

Perceived Value and Perceived Risks – Focused Ethnographic Analysis in Collaborative Fashion Consumption

R. Soundravalli¹, Dr. Lakshmi K.S², S. Brindha³

1. FPM Research Scholar, ISBR Business School
2. Associate Professor, ISBR Business School
3. FPM Research Scholar, ISBR Business School

Abstract

Curious to learn how consumers in developing country like India perceives values and risks in Collaborative Fashion Consumption (CFC); it's a qualitative attempt to look at the intentions, desires and attitudes through focused ethnographic approach.

Purpose

To know how the attitudes, desires of women belonging to different generations shape towards adopting CFC and show some indication about the way brands could tweak these behaviors for servitization of apparel business.

Methodology

Qualitative research using focused ethnography approach is conducted to generate the meanings and the expressions between millennial and gen Z women. Inductive thematic analysis is done using MAXQDA software.

Findings

Participants across millennials and gen Z expressed their concern for health and hygiene as a perceived risk in adopting CFC. Self-identity, culture, family and materialism is perceived more important for millennial women; tilts their preference towards owning rather than renting. Gen Z women prefers hedonistic and comfortable clothing. The findings relate to the Model of Goal-Directed Behavior theory (MGB Model).

Conclusion

Eco-labelling, consumer education of environment-friendly consumption practices with effective economic pricing and mitigating risk perception are given as recommendations. Brands could use the societal marketing concept to create trust amongst the consumers through their altruistic behaviors.

Keywords: Collaborative Fashion Consumption, Focused Ethnography, MGB model, MAXQDA

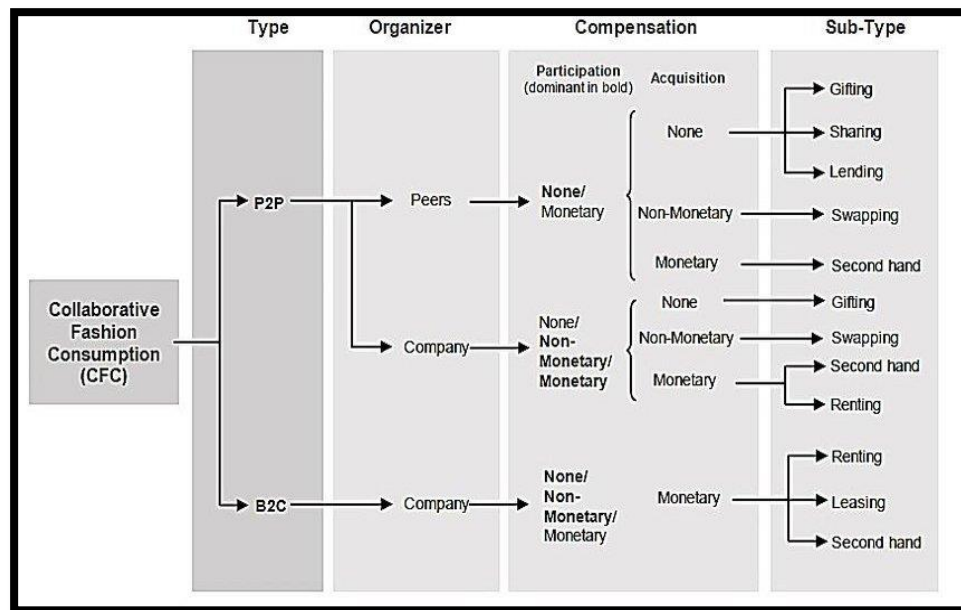
Introduction

Collaborative Fashion Consumption (CFC) is defined by Felson and Speath, 1978 as “those events in which one or more person(s) consume economic goods or services in the process of engaging in joint activities with one or more others”. Botsman and Rogers, 2011 defined collaborative consumption as “the rapid explosion in traditional sharing, bartering, lending, trading, renting, gifting, and swapping redefined through technology and peer communities”. Belk, 2014: defined as “collaborative consumption is people coordinating the acquisition and distribution of a resource for a fee or other compensation”. Iran, S. and Schrader, U., 2017 relates all above definitions and gives a comprehensive definition of CFC as a form of fashion consumption by consumers wherein they have access to not-new-garments through different alternatives like acquiring transferred individual ownership like gifting, swapping or second hand or temporary usage options like sharing, lending, renting or leasing without ownership of fashion products, owned by others. The typology given in figure 1 is drawn as per the concepts and classification of Schor, J.B. and Fitzmaurice, C.J., 2015. This paper looks into the familiarity, convenience, perception, desires and attitude of consumers related to sharing, renting, swapping, second-hand (thrift clothes) and gifting of apparels especially renting and swapping and also maps the differences in perceived values and perceived risks between two different generations of women.

