption practices Brand *et al.* (2023).

On the other hand, H2 was negative, very weak and insignificant ( $\beta = -0.081$ ;  $p = 0.201$ ); H4 was negative, weak and not significant ( $\beta = -0.067$ ;  $p = 0.175$ ) and H5 was positive, weak and insignificant ( $\beta = 0.010$ ;  $p = 0.819$ ). Based on this, *need for uniqueness*, *materialism* and *store image* do not act as a drivers or barriers of consumers' second-hand clothing purchases when buying clothing at in-store second-hand stores. In terms of the need for uniqueness, it seems to be an insignificant driver in influencing second-hand clothing buying behaviour regardless of the buying setting Brand *et al.* (2023). This seems to contradict previous literature by Edbring *et al.* (2016), in which consumers admitted that their primary motivation for taking part in



collaborative consumption is the need for uniqueness because the consumption of second-hand goods fulfils a consumer's desire for individuality. As mentioned above, *materialism* was not considered a barrier in this study and this seems to oppose a recent study relating to collaborative clothing consumption practices, where materialism seemed to be a barrier for online purchasing of second-hand clothing Brand *et al.* (2023). This study's results seem to challenge results from a study conducted by Lindblom *et al.* (2018) which suggests that while materialistic consumers view collaborative consumption as undesirable behaviour, they are nevertheless open to trying it out in the future. Lastly, store image as a barrier of collaborative clothing consumption practices, specifically relating to second-hand clothing, has not yet been researched to much extent before, and therefore this concept and its relation to in-store collaborative clothing consumption practices should be explored in further detail in future studies to determine whether this is a barrier or is not significant in terms of consumers' motivations and actions relating to collaborative clothing consumption practices.

### 5.3 IMPLICATIONS FOR INDUSTRY AND BUSINESSES

Based on the findings of this study, it becomes apparent that marketers and small business owners and/or retailers could benefit from taking drivers such as hedonic social dimensions and barriers such as the unfamiliarity of the concept into account when promoting and marketing their collaborative clothing consumption (options. Firstly, businesses who rent out clothing to the South African market could make use of these results to target potential female customers more effectively. As it seems to be a less popular collaborative clothing consumption practice at this stage among females, businesses could promote renting by explicitly providing audiences with information of why renting might be a better option than buying and owning a clothing item – it contributes to less consumption and promotes a more simplistic lifestyle without clutter. Furthermore, based on the results of this study, businesses that rent out clothing could target the females from the older generations (i.e. from 45 years and up), who hold tertiary degrees/diplomas and earn more than R 5 000 as this group seems to lean more towards renting than buying second-hand clothing. On the other hand, businesses who sell second-hand clothing seem to already be quite popular among female consumer in South Africa, but could target females from the younger generation, who have obtained a Grade 12 and generally earn less than R 5 000 to target the audience who is invested in this consumption model.

When focussing on what motivates and hinders female consumers' collaborative clothing consumption practices, specifically regarding second-hand buying, businesses could either enhance the motivations or diminish the barriers in order to increase the acquisition and



consumption of second-hand clothing among female consumers in South Africa. More specifically, businesses should address the issues surrounding the “unknown” concept of collaborative clothing consumption, by promoting it as part of the marketing strategies, and informing consumers on what the indirect benefits are of collaborative clothing consumption – i.e., extending the life cycle of a clothing item and in effect avoiding the overproduction and overconsumption of fast fashion that could lead to negative environmental impacts. This could then diminish the barrier of unfamiliarity of the concept and provide insight into the benefits of collaborative clothing consumption practices such as buying second-hand clothing instead of new clothing on a seasonal basis.

In terms of drivers, businesses should take advantage of the social hedonic dimensions that female consumers indicated as motivations to take part in collaborative clothing consumption practices, such as second-hand buying. Therefore, the enjoyment derived from purchasing second-hand clothing should be emphasised by making it a pleasurable experience, and enhancing the store in such a way that the female consumers feel happy when they enter and subsequently leave the store with their second-hand clothing item/s. Furthermore, the social aspects surrounding the buying of second-hand clothing should be taken into consideration. Businesses should take advantage of social markets or events to promote their clothing and also create a community where consumers can share their experiences with fellow collaborative clothing consumption activists. These considerations could ensure loyalty among existing customers and attract more consumers who find information and enjoyment important when purchasing clothing.

