Advances in Consumer Research
https://acr-journal.com/
Volume-2 | Issue-6 | Nov: 2025
Original Researcher Article

Study of Collaborative Fashion Consumption in Emerging Economy..

Poonam Sharma[1]
[1]Jaipuria Institute of Management, A-32A, Sector 62, Noida- 201309 (India)
Email ID : poonam.sharma103@gmail.com

ABSTRACT
Over the past few years, sharing of goods and/or services has changed substantially and gained widespread popularity through social technologies. Collaborative consumption (CC), also known as peer-to-peer exchange of services and goods, has risen as a result of community-based digital services. It has the potential to reduce common challenges such as overconsumption and pollution, as well as contribute by decreasing the price of coordination. There is a great need to understand the people's motivations for adopting CC in India. In this research, we have conducted a survey of 615 people in clothing store customers/retailers to understand their motivation through analyzing information about factors like sustainability, enjoyment, economic, reputation, etc. We have obtained sustainability and economic gain as important factors to create positive attitudes towards CC. Furthermore, the results might be helpful to design activities to create positive perceptions necessary to translate into action..
Keywords: *Sharing Economy, Collaborative Consumption, Fashion, Sustainability, Emerging Economy.*
.

1. INTRODUCTION:

In recent years, sharing Economy appears to be increasingly influencing our daily lives. The growth of information technology, smart-phone penetration and availability of internet data has resulted in the emergence of new economy i.e. sharing and renting economy in travel and tourism and consumer goods sectors. The theoretical perspective on this phenomenon of sharing and renting products and services is provided in terms of access-based consumption and collaborative consumption. Renting and sharing accommodation appeals to modern day customers due to its affordability, accessible location, flexibility and recreation facilities (Zhang, et al., 2020). Another benefit of collaborative consumption is the ability to form network and friendship with service providers renting or sharing accommodation on payment basis. (Iran et al. 2019; Yi et al. 2020). The internet based shared accommodation provided, Airbnb has witnessed tremendous growth in its customers from 2017 to 2022 (Lock, 2019). The consumption of shared transportation and apparel on sharing basis is also increasing similar to accommodation because of their affordability (Gunter and Onder, 2018; Lalicic and Weismayer, 2017; Onder, Weismayer and Gunter, So et al., 2018). The growth in number of shared transportation customers is reflected in the number of users on Uber app in 2020 (Mazareanu, 2020).

It has become a new way of a deal with modern consumerism and capitalism considering the need for sustainable resource usage due to financial crises all over the globe (Botsman and Rogers, 2010; Heinrichs and Grunenberg, 2012; Hamari et al., 2016). A present dispersal and take-up of sharing economy platforms and services are commended for permitting different under-used assets, for example, homes, devices, garments, and vehicles to be utilized all the more adequately to unite individuals, for empowering the advancement of more client-focused services and for establishing new types of business enterprise (Balck and Cracau, 2015; Hawlitschek et al., 2016; Hamari et al., 2016). The new economy is a monetary framework with accentuation on distributed trade and sharing of slack resources or administrations for nothing or an expense (Heinrichs and Grunenberg, 2012; Cheng, 2016; Richter et al., 2017).

A plan of action related to the sharing economy is developing as a direct result of two unmistakable patterns (Dervojeda, et al., 2013). The main trend is technological advancements that allow commercial offices and stages to expand in previously unimaginable ways, through the assistance of flexible innovation and the Internet. Media streaming services like Spotify and Netflix are examples of Business - to - consumer services where customers can watch movies, listen to music, and arrange their playlists on their phone or computer. The second pattern is for organizations to start showcasing the person's slack assets to different people instead of just their organization assets. A web-based sharing stage permits the association between a transitory need and somebody with an unutilized resource that could be utilized in a business or territory. With the utilization of intervened stages, the expense of responsibility for the asset is brought down when offered to other people. Unused or unutilized resources provide almost zero incentive for the owner, and when faced with the need for an asset, recourses, or ability, one should choose between purchasing/learning (acquiring) and leasing/hiring. (Olson and Kemp, 2015).

Asset acquisition can be seen as wasteful in the long run, while leasing consistently can be seen as unreasonably expensive for the client. Obtaining an expertise/asset and sharing it with someone will provide value and reduce the burden of ownership. Shared methods for utilization are regularly featured as an approach to managing societal

issues, for example, overconsumption, destitution, and climate problems. In any case, there is a lack of experimental proof of why people are interested in the sharing economy (Hamari, et al., 2016). According to a recent study, the primary motivation for people to participate in the sharing economy is convenience (Felländer, et al., 2015). It's also worth noting that in the sharing economy, manageability and local affiliation are minor factors. The developing attention to the natural effect of our utilization is a sociological driver that likewise drives the community economy and is in this way regularly connected with the synergistic state of mind (Porter and Kramer, 2011). Another societal driver driving the collaborative economy trend is the desire for and curiosity about communication and social interactions.