The study uses focused Ethnography approach to study the sample group (Knoblauch, Hubert, 2005; Wall, S. S., 2015; Vishnu Priya, L. V., & Rani, M. J. 2024)). The study is the first of its kind in consumer behavior related to fashion product-apparels. Focused Ethnography has been handled in Medical and Nursing field and in some organizations to study the workplace culture. The author mentions the origin of focused ethnography in Otterbein, 1977 which focuses on a culture trait. Later it was used in nursing with data recorded under natural settings. It's a practical form of ethnography

but data intensive characterized by a short-term field visit exploring a specific social phenomenon. In this kind of approach, problems is focused and formulated before collecting data (Knoblauch,2005).

Figure 1



Sources- Iran, S. and Schrader, U. (2017) & Schor, J.B. and Fitzmaurice, C.J. (2015)

As a distinct form of ethnography, it is used to observe and describe data apart from what is recorded; an audiovisual-oriented form of research with technically recorded data accessible to both viewers and listeners simultaneously. Here the participants are socially and culturally mixed and it focusses on certain specific aspects of a field of interest. As per the author, this approach concentrates more on actions, interactions and social situations. On one aspect it observes the communication among participants and on the other, it consists of field observation and field interviews. The researchers position themselves under field-observer role. The author also iterates that focused ethnography need not entail groups or organizations but could focus on the “particulars of situated performance as it occurs naturally in everyday social situation”. Table 1 depicts the major differences between several aspects of ethnography and focused ethnography.

Table 1: Knoblauch, 2005

Conventional ethnography	Focused ethnography
Long-term field visits	Short-term field visits
Experientially intensive	Data/analysis intensity
Time extensity	Time intensity
writing	recording
Solitary data collection and analysis	Data session groups
open	focused
Social fields	Communicative activities
Participant role	Field-observer role
Insider knowledge	Background knowledge
Subjective understanding	conservation
notes	Notes and transcripts
coding	Coding and sequential analysis

Wall, S. S., 2015 mentions focused ethnography as an attempt to find what people know, believe and do, observing the culture which consists of certain patterns of behavior within changing socio-political and economic context. Although the research mentions in particular about self-employed nurses about their collective work culture, it records their

experience and values they attach.

According to Wall S.S,2015, researcher starts with specific research question topics like what motivated to pursue certain behavior, what are the factors that facilitate or keep forming the barriers, the way it impacts their identity and so on. Data is obtained from semi-structured audio and video-recorded interviews and such data could be used to recognize tensions under cultural context as an individual and among the social fabric interactions. Further, this study allows the researcher to experience the lives of the people under experimental study and reveal common elements in culture, values, beliefs and action. Studying CFC in social context as a focused ethnographic approach, sheds some light on the values and risks perceived by participants in CFC, reflecting the intentions of particular group under study. The area of study is the city of Bangalore, where millennials and Gen Z are randomly selected as a group for focused ethnographic study. As per Pew Research, any person born between 1981 to 1996 is a millennial and those born between 1997-2012 is called Gen Z. The findings could give a sense of direction to the brands in changing the attitude of the consumers and bring in servitization (PSS-Product Service System: Mont, O. K., 2002) of the apparel retail business. In more than many ways, it could initiate a circular fashion economy and keep the ecosystem of the region out of considerable landfills at the consumption end. At the production level, it means reduced water pollution with chemical solvents and better utility of water table which could be another research dimension for future study.

Literature Review

Collaborative Fashion Consumption (CFC)

If a consumer has to pay high amount for apparels to be used during special occasion, they consider the product's future utility and multiple uses. With that said to be restricted; they would rather use sufficiency effect instead of buying. They would in turn opt for renting, sharing, swapping, etc., (Iran, S. and Schrader, U., 2017) where the consumers gain satisfaction upon reduced consumption on those one-time occasions. Certain Brands carry designer labels and offer renting, to facilitate consumer access to luxury-wear which would otherwise be unaffordable (Armstrong et al., 2016; Isla, 2013).

As per Belk (2014), "collaborative consumption is defined as a resource acquired and distributed by people with a charge or other compensation". Botsman and Rogers (2010) observed that "collaborative consumption is an economic model to allow people to access other's ownership of products and services through sharing, renting, trading or swapping, particularly for under-utilized assets or services".