The research can also serve to educate consumers about the importance of sustainable practices in the clothing and textile industry, fostering social responsibility. Marketers promoting sustainable clothing should encourage consumers to explore collaborative consumption options, possibly through additional information on labels or separate leaflets, fostering a sense of belonging and encouraging informed purchasing decisions. Importantly, this study should address the gap in research, particularly in emerging markets like South Africa, by developing a scale to measure consumers' perceptions of collaborative consumption practices in the clothing retail context, providing valuable insights for future studies in this specific field.

In conclusion, it is crucial for businesses to align their marketing strategies and practices towards the values that female consumers consider as important when it comes to collaborative clothing consumption practices, specifically relating to renting and second-hand buying, as the ultimate goal for these businesses is to make a success and be sustainable in providing products to consumers that they want.

## 5.4 THEORETICAL CONTRIBUTION

To date, there is limited research regarding the motivational drivers and barriers of in-store collaborative consumption practices among female consumers in the South African context. There has been some development in terms of collaborative clothing consumption practices relating to online buying settings, but very few, if any relate to the in-store settings, and focus on drivers and barriers other the more obvious environmental and economic benefits Brand *et al.* (2023). More generally, this study contributes to existing literature on collaborative consumption and more specifically, collaborative clothing consumption, and adds valuable insights to the research already conducted by Becker-Leifhold and Iran (2018), Belk (2014), Hamari *et al.* (2016), McCoy *et al.* (2021) and Möhlmann (2015). Therefore, this research provides empirical evidence on the topic and could act as a platform for future studies regarding similar topics in the field of Consumer Science.

Additionally, this study specifically relates to the motivational drivers (i.e., hedonic dimensions, need for uniqueness and social identity and community) and barriers (i.e., unfamiliarity with the concept, materialism and store image) associated with female consumers' in-store collaborative clothing consumption practices, more specifically their second-hand buying in an emerging market context. Consequently, the scale items that were used in this study were adapted and have to date not yet been used to establish the relevance of these drivers and barriers of in-store collaborative clothing consumption practices relating to second-hand buying. It was therefore necessary to conduct an exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) in order to investigate and separate the pertinent concepts that applied to South African female consumers. Finally, the scale item analysis made a significant contribution to the clarification of motivational drivers (i.e., social hedonic dimensions, need for uniqueness) and barriers (i.e. unfamiliarity with the concept, materialism and store image) associated with female consumers' in-store second-hand clothing buying behaviour in an emerging market context. The scale items pertaining to this study may thus prove to be of practical value to researchers in other emerging markets who want to explore collaborative clothing consumption practices in terms of its drivers and barriers. However, additional research in this area is necessary to unearth the deeper concepts and notions that might motivate or hinder consumer behaviour in this regard.

## 5.5 LIMITATIONS AND FUTURE RESEARCH RECOMMENDATIONS

This study advances knowledge of the motivational drivers and barriers associated with female consumers' in-store collaborative clothing consumption practices in an emerging market context. As such, it may provide a theoretical framework for further research endeavours. When taken as a whole, this study may aid in future research on collaborative clothing consumption, with a special emphasis second-hand buying in emerging market context. Despite intentional efforts to ensure sound ethicality, reliability and validity, the results should be viewed from an exploratory perspective and not be generalised as certain limitations were recognised. That said, these limitations, together with the suggested recommendations could prove very useful to researchers who would like to explore and build on the already expanding base of research that forms part of this study.

It is critical to acknowledge that the findings cannot be generalised to the entire South African population as non-probability, convenience and snowball sampling techniques were used to collect the data, leading to an unrepresentative sample (Stratton, 2021). The sample predominantly comprised females from younger age groups and with a significant representation of the white demographic. In future, it is recommended to ensure that the questionnaire is distributed using more rigorous sampling methodologies such as quota sampling, which should be strictly adhered to, to guarantee a more demographically representative sample. Additionally, probability sampling could contribute to a more representative and balanced selection of participants across various age groups, ethnicities, and socioeconomic backgrounds. This approach will mitigate the potential bias introduced by the current study's sample composition, allowing for more robust insights into the behaviours of the broader population concerning collaborative clothing consumption practices as well as the drivers and barriers that might influence these practices.