Another key factor driving the sharing economy and its global acceptance is monetary factors, such as increased sharing of idle stock and underutilized resources, which provide people with the opportunity to earn money and, to a greater extent, increase their financial freedom (Dillahunt and Malone, 2015). Outsourcing and micro-entrepreneurs are energized in new ways as a result of advanced sharing stages and society's digitalization, which increases budgetary adaptability. Another convenient driver is the shift in mentality that favors availability over proprietorship, which is creating new markets focused on asset sharing (Belk, 2014). At long last, the rise of social network systems (Constantinides and Fountain, 2008), smartphone adoption and development (Felländer, et al., 2015), and systems of payment (Holmström and Stalder, 2001) are technical components that have aided and accelerated the growth of the sharing economy's consciousness. Trust is the necessary condition for sharing economy to function (Botsman and Rogers, 2011) similarly various factors such as dependable payment systems, social networks, and rating operations all contribute to individuals having more faith in sharing assets. (Sundararajan, 2016). The development of 2 different channels that facilitate peer-to-peer interaction is a critical foundation for the sharing economy to function (Derojeva, et al., 2013; Felländer, et al., 2015).

The consumer decision-making is different between ownership based and collaborative consumption. Thus, the collaborative consumption has drawn the attention of both practitioners and researchers (Shao et al. 2020).

1. Literature Review

1.1 Theoretical Background

The increased usage of technology and media platforms has enhanced the invention and consumption of online user-generated material like consumer-to-consumer exchanges (Kaplan & Haenlein, 2010; Nov 2007, Philip et al., 2015). Collaborative participation is influenced by intrinsic and extrinsic motivation (Wasko & Faraj, 2005, Wang & Zhang, 2012, p. 2; Moehlmann, 2015). It has been observed that social influence is also one of the important factors in purchasing decisions (Richter et al. (2017). All social media platforms involve peer-to-peer interaction (Schor. and Fitzmaurice, 2015) which is predicated on the belief in personal pleasure and financial gain (Hamari et al. 2016). Sharing of merchandise and services through social media platforms using information technology has experienced a major change (Hennig-Thurau et al., 2007; Kaplan & Haenlein, 2010; Suhonen, Lampinen, Cheshire, & Antin, 2011; Galbreth, Ghosh, & Shor, 2012; Lamberton & Rose, 2012;). There is a different context when sharing has been studied such as digital goods, open-source software (Kathan et al. 2016). In order to advance this idea information technology plays a vital role. It is observed that green consumption and sustainable behavior are important drivers in this context (Seegebarth et al., 2016).

Collaborative consumption (CC) is being seen as a new trend shifting from community practice into a sustainable business model (Dabrowska and Gutkowska, 2015). There are different types of services like renting and swapping that have become important forms of CC (Botsman and Rogers, 2010; Armstrong et al., 2015). Currently, these are extended to a wider range of clothing categories. Some examples deal with this type of business-like. The Ms. Collection, Diva Eva Clothing, etc. have expanded and become popular (PwC, 2015; Demailly and Novel, 2014).

Since distributing assets is really something humanity has always done, the growing discussion of the sharing economy is in its infancy, and the vast majority of the research available to this point is considered cutting edge. In that capacity, there is an absence of contextual analyses of advanced sharing stages and the potential effects and difficulties identified with them, although the current research endeavors to feature on how the sharing economy can improve the depth of digital content for a specific area.

The sharing economy is still in its early stages and different terms have been used to describe this new trend where products are shared more than they are owned privately (Bucher, Fieseler, and Lutz, 2016, Stokes et al. 2014). According to Botsman (2015), a "sharing economy" is an economic system in which people share underused goods or services with each other for free or for a fee. Other authors call the sharing economy "an emerging economic and technological phenomenon that is fueled by changes in information and communication technology, growing consumer awareness, the rise of collaborative web communities, and social commerce/sharing" (Botsman and Rogers 2010; Kaplan and Haenlein 2010; Wang and Zhang 2012). "The term is seen as an umbrella concept that includes developments and technologies in information and communication technology, such as collaborative consumption, which promotes sharing the use of goods and services through online platforms" (Hamari, Sjoklint, and Ukkonen, 2015). In books and articles, the idea of the "sharing economy" is often linked to the idea of "collaborative consumption." This study will follow Belk's (2014a) definition of collaborative consumption, which says that "collaborative consumption is people coordinating the acquisition and distribution of a resource for a fee or other compensation." The term "other compensation" refers to bartering, trading, and swapping, which involve giving and receiving non-monetary compensation. Also, this definition doesn't include gifts that involve a permanent transfer of ownership (Belk 2014b). Some scholars think

that collaborative consumption is more than just using things. They say that it is an activity where sharing and using resources are tied together through peer-to-peer networks (Hamari, Sjoklint, and Ukkonen, 2015). There are different ways to look at collaborative consumption, such as sharing, borrowing, reusing, etc. (Belk 2014a, Jenkins, Molesworth, and Scullion 2014, Lessig 2008).

Millennials have been recognised as an outstanding consumer group in both the sharing economy and collaborative consumption. This is to be expected given that Millennials are a generational cohort that is suited to multitasking due to their extensive use of technology . Furthermore, Millennials' relationship with technology is probably well illustrated if we consider that they are referred to in the literature as the Internet generation (Head 2013, Wong et al. 2008, Pilcher 1993). People don't have to be born in this time frame to be considered part of the same generation. What matters more is that they grew up in a similar social and historical environment that shaped their social awareness at a young age, because early experiences shape later ones and lead to a clear shift from ownership to access (Pilcher 1993, Godelnik 2017).