Becker-Leifhold, C., & Iran, S. (2018): while citing number of aspects of CFC, observes the hedonic, utilitarian and biospheric motives as drivers and hygiene, health issues, lack of ownership, lack of trust, lack of information and habitual attachment to regular consumption of apparels as barriers to CFC. These aspects individually also been observed as drivers and barriers in the literature by different authors as : Hedonic motives (Arnould and Bardhi, 2005) , fun and satisfaction elements (Isla, 2013), different kinds of pleasure (Guiot and Roux , 2010) (Chotai, N. A, et al., 2024) social interaction (Armstrong et al., 2015, 2016; Guiot and Roux, 2010; Pedersen and Netter, 2015; Williams and Paddock, 2003; Yan et al., 2015), need for uniqueness (Jenß ,2004; Yan et al., 2015), pleasure and joy due to availability of variety of product choices(Guiot and Roux, 2010; Armstrong et al., 2016).

Utilitarian motives like gratification of fair price, frugality and hunt for bargains has been highlighted as some of the drivers of CFC (Arnould and Bardhi, 2005; Guiot and Roux, 2010). Biospheric motives like eco-friendly consumption and minimizing waste disposal are also been observed as drivers of CFC (Hiller Connell, 2011, Yan et al., 2015).

Discussion in this study relates more on swapping and renting rather than other forms of CFC and the participants expressed on these two forms than other CFC forms. Swapping of apparels involve permanent- ownership transfer of under-used or unwanted clothing, thus prolonging the product lifecycle (Park and Armstrong, 2017). Renting is defined as "a transaction in which one party offers an item to another party for a fixed period of time in exchange for a fixed amount of money and in which there is no change of ownership" (Durgee and O'Connor, 1995).

Noe, H., 2021 in the study on users and non-users of fashion renting (FR), observes five consumption values and

demarcates them; namely social, emotional, functional, epistemic, conditional. Based on the category the non-users fall, the author suggests target-specific marketing. The author mentions how the users and non-users of fashion renting feel, what prompts their decision to behavior and the circumstances that motivate them to behave in certain patterns. The author concludes that user's primary motive is saving money simultaneously enjoying the product varieties offered under fashion renting; while the non-users perception of price-barrier, poor customer services and changes in financial condition prevents from utilizing fashion renting (Noe, H., 2021). Fashion Renting (FR) in developed countries is established and product choices and trust on FR companies are high among both users and non-users. This might not be entirely applicable to a developing country like India which has multi-ethnic group with various culture and belief practices.

More studies have demonstrated the application of the Theory of Reasoned Action (TRA) & the Theory of Planned Behavior (TPA) to predict consumer behavior especially the intention to buy and act. More so, these models have been proved with empirical data in CFC as well (Johnson et al., 2016). Fishbein, 1979 & Ajzen, 1991; both the authors explained the model showing relationship between assumed attitude and behaviors. The authors showed how the attitudes and subjective norms formed the behavioral intention of a human being. However, these models developed were not suffice to show the direction of pattern of human behavior. Bagozzi & others (Bagozzi, 1981, 1989 & Bagozzi et al., 2000) argued and proved that certain intentions do not connect attitudes and behaviors when there is no requirement of cognitive effort and when the opportunities, resources and the conditions vary, the models fail to predict the interplay between attitude and behavior.

Perceived value

Perceived value (PV) is a multi-dimensional concept as per many studies. One dimension with reference to this study presents PV as the overall assessment the consumer assigns to the product utility in proportion to what he or she exchanges (Zeithaml, 1988; Sinha and DeSarbo, 1998; Sweeney et al., 1999; Zeithaml et al., 1990, in Ulaga and Chacour, 2001); another definition says "The customer's assessment of the value that has been created for them by a supplier given the trade-offs between all relevant benefits and sacrifices in a specific-use situation" (Woodruff et al., 1993; Flint et al., 1997, in Ulaga and Chacour, 2001; Woodruff, 1997).

Comprehensively perceived value represents the value according to his or her knowledge in buying and using a product and this knowledge is related to the consumer perception. The definition cannot be confined objectively and hence it is a multidimensional concept and is viewed as a net aggregate of benefits and sacrifices of a consumer in a product's offering (Snoj, B., Korda, A. P., & Mumel, D., 2004).