The quantitative approach employed in this study offered valuable insights into female consumers' motivational drivers and barriers regarding collaborative clothing consumption practices, specifically relating to second-hand buying. The structured nature of quantitative data allows for statistical analysis, enabling the identification of patterns and trends within the dataset. One notable limitation lies in the potential for oversimplification of complex phenomena (Gilthorpe, Tu & Gunnell, 2004). While quantitative data can offer numerical precision, it may lack the depth required to fully capture the intricacies and nuances relating to this topic. Therefore, a need also exists in the research for a more in-depth understanding of what motivates female consumers and what hinders them to participate in collaborative clothing consumption practices such as second-hand buying. Therefore, future studies could explore the use of qualitative methods such as focus groups or interviews to gain insight into

these matters. Additionally, the reliance on survey-based data collection may introduce response bias and social desirability effects, impacting the accuracy of self-reported information. To address this, future research might explore alternative data collection methods, such as observational studies to capture real-time consumer behaviours and attitudes in more authentic settings. By integrating diverse research methodologies, scholars can overcome the limitations inherent in any single approach, fostering a richer and more nuanced understanding of collaborative clothing consumption practices and their driving factors as well as barriers.

Lastly, the items relating to the constructs of this study could potentially be further refined to make sure all the items being used during the data collection phase are clear and understandable, and consequently provide researchers with data that is easily interpreted. This might lead to decreased elimination of items and more definite constructs that fit the overall model better.

## 5.6 FINAL CONCLUSION

The final chapter includes the reflection of the study, the key findings and conclusions, the implications in terms of businesses and theory as well as the limitations and recommendations for future research. To conclude, this study provided some insights in that female consumers are moulded by social and enjoyable experiences as well as awareness and knowledge when it comes to collaborative clothing consumption practices, specifically relating to second-hand buying. If consumers are better informed about collaborative clothing consumption practices such as renting and second-hand buying, and are aware of the negative impact that fast fashion and overproduction and overconsumption has on the environment and society at large, they might be even more prone to seek alternative business models (i.e. second-hand buying, renting, swapping) to access clothing rather than owning it, and extending its life cycle to reduce overproduction and a “throw-away” culture.

*“You cannot bring about prosperity by discouraging thrift.”*

**William J. H. Boetcker**

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# ADDENDUM A: ETHICS APPROVAL



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

Faculty of Natural and Agricultural Sciences  
Ethics Committee

E-mail: [ethics.nas@up.ac.za](mailto:ethics.nas@up.ac.za)

26 March 2020

## ETHICS SUBMISSION: LETTER OF APPROVAL

Miss H Taljaard  
Department of Consumer and Food Sciences  
Faculty of Natural and Agricultural Science  
University of Pretoria

Reference number: NAS086/2020  
Project title: Factors influencing consumers' collaborative clothing consumption practices in the South African context

Dear Miss H Taljaard,

We are pleased to inform you that your submission conforms to the requirements of the Faculty of Natural and Agricultural Sciences Research Ethics committee.

Please note the following about your ethics approval:

- Please use your reference number (NAS086/2020) on any documents or correspondence with the Research Ethics Committee regarding your research.
- Please note that the Research Ethics Committee may ask further questions, seek additional information, require further modification, monitor the conduct of your research, or suspend or withdraw ethics approval.
- Please note that ethical approval is granted for the duration of the research (e.g. Honours studies: 1 year, Masters studies: two years, and PhD studies: three years) and should be extended when the approval period lapses.
- The digital archiving of data is a requirement of the University of Pretoria. The data should be accessible in the event of an enquiry or further analysis of the data.

Ethics approval is subject to the following:

- The ethics approval is conditional on the research being conducted as stipulated by the details of all documents submitted to the Committee. In the event that a further need arises to change who the investigators are, the methods or any other aspect, such changes must be submitted as an Amendment for approval by the Committee.
- **Applications using Animals:** NAS ethics recommendation does not imply that AEC approval is granted. The application has been pre-screened and recommended for review by the AEC. Research may not proceed until AEC approval is granted.

Post approval submissions including application for ethics extension and amendments to the approved application should be submitted online via the Ethics work centre.

We wish you the best with your research.

Yours sincerely,



Chairperson: **NAS Ethics Committee**

# ADDENDUM B: CONSENT FORM



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

Faculty of Natural and Agricultural Sciences  
Department of Consumer and Food Sciences

March 2020

Dear Participant,

This research project forms part of the requirements for the completion of the 2020 final year B Consumer Science Clothing Retail Management degree as well as two Masters in Consumer Science Clothing Management dissertations. The purpose of this research project is to explore the **motivational drivers and barriers of collaborative clothing consumption within the South African market.**

**Collaborative clothing consumption (collaborative clothing consumption)** can be described as the sharing, lending, buying, renting, and/or swapping of used/second-hand clothing items. It is a business model where either renting, swapping and/or re-selling of clothing products involves a monetary fee or some form of financial benefit for the parties involved.