Only a few pieces of research examine Millennials' response to collaborative consumption and explore their perceived value and attitudes toward collaborative consumption using Social-Exchange Theory and Theory of Reasoned Action (Godelnik 2017; Hwang and Griffiths 2017, Homans 1958; Emerson 1976; Blau 1964, Ajzen and Fishbein 1980). Social-Exchange Theory (SET) motivates consumers to engage in collaborative consumption because of self-interest and interdependence (Emerson, 1976). Homans' concepts regarding social exchange emphasise dyadic relationships in actor behaviour, while Blau emphasises economic and utilitarian factors (Cook and Rice 2006). SET, in which two or more participants value something and determine whether to exchange it and for how much, is a good framework for sharing-economy and collaborative consumerism.

On the other hand, the Theory of Reasoned Action (TRA) uses behavioural intent to investigate the connection between attitudes and actions. Attitude toward conduct and subjective norms are the two aspects that shape people's purpose to take action. One's attitude might be defined as "the extent to which one favours or disfavors engaging in a particular course of action" (Ajzen 1991, p. 188). It originates from preconceived notions of the consequences of an individual's actions, both positive and negative. The term "subjective norms" is used in TRA to describe "the perceived social pressure to perform or not execute the behaviour" (Ajzen 1991, p. 188). Since TRA investigates connections between attitudes, its postulates are relevant to this research. In the context of collaborative consumerism and the sharing economy, it can also explain reasonable human behaviour. In addition, TRA has been used in online settings like green brand purchases, software piracy, and online stock trading (Barnes and Mattsson 2017).

2.2 Hypothesis Development

2.2.1 Collaborative Consumption (CC)

The cooperative connection between the actors that develops a relationship of receptive trust and group action is referred to as "collaborative" interaction (Octavia et al., 2022). According to Armstrong and Park (2017), collaborative consumption is usually associated with the idea of the "sharing economy," which promotes resource efficiency, cost savings, and moderate consumption. CC is often referred to as or “sharing” or “access-based consumption” (Malecja et al., 2022). CC can be defined as “the set of resource circulation schemes that enable consumers to both receive and provide, temporarily or permanently, valuable resources or service through direct interaction with other consumers or through an intermediary” (Ertz et al., 2019).

Within past ten years, the CC has blossomed and prospered, becoming a potential market in a variety of sectors, including consumer products including fashion (Chuah et al., 2022). Unless further mitigation measures, the fashion industry is on track to emissions of 2.1 billion metric tonnes of CO2 equivalent in 2030 (McKinsey, 2020). By 2030, emissions from the textile industry alone are expected to soar by 60%, according to the UN Framework Convention on Climate Change. The majority of fashion companies continue to employ a conventional "take-make-waste" company structure and generate numerous goods that end up in landfills (Rathinamoorthy, 2019). CC has emerged as being highly feasible in restricting the detrimental environmental effects of the fashion industry, originating to greater resource efficiency and waste reduction (Park and Armstrong, 2019). This research focuses on this side and tries to provide critical contribution to the existing literature.

2.2.2 Reputation

Reputation can be defined as “the expectation based on information from past behaviour and experiences” (Khan and Rundle-Thiele, 2019) Initially, according to Hamari et al. (2016), it was thought that engaging in perceived reputation of participating in this form of collaborative consumption would have a favourable impact on attitudes and behavioural intentions, yet none of the assumptions were ultimately proven to be true. García-Rodríguez et al. (2022) focused on the impact of perceived reputation of collaborative consumption on attitudes toward collaborative consumption and behavioral intentions to participate in collaborative consumption. Taking cue from these studies, we hypothesize:

H1a: Perceived reputation positively influences attitude towards CC.

H1b: Perceived reputation positively influences behavioral intentions to participate in CC.

2.2.3 Economic Benefit

According to Lamberton and Rose (2012), sharing economy services are frequently viewed as being cost-effective. According to research on shared clothing, financial gains are one of the main incentives to utilise shared apparel (Milanova & Maas, 2017). The attitude and intention to use the sharing economy to engage in sustainable purchasing is directly influenced by the perceived economic benefits (Dabbous and Tarhini, 2019). García-Rodríguez et al. (2022) focused on the

impact of economic beenfits of collaborative consumption on attitudes toward collaborative consumption and behavioral intentions to participate in collaborative consumption. Kim and Yoon (2021) identified that CC attitude will be positively influenced by economic benefit. Taking cue from these studies, we hypothesize:

H2a: Economic Benefit positively influences attitude towards CC.

H2b: Economic Benefit positively influences behavioral intentions to participate in CC.

2.2.4 Enjoyment

Enjoyment is regarded as an important antecedent to determine CC (Nov et al., 2010). Earlier studies have focused on enjoyment related to CC. According to Hamari et al. (2016), only "perceived enjoyment" related to the CC process was significantly correlated with consumer attitudes towards CC and consumer CC behaviours. García-Rodríguez et al. (2022) focused on the impact of perceived enjoyment of collaborative consumption on attitudes toward collaborative consumption and behavioral intentions to participate in collaborative consumption. Kim and Yoon (2021) identified that CC attitude will be positively influenced by enjoyment. Taking cue from these studies, we hypothesize:

H3a: Enjoyment positively influences attitude towards CC.