Perceived risk

Bauer and his associates at Harvard Business School (e.g. Bauer, 1960 and Cox, 1967, in Rindfleisch and Crockett, 1999). Bauer (1960, in Rindfleisch and Crockett, 1999) defines "perceived risk as a two-dimensional concept of uncertainty and negative consequences". As per Roselius 1971, "perceived risk (PR) is a subjective estimation by consumers connected with possible consequences of wrong decisions, a possibility the product will not offer all its expected benefits".

Similar to the perceived value, many definitions has been cited and viewed as a broad concept which has five different dimensions to it and defined by Murphy and Enis, 1986 as financial risk (a risk perceived by consumer as a monetary loss that the product is not worth the price), psychological risk (refers to the conflict within himself on having chosen an unsuitable product), physical risk (a risk that a consumer perceives as harmful or unhealthy while using a product), social risk (a risk perceived by consumer about his social status being changed among his group) and functional risk (a risk that the product will not work as per the minimum expectations of the consumer).

Perceived risk happens to be a mediating variable between the variables perceived quality and perceived value in the research done by Snoj, B., Korda, A. P., & Mumel, D., 2004. The authors point out that both direct and indirect effects could also be discovered between these three variables on assessing the relationship with the intention to buy.

Methodology

In this qualitative study, focused Ethnography method is used to observe and record the responses of the participants through audio and video-taping technology. The content and themes are analyzed using MAXQDA 2020 version software. The sample data sessions consisted of both these millennials & Gen Z women separately and their native is dispersed in different parts of India though they reside in Bangalore. Their sub- cultures are different and the commonality is that they are educated and the sample consists of women belonging to upper middle class segment whose family daily income falls between \$20-\$50, as per Pew Research Report of 2020. Here all of millennials (Gen Y) are working women in Bangalore and Gen Z are students studying in some of the colleges in Bangalore.

According to Higginbottom, Pillay & Boadu, 2013 the focused ethnography is about focusing on a discrete community or social phenomena and used in academia, development of healthcare services. This methodology and concept applied in the social context of consumer behavior. This method explores the underlying practices through cultural lens. It's a pragmatic approach and applied even to small dataset. It brings out the shared characteristics and attributes of certain groups in their natural settings. The methodology does not necessitate particular data session group size or sample size. It could be done with the involvement of a limited number of participants (Higginbotham, Pillay & Boadu, 2013). As per Higginbotham, Pillay & Boadu, 2013, it is a purposive sampling with snowballing and solicitation approach facilitating the research method, wherein number of participants are not pre-determined and the data saturation dictates the sample size. As per these authors, "the data saturation refers to a position in the research process when no new info is discovered in data analysis".

Data collection consists of semi-structured interviews which are recorded, transcribed verbatim and the participants groups are aware of the researcher's observation activities (Higginbotham, Pillay & Boadu, 2013) but as a researcher, onus is also about making the conversation informal with no restriction or bias or any hesitancy displayed during conversation and to make it a smooth flow of communication. Total of 22 respondents participated in the recorded session. Some of the participant have no acquaintance of other participants and is not a pre-requisite for this approach. The respondents deliver within the stipulated time of maximum one hour. Here another mainstay is that the researcher has background knowledge of the cultural group and the participants share some cultural perspective (Knoblauch, 2005; Wall S.S., 2015). Maps, field notes, observations from the recorded sessions are used to identify and classify data and then categorized to draw explanation of certain generalization and patterns of behavior.

Content and thematic analysis derived from using MAXQDA 2020 version software is depicted through maps and tables. This type of qualitative analysis is an exploratory one using text as a proxy for experience (Bernard & Ryan, 1998). Analyzing texts, often, in which social sciences are interested, bring out individual's perceptions, feelings, knowledge and behavior, generated by the interaction with the participants; generally referred to as sociological tradition (Tesch, 1990).

As per Guest et al, 2012, thematic analysis focuses on bringing out hidden insights from the data through coding by comparing code frequencies and drawing out maps between them. Lots of observations to be done using first positivist approach using evidence from the analysis and then complementing with interpretations. As opposed to grounded theory, applied thematic analysis (ATA) needs large data sets as per the study (Guest et al 2012) but this paper's approach using focused ethnography restricts to smaller data sets and it is justified using data saturation point.

Results & Discussion

Focus Groups, Individual interviews were both conducted and audio-video taping used to record the sessions conducted under focused ethnography method, in the participants workplace and study place respectively for millennials and gen Z women. Audio-visuals transcribed and imported into MAXQDA 2020 software. Coding was done as per themes and following are the short form of different codes used in the software. Perceived Value refers to PV, Perceived Risk refers to PR and codes prefixed with 'm' it refers to millennial women and 'z' refers to Gen Z women. In this research, fashion renting and swapping has been discussed and relatively participants expressed themselves more about renting than swapping and further thrift clothing does not find much place in the conversation, except among very few participants.