## RESEARCH PROCEDURE

No prior preparation is needed to complete the questionnaire. Participation is completely voluntary with no penalty or loss of benefit if you decide not to take part. The completion of the questionnaire takes approximately **10 minutes**. The procedure is completed by a word of appreciation for your time and effort.

## PRIVACY AND CONFIDENTIALITY

Participants' responses are strictly confidential, and only members of the research team will have access to the information. Your response will be bulked with those obtained from other participants and appropriate statistical analysis will be performed on the bulked data. At no time will personal opinions be linked to specific individuals. Data will also be safely and securely stored and will not be accessible from the public domain. The privacy and anonymity of your participation are therefore ensured.

## WITHDRAWAL CLAUSE AND RIGHTS OF ACCESS TO DATA

Participants may withdraw at any stage of the research without having to explain why. By no means will your withdrawal be held against you. As a participant, you also have the right of access to your data.

## POTENTIAL BENEFITS AND FORESEEABLE RISKS OF THE STUDY

Findings from this research project could shed light on consumers' motivational drivers and barriers regarding their collaborative clothing consumption (collaborative clothing consumption) in South Africa.

The findings could also assist clothing entrepreneurs in developing effective strategies to better promote and encourage collaborative clothing consumption in South Africa. The risks associated with this research project is extremely low to none.

**ADDITIONAL INFORMATION** Dr Bertha Jacobs and Dr Hanri Taljaard can be contacted at [bertha.jacobs@up.ac.za](mailto:bertha.jacobs@up.ac.za) and [hanri.taljaard@up.ac.za](mailto:hanri.taljaard@up.ac.za) or at (012) 420 2615 / 4310 for further information about the research project.

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### **CONSENT**

I have read the above information relating to the research project and declare that I understand it. I have been afforded the opportunity to contact and discuss relevant aspects of the project with the project leaders and hereby declare that I voluntarily agree to participate in the project.

I indemnify the university and any employee or student of the university against any liability that I may incur during the course of the project.

I agree to the terms and conditions as stated above.

- Yes, I agree (1)
- No, I do not agree (2)

# ADDENDUM C: QUESTIONNAIRE

## SECTION A – SCREENING QUESTION

Q1 Before we continue, we just want to ensure that you are who we are looking for:  
Are you older than 18?

- Yes (1)
- No (2)

*Skip To: End of Survey If Before we continue, we just want to ensure that you are who we are looking for: Are you older t... = No*

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## SECTION B – FIELD WORKER

Q2 Please select the person that distributed the questionnaire to you:

▼ Monique Barnett (1) ... Other (25)

\* Note: The names listed above are the 2020 final year B Consumer Science Clothing Retail Management students, two Masters in Consumer Science Clothing Management students and the two project leaders, who are all part of this research project.

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## SECTION C - collaborative clothing consumption

Collaborative clothing consumption (collaborative clothing consumption) is the sharing, lending, buying, renting, and/or swapping of used/second-hand clothing items.

Q3 Please indicate the level of frequency regarding **your own Collaborative clothing consumption practices:**

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	Never (1)	Sometimes (2)	About half the time (3)	Most of the time (4)	Always (5)
I rent clothes for a fee. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Renting clothes is better than owning clothes. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rent more clothes than I buy clothes. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer renting to buying clothes. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I swap clothing with other people. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swapping clothes with other people is a good alternative to buying. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I swap more clothes than what I buy. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer swapping my clothes rather than buying it. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy second-hand clothes. (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy more second-hand clothes than new clothes. (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer buying second-hand clothes to buying new clothes. (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying second-hand clothes is better than buying new clothes. (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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#### **SECTION D – collaborative clothing consumption CHOICES**

Q4 Which one of the following do you take part in most often?