H3b: Enjoyment positively influences behavioral intentions to participate in CC.

2.2.5 Sustainability

Sustainability is only significant if the consumer in question also views CC favourably, showing that perceived sustainability is a driving factor for only those who prioritise "ecological consumption" (Hamari et al., 2016, p. 2047). According to Seegebarth et al. (2016), Collaborative consumption will only have a greater effect on sustainability if it is practised with a prohibition against consumption lifestyle that restricts individuals utilizing the funds they save by taking part in collaborative consumption for other detrimental activities. Perceived sustainability is the strongest differentiating predictor between users and non-users of CC (Albinsson et al., 2019). García-Rodríguez et al. (2022) focused on the impact of perceived sustainability of collaborative consumption on attitudes toward collaborative consumption and behavioral intentions to participate in collaborative consumption. Kim and Yoon (2021) identified that CC attitude will be positively influenced by sustainability. Taking cue from these studies, we hypothesize:

H4a: Sustainability positively influences attitude towards CC.

H4b: Sustainability positively influences behavioral intentions to participate in CC.

2.2.6 Attitude

According to Ni (2021), attitude towards collaborative consumption can be defined as “the extent to which a person perceives the object of collaborative consumption to be favorable, not to the behavioral attitude towards participating in collaborative consumption”. Individual’s attitude directly influences their behavioral intention (Fishbein and Ajzen, 1975). Previous studies have examined this relationship reled to CC. García-Rodríguez et al. (2022) focused on the impact of attitudes toward collaborative consumption positively influence the behavioral intention to participate in collaborative consumption. Lindblom et al. (2018); Ni (2021); Roos and Hahn (2017); Hwang and Griffiths (2017) have studied the same relationship. Therefore, we hypothesize:

H5: Attitude towards collaborative consumption positively influences behavioral intentions to participate in CC.

2. Methodology

In order to investigate the above hypotheses, we collected information from 615 respondents of national capital region of India, who were knowledgeable about CC. For this purpose, we have designed a questionnaire for the selected construct with four to five items on a 5-point Likert scale using psychometric measurement (Nunnally, 1978). In this analysis, all items were selected from existing published sources. The data is analysed and the model is investigated using the structural equation modelling (SEM) approach (Ringle, Wende, & Will, 2005; Nunnally, 1978).

3.1 Data analysis method:

Covariance-based and variance-based partial least square are two approaches to employing SEM (Hair et al., 2014). For analysing the collected data, we have employed variance-based partial least square structural equation modelling (SEM). This method allows researchers to investigate the causal relationship between latent variables. Because the data does not conform to the multivariate normality assumptions, this study makes use of the PLS variance-based technique (Diamantopoulos and Siguaw, 2000). This model is a better choice to be utilised in a wide range of investigations, from cross-sectional to experimental to quasi-experimental. Application of PLS-SEM is an excellent choice since it allows for the estimation of extremely complicated models that include a large number of components and indicator variables (Hair et al., 2006). Because it can handle small samples, non-normal data, and constructs for learning and reflection, it is a good method to use (Hair et al., 2011).

3.2 Common method bias:

The problem of common method bias (CMB) arises frequently when analysing cross-sectional data. (MacKenzie and Podsakoff , 2012). As a result, the validity of the data obtained for the proposed linkages could be jeopardized by probable bias (Podsakoff et al., 2003). The items associated with different constructs were dispersed across the questionnaire to ensure that respondents did not believe any of the factors to be statistically insignificant. The one-factor test developed by Harman was used to examine the possibility of common method bias in the data. As the variance extracted is less than 50%, it means there is no CMB (Podsakoff et al., 2003).A second round of CMB testing was carried out in accordance with Kock's (2015)

recommendations. For each of the four constructs, the variance inflation factors were found to be less than 2. This shows that there is no CMB in the model.

3.3 Validity and Reliability Test

To understand the measurement of the same construct using different items, we have tested the convergent validity of all the constructs. It can be observed from table 3 that the values of all three metrics are in an acceptable range. If the average variance extracted (AVE), composite reliability (CR), and Cronbach's alpha (alpha) was found to be larger than 0.5, more than 0.7, and more than 0.8 respectively (Chin, 1998; Fornell & Larcker, 1981; Nunnally, 1978), then support the validity and reliability of the constructs under consideration.

3. Empirical Results

SEM model is investigated to identify the relationship of different constructs for participation in sharing economy. The final results from the model suggest that it accounts for 78.3% and 83.7% of the variance in behavioral intention and attitudes (Figure 1 and Table 3). In the context of intrinsic motivations, the SEM model investigates that the perceived sustainability has a significant influence on attitude or predicted attitude (H1a beta = 0.590, t = 3.969); nevertheless, table 3 reveals that direct association with behavioral intentions is missing but perceived sustainability has a complete effect with attitude. When it comes to extrinsic motivations, expected economic benefits have a significant impact on attitude (H3a beta = .163, *t* = 2.198) and attitude affects intention directly. Finally, behavioral intentions were found to be significantly influenced by attitude (H5 beta = 0.905, t = 2.813). Path coefficients in our model are also significant and positive. As a result, perceived sustainability tends to play an important role in the development of positive attitudes, while economic benefits appear to be a stronger motivator for intention.