Couple of words like ownership, stress-free were used almost together by the respondents whenever they spoke about buying apparels for their own use, hence only one code was used to denote couple of words together like PV1, PR1, PR4. PV denotes Perceived Value in renting and PR denotes Perceived Risk in renting in table 3.

PR8 code represents social risk and includes the perceived risk of being not accepted by family, belief of respecting one's own group culture and self-perception of not fitting into the family or particular group or peer group for not following the norms.

Table 2 & Table 3 gives the codes used in MAXQDA software to categorize the conversation.

Table 2: Perceived Values-Owning (“The authors”)

PV1	Ownership-feel, Stress-free feeling
PV2	Excited, Joyful
PV3	Connected feeling
PV4	Pride and Satisfaction
PV5	Uniqueness & Personality reflection
PV6	Product Choice

Table 3: (“The Authors”)

PV1	Economical, cheap, cost-effective	PR1	Meaningless, Lost and No ownership feel
PV2	Designer-wear, luxury-wear, Lehenga, Partywear	PR2	Boredom
PV3	Quality	PR3	Sadness, Depressing
		PR4	No self-esteem, Pride-less moment
		PR5	Hygiene issues
		PR6	Damage, Apparel Maintenance
		PR7	Fit issues
		PR8	Social risk (e.g., absence of self-image)

Words like family, friends, quality, own, price, personality ranks 1 to 10 as frequently being used in conversation (see appendix A). Words like money, hygiene, comfort, image, happy, culture, stress-buster, bored ranks 11-20 in the conversation. The word frequencies show the importance and influence of certain norms and the participants emotions and perception. Appendices from B to J shows various components in the MAXQDA analysis from which interpretation and findings reported in this study.

Some of the transcripts are

Millennial women:

‘Further when someone sees wearing the same rented apparels which the other person wore some other time and recognizes it; I will feel very bad’. ‘When I buy for my own, I take lot of things in my brain, to select. When I rent, I’m

‘Regular-wear and office-wear - I will see comfort and functional value. If for partywear, definitely symbolic and hedonic. It should be presentable, unique, connected. Want to show them this is my style’. ‘I bother about my social image. Even if I wear for rent, I shall not tell anyone. I don’t see the social status. Its more to my personality’.

'I also don't worry about social image. My family worries about social image and I follow'. 'I can try something new if lots of product choices are there and uniqueness is also there. I'm ok with being hedonic'. 'For me fit and comfort are important'.

One more gen Z quoted- 'Family and friends, yes they influence but not culture'. Similar responses found reverberating as 'no, culture and family does not influence me'; 'yes, my family says that wearing someone's clothes even if it is thoroughly washed, it brings bad luck. So, I listen to them'.

Occasions they prefer rented luxury-wear are marriages and parties provided the product choices are plentiful. Some millennials prefer word-of-mouth to increase the usage of rented clothing. These few millennials (25%) follow social media influencers and are ready to adapt to some forms of CFC- like renting. Gen Z women does not get influenced by culture and these are young women studying in college; they have family and extended family, social group pressure and hence conform to the dressing norms set by them. But gen Z expressed that they will not be bound by their family beliefs and practices once they are independent financially. Another striking feature in their conversation is that the millennials want to earn income by renting their clothes but not greatly interested in opting the same for their use.