- renting clothes (1)
  - swapping clothes (2)
  - buying second-hand clothes (3)
- 

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#### **SECTION E – PLATFORM OPTIONS**

Q5 I prefer:

- In-store (1)
  - Online (2)
  - Both (3)
- 

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#### **SECTION F – MOTIVATIONAL DRIVERS OF collaborative clothing consumption**

Q6 Please indicate your level of agreement when:

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
It helps to save the earth's natural resources. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is an environmentally-friendly way of consuming clothing. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is better for the environment. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is an environmentally sustainable way of living. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It saves me money. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It benefits me financially. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can reduce my clothing expenses. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is cheaper than other ways of buying clothes. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is fun to participate in these practices. (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is exciting to take part in these practices. (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is something I enjoy doing. (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It makes me feel good. (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It allows me to get one-of-a-kind products to create my own unique style. (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to me to find something that communicates my uniqueness. (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I combine clothes in such a way to create a personal image that cannot be duplicated. (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to find a more interesting version of ordinary clothes because I enjoy being original. (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I am often on the lookout for new clothes that add to my personal uniqueness. (17)

These practices save me time. (18)

It is convenient to be able to choose from a variety of options to satisfy my needs. (19)

The convenience of using shared clothes fits my lifestyle. (20)

It is more convenient to take part in these practices than to buy new clothes. (21)

I feel part of a community when I participate in these practices. (22)

Taking part in shared practices improves my image in the community. (23)

These practices allow me to be part of a group of people with similar interests. (24)

Belonging to a group that is participating in shared practices is important to me. (25)

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**SECTION G – BARRIERS OF collaborative clothing consumption**

Q7 Please indicate your level of agreement when:

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
Used / second-hand clothes are not hygienic. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I worry that if I acquire used / second-hand clothing, it will be unhygienic. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hygiene in terms of used / second-hand clothing is important to me. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have concerns that used / second-hand clothes are not hygienic. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am not familiar with the concept of sharing economy services. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have little experience when it comes to these practices. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, I do not know much about collaborative clothing consumption. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not know how / where I can take part in such practices. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to me to own a lot of new clothes. (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Some of the most important achievements in life include buying new clothes. (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My new clothes indicate how well I am doing in life. (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to own fashionable clothes that will impress the people around me. (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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## **SECTION H – ONLINE TRUST**

*Display This Question:*

*If I prefer*

*: = Online*

*Or I prefer := Both*

Q8 Please indicate your level of agreement when ONLINE.

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I am not sure that the clothes on the website are presented accurately. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't know if I will receive the right products. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am uncertain whether the products will fit me correctly. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am unsure if they offer secure payment facilities. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acquiring used/second-hand clothing online does not provide safe environments. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am unsure if they have fair return/exchange policies. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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**SECTION I - STORE IMAGE**

*Display This Question:*

*If I prefer = In-store*

*Or I prefer = Both*

Q9 Please indicate your level of agreement when IN-STORE.

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
The store is not clean. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The clothing is not presented nicely on dolls or hangers. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The store layout is confusing. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The store is untidy. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The conditions in the store are bad (paint peeling, cracks in the walls, old fixtures). (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The shop is cluttered. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is not easy to find what I am looking for in the store. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I shop I can't see all the clothing items. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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**SECTION J – DEMOGRAPHICS**

Q10 Please indicate your gender.

- Male (1)
- Female (2)
- I prefer not to say (3)

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Q11 In which age category do you belong?

- 19 - 24 (1)
- 25 - 34 (2)
- 35 - 44 (3)
- 45 - 54 (4)
- 55 - 64 (5)
- 65 and older (6)

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Q12 What is your highest level of education?

- Lower than Grade 12 (1)
- Grade 12 (2)
- Tertiary degree/diploma (3)
- Postgraduate (4)

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Q13 What is your approximate individual income per month (after tax deductions)?

- Less than R 5 000 (1)
  - Between R 5 001 and R 15 000 (2)
  - Between R 15 001 and R 25 000 (3)
  - Between 25 001 and R 35 000 (4)
  - Between R 35 001 and R 45 000 (5)
  - More than R 45 000 (6)
-



Q14 According to the Employment Equity Act - how would you classify yourself?

- Black (1)
  - Coloured (2)
  - Indian / Asian (3)
  - White (4)
  - I prefer not to say (5)
- 

Q15 Please select the province you currently reside in.

▼ Eastern Cape (1) ... Western Cape (9)

- Eastern Cape (1)
  - Free State (2)
  - Gauteng (3)
  - Kwazulu Natal (4)
  - Limpopo (5)
  - Mpumalanga (6)
  - North West (7)
  - Northern Cape (8)
  - Western Cape (9)
- 

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We thank you for your time spent taking this survey.  
Your response has been recorded.

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