TABLE 1. Demographic information

		Number	Percent			Number	Percent
Gender	Male	366	59.5	Income Groups	Up to 2.5 Lakhs	275	44.7
	Female	249	40.5		2.5 to 5 Lakhs	131	21.3
	Youth	236	38.4		5 to 7.5 Lakhs	76	12.4
	Youth	236	38.4		7.5 to 10 Lakhs	30	4.9
Age Groups	Adult	358	58.2		10 to 12.5 Lakhs	26	4.2
	Senior	21	3.4		Above 12.5 Lakhs	77	12.5

In addition, to avoid pattern detection by respondents we have used common method bias. It reduces the chances of this bias by randomizing the order of items (Cook, Campbell, & Day, 1979).

TABLE 2: Validity (convergent and discriminant)

Construct	AVE	CR	Alpha	S	E	R	EC	A	B
S	0.632514	0.9007	0.867	0.795307					
E	0.569957	0.919	0.889	0.169744	0.754955				
R	0.610903	0.883	0.824	0.744769	0.075076	0.781603			
EC	0.569957	0.829	0.724	0.538756	0.146689	0.595984	0.754955		
A	0.552061	0.899	0.858	0.7056	0.002	0.011	0.027	0.743008	
B	0.656324	0.907	0.863	0.171	0.03	0.115	0.108	0.64	0.810138

TABLE 3: Effects that are direct and indirect

	Direct Effects		Indirect Effect	Total Effect
	A	B	B	B
EC	0.263*	0.329**	0.002*	-0.028
R	-0.213	0.34	-2.644	0.096
E	0.014	-0.174	-0.179	-0.158
S	0.898**	-0.414	0.284**	0.614*
Note: *=p<.1, **=p<.05				

Table 4: Goodness of fit indices of the measurement model.

GFI	NFI	TLI	CFI	P-Close	Chi-Square	DF	P-Value	RMSEA
0.906	0.896	0.899	0.961	0.021	810.786	309	0	0.051

GFI= Goodness of Fit Index; NFI= Normed Fit Index; CFI= Comparative Fit Index; LI=Tucker Lewis Index; Df= Degrees of Freedom; RMSEA=Root Mean Square Error of Approximation.

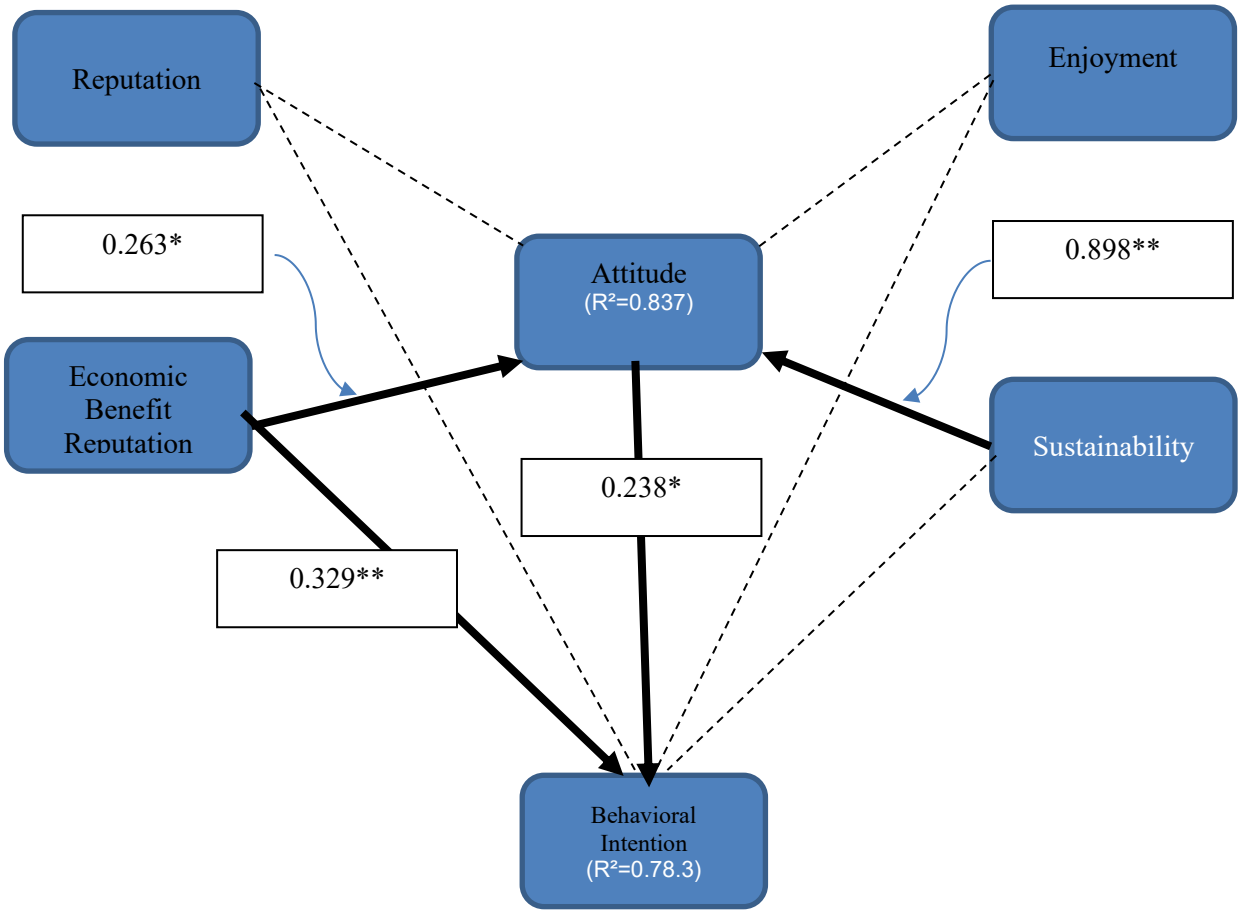

FIG. 1. Output Model of Collaborative Fashion Consumption

4. Discussion and Implications

Analysis of model revealed that intrinsic motivations (sustainability) are vital factors to influence attitude (H1a accepted and H1b rejected). Extrinsic motivations (economic benefits) also reflect positively on attitude as well as behavior intention (H2a and H2b both accepted). It is observed that extrinsic motivation is a more significant factor as compared to intrinsic motivation. In addition to the above, it is also found that attitude has a significant positive impact on intention. Perceived sustainability influences attitudes but negative and insignificant impact on intention. Economic benefits

appeared to have a significant impact on attitude and behavioral intentions. Sustainability perception is observed as an important feature and has a positive and significant impact on attitudes and economic benefits. It

is also appeared as a stronger motivator to influence attitude and intentions to participate in sharing economy. Collaborative consumption can be more economical but may not be very relevant in some contexts. People may not be comfortable in sharing as long as new imported goods continue to stay on the market at extremely low prices (Eckhardt et al., 2010). It is also presumed that sharing may limit economic growth. However, it is also seen as a method of expenditure that appeals to consumers who are ecologically and environmentally conscious (Kollmuss & Agyeman, 2002 and Carrington, Neville, & Whitwell, 2010). As we discovered during our investigation, aspirations may not always translate into action, people seeking financial gain may be the ones who opportunistically adopt CC as a mode of consumption. Although we have not discovered a significant role for pleasure and reputation in the formation of attitudes and use intentions. Still, some individuals may participate in sharing purely because it is enjoyable and offers a meaningful interface to communicate with their peers. Although people may have begun users to share for intrinsic reasons (such as perceived sustainability), their motivations may have moved to extrinsic motivations. One of the internal motivations that emerged as meaningful and internalized ideological purposes in the context of this study (sustainability). Different ideological and social tendencies, like anti-establishment attitude, freedom of knowledge, and, in the context of CCs, particularly the greenness of the action, are regarded as major internalized drivers for behaviour in sharing economy platforms. In summary, this research addresses the following implications for sharing platforms and service providers. The services should be economically useful because it has been identified as a significant incentive, and they should match the altruistic (sustainable) vs individualistic motivations (economic benefits).

The study reveals driving factors of sustainable consumption in emerging economies like India. It can help service providers to increase the consumption of their products or services by considering the sustainable and economic aspect of the sharing economy. This study describes the behavioral intention to engage consumption as a combination of sustainability and economic benefit. Utilizing this combination can be an effective strategy to increase the participation. To increase the intention to participate in sustainable consumption, service providers need to emphasize the economic benefit that can be realized using these platforms. Lower cost of services, ensuring sustainable consumption, establishing cohesive communities can be helpful in strengthening the user's relationship and positive attitude towards participation in the sharing economy.

5. Limitations and future research

In spite of several contributions, this research also suffers from some limitations. As data is collected from urban regions (i.e. national capital region) of India, could be one of the limitations which limits the scope of the results generalization to other regions. Therefore, study can be replicated to rural areas of the economies. Study can be conducted to consider the cultural aspect in the investigation. Furthermore, as this research focuses only on Collaborative Fashion Consumption, thus it may be extended to other specific goods or services.

.. REFERENCES

1. Albinsson, P. A., Perera, B. Y., Nafees, L., & Burman, B. (2019). Collaborative consumption usage in the US and India: An exploratory study. Journal of Marketing Theory and Practice, 27(4), 390-412.
2. Armstrong, C. M., Niinimäki, K., Kujala, S., Karell, E., & Lang, C. (2015). Sustainable product-service systems for clothing: exploring consumer perceptions of consumption alternatives in Finland. Journal of Cleaner production, 97, 30-39.
3. Balck, B., & Cracau, D. (2015). Empirical analysis of customer motives in the sharing economy: a cross-sectoral comparison. Working Paper Series.
4. Belk, R. (2014). You are what you can access: Sharing and collaborative consumption online. Journal of business research, 67(8), 1595-1600.
5. Botsman, R, Rogers, R (2011) What's Mine Is Yours: How Collaborative Consumption Is Changing the Way We Live, 2nd edition. Londres: Harper Collins.
6. Botsman, R., & Rogers, R. (2010). Beyond zipcar: Collaborative consumption. Harvard business review, 88(10), 30.
7. Carrington, M.J., Neville, B.A., & Whitwell, G.J. (2010). Why ethical consumers don't walk their talk: Towards a framework for understanding the gap between the ethical purchase intentions and actual buying behavior of ethically minded consumers. Journal of Business Ethics, 97(1), 139–158.
8. Cheng, M. (2016). Sharing economy: A review and agenda for future research. International Journal of Hospitality Management, 57, 60-70.
9. Chuah, S. C., Huay, C. S., & Azman, F. B. (2022). Understanding Consumers' Collaborative Consumption Participation Intention in Malaysia: An Application of the Theory of Planned Behaviour Model. Journal of Entrepreneurship, Business and Economics, 10(2S1), 1–27.
10. Constantinides, E., & Fountain, S. J. (2008). Web 2.0: Conceptual foundations and marketing issues. Journal of direct, data and digital marketing practice, 9(3), 231-244.
11. Cook, T.D., Campbell, D.T., & Day, A. (1979). Quasi-experimentation: Design & analysis issues for field settings. Boston, MA: Houghton Mifflin.
12. Deci, E. L., & Ryan, R. M. (2013). Intrinsic motivation and self-determination in human behavior. Springer Science & Business Media.
13. Demailly, D., & Novel, A. S. (2014). The sharing economy: make it sustainable. Studies, 3(14), 14-30.
14. Dervojeda, K. (2013). The sharing economy: accessibility based business models for peer-to-peer markets. European Commission.
15. Dillahunt, T. R., & Malone, A. R. (2015, April). The promise of the sharing economy among disadvantaged communities. In Proceedings of the

33rd annual ACM conference on human factors in computing systems (pp. 2285-2294).
16. Eckhardt, G.M., Belk, R., & Devinney, T.M. (2010). Why don't consumers consume ethically? Journal of Consumer Behaviour, 9(6), 426–436.
17. Ertz, M., Durif, F., & Arcand, M. (2019). A conceptual perspective on collaborative consumption. AMS Review, 9(1–2), 27–41. https://doi.org/10.1007/s13162-018- 0121-3
18. Felländer, A., Ingram, C., & Teigland, R. (2015). Sharing economy. In Embracing Change with Caution. Näringspolitiskt Forum Rapport (Vol. 11).
19. Fishbein, M., & Ajzen, I. (1977). Belief, attitude, intention, and behavior: An introduction to theory and research.
20. Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics.Chin, W. W. (1998). The partial least squares approach to structural equation modeling. Modern methods for business research, 295(2), 295-336.
21. Galbreth, M.R., Ghosh, B., & Shor, M. (2012). Social sharing of information goods: Implications for pricing and profits. Marketing Science, 31(4), 603–620.
22. García-Rodríguez, F. J., Gutiérrez-Taño, D., Ruiz-Rosa, I., & Baute-Díaz, N. (2022). New Models for Collaborative Consumption: The Role of Consumer Attitudes Among Millennials. SAGE Open, 12(4), 21582440221140389.
23. Hamari, J., Sj€oklint, M. and Ukkonen, A. (2016). The sharing economy: Why people participate in collaborative consumption. Journal of the Association for Information Science and Technology, 67, 9: 2047–2059.
24. Hawlitschek, F., Teubner, T., & Weinhardt, C. (2016). Trust in the Sharing Economy. Die Unternehm. Swiss J. Bus. Res. Pract, 70, 26-44.
25. Heinrichs, H., & Grunenberg, H. (2012). Sharing economy: Auf dem Weg in eine neue Konsumkultur? (p. 27). DEU.
26. Hennig-Thurau, T., Henning, V., & Sattler, H. (2007). Consumer file sharing of motion pictures. Journal of Marketing, 71(4), 1–18.
27. Holmström, J., & Stalder, F. (2001). Drifting technologies and multi-purpose networks: the case of the Swedish cashcard. Information and organization, 11(3), 187-206.
28. Hwang, J., & Griffiths, M. A. (2017). Share more, drive less: Millennials value perception and behavioral intent in using collaborative consumption services. Journal of Consumer Marketing.
29. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. Business horizons, 53(1), 59-68.
30. Khan J, Rundle-Thiele S. Factors explaining shared clothes consumption in China: Individual benefit or planet concern? Int J Nonprofit Volunt Sect Mark. 2019;e1652. https://doi.org/10.1002/nvsm.1652
31. Kim, E., & Yoon, S. (2021). Social capital, user motivation, and collaborative consumption of online platform services. Journal of Retailing and Consumer Services, 62, 102651. doi:10.1016/j.jretconser.2021.102651
32. Kollmuss, A., & Agyeman, J. (2002). Mind the gap: Why do people act environmentally and what are the barriers to pro-environmental behavior? Environmental Education Research, 8(3), 239–260.
33. Lakhani, K. R., & Wolf, R. G. (2003). Why hackers do what they do: Understanding motivation and effort in free/open source software projects. Open Source Software Projects (September 2003).
34. Lamberton, C.P., & Rose, R.L. (2012). When is ours better than mine? A framework for understanding and altering participation in commercial sharing systems. Journal of Marketing, 76(4), 109–125.
35. Lindblom, A., Lindblom, T., Wechtler, H., 2018. Collaborative consumption as C2C trading: analyzing the effects of materialism and price consciousness. J. Retailing Consum. Serv. 44, 244–252.
36. Lindenberg, S. (2001). Intrinsic motivation in a new light. Kyklos, 54(2-3), 317-342.
37. Małecka, A., Mitręga, M., Mróz-Gorgoń, B., & Pfajfar, G. (2022). Adoption of collaborative consumption as sustainable social innovation: Sociability and novelty seeking perspective. Journal of Business Research, 144, 163-179.
38. McKinsey (2020). How the fashion industry can urgently act to reduce its greenhouse-gas emissions. https://www.mckinsey.com/industries/retail/our-insights/fashion-on-climate
39. Milanova, V., & Maas, P. (2017). Sharing intangibles: Uncovering individual motives for engagement in a sharing service setting. Journal of Business Research, 75, 159–171. https://doi.org/10.1016/j.jbusres.2017. 02.002
40. Moehlmann, M. (2015). Collaborative consumption: Determinants of satisfaction and the likelihood of using a sharing economy option again. Journal of Consumer Behaviour, 14, 3: 193–207.
41. Ni, S. (2021). Collaborative consumption in China: An empirical investigation of its antecedents and consequences. Journal of Retailing and Consumer Services, 62, 102632. doi:10.1016/j.jretconser.2021.102632
42. Nov, O. (2007). What motivates wikipedants? Communications of the ACM, 50(11), 60-64.
43. Nunnally, J. (1978). Psychometric methods. New York: McGraw-Hill.
44. Octavia, D., Nasution, R. A., & Yudoko, G. (2022). A Conceptual Framework for Food Sharing as Collaborative Consumption. Foods, 11(10), 1422.
45. Olson, M. J., & Kemp, S. J. (2015). Sharing economy: an in-depth look at its evolution & trajectory across industries. Piper Jaffray Investment Research.

46. Park, H., & Armstrong, C. M. J. (2019). Is money the biggest driver? Uncovering motives for engaging in online collaborative consumption retail models for apparel. Journal of Retailing and Consumer Services, 51, 42-50.
47. Philip, H. E., Ozanne, L. K. and Ballantine, P. W. (2015). Examining temporary disposition and acquisition in peer-to-peer renting. Journal of Marketing Management, 31, 11–12: 1310–1332.
48. Porter, M. E., & Kramer, M. R. (2011). Creating shared value: Redefining capitalism and the role of the corporation in society. Harvard Business Review, 89(1/2), 62-77.
49. PwC, 2015. "The sharing economy," at http://www.pwc.com/us/en/industry/entertainment-media/publications/consumer-intelligence-series/sharing-economy.html, accessed 10 May 2016.
50. Rathinamoorthy, R. (2019). Circular fashion. In Circular economy in textiles and apparel (pp. 13-48). Woodhead Publishing.
51. Richter, C., Kraus, S., Brem, A., Durst, S. and Giselbrecht, C. (2017). Digital entrepreneurship: Innovative business models for the sharing economy. Creativity and Innovation Management, 26: 300–310.
52. Ringle, C.M., Wende, S., & Will, A. (2005). SmartPLS 2.0 (beta).
53. Rodrigues, R., & Druschel, P. (2010). Peer-to-peer systems. Communications of the ACM, 53(10), 72-82.
54. Roos, D., Hahn, R., 2017. Does shared consumption affect consumers' values, attitudes, and norms? A panel study. J. Bus. Res. 77, 113–123
55. Schor, J. B. and Fitzmaurice, C. J. (2015). Collaborating and connecting: The emergence of the sharing economy. In Handbook of Research on Sustainable Consumption, eds. L. A. Reisch and J. Thogersen, Edward Elgar, Cheltenham, pp. 410–425.
56. Seegebarth, B., Peyer, M., Balderjahn, I. and Wiedmann, K. P. (2016). The sustainability roots of anticonsumption lifestyles and initial insights regarding their effects on consumers' well-being. Journal of Consumer Affairs, 50, 1: 68–99.
57.
58. Suhonen, E., Lampinen, A., Cheshire, C., & Antin, J. (2011). Everyday favors: A case study of a local online gift exchange system. In W.G. Lutters, D.H. Sonnenwald, T. Gross, and M. Reddy (Ed.), Proceedings of the 16th ACM International Conference on Supporting GroupWork (pp. 11–20). New York: ACM.
59. Sundararajan, A. (2016). The sharing economy: The end of employment and the rise of crowd-based capitalism. Cambridge, MA: MIT Press.
60. UN Framework Convention on Climate Change (2018). Fashion Industry, UN Pursue Climate Action for Sustainable Development https://unfccc.int/news/fashion-industry-un-pursue-climate-action-for-sustainable-development#:~:text=Currently%2C%20total%20greenhouse%20gas%20emissions,than%2060%20percent%20by%202030