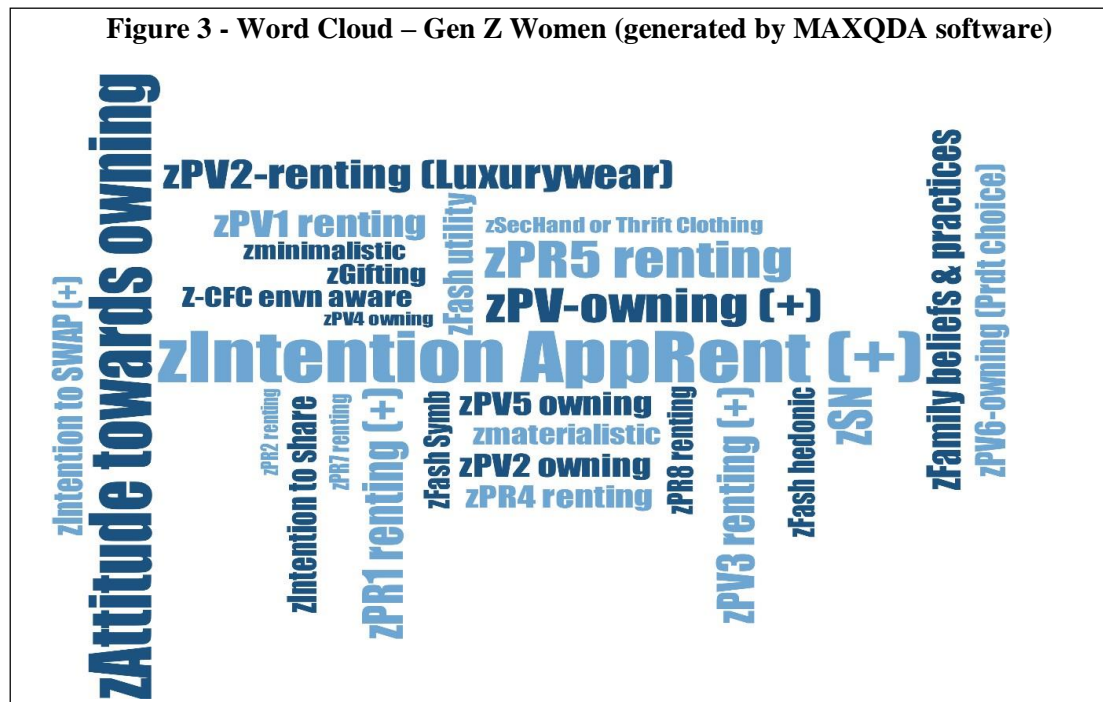
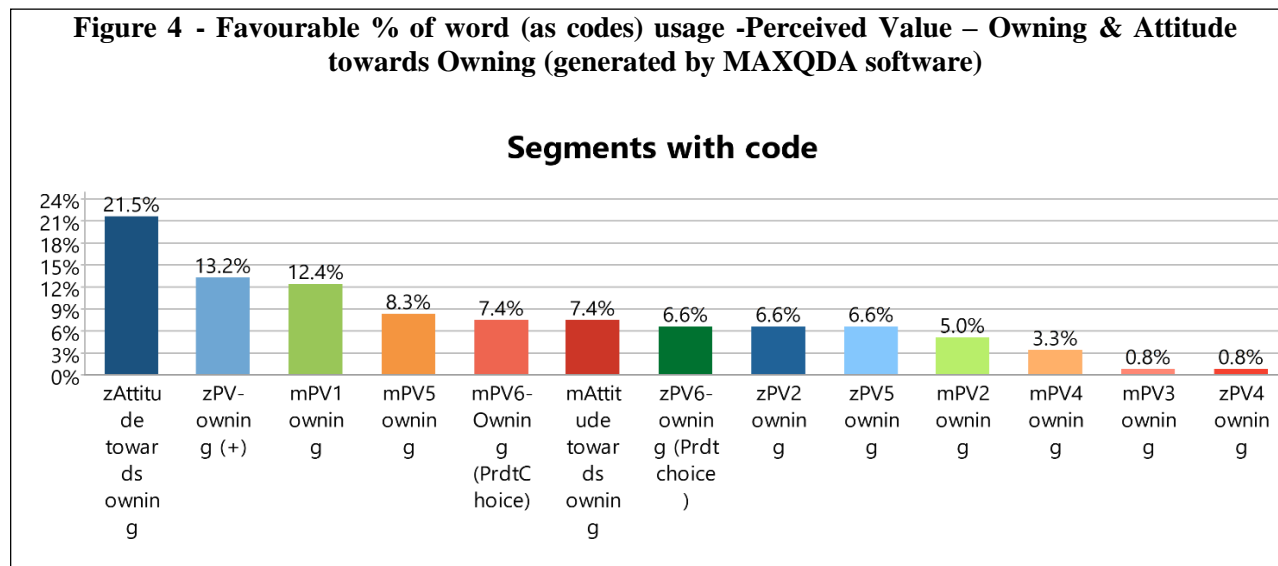


Figure 4 suggests that both Millennials and Gen Z women prefer owning apparels since they love to own and feel stress-free on shopping apparels for their own use. Indirect effect can be observed in the conversations of millennial participants response like the experience of wearing apparels reflecting their personality (PV5) and the product choices (PV6) makes them adhere and attach to the process of owning (ownership feeling) which is a barrier for opting for CFC. Gen Z also shows more positive attitude towards owning, mainly due to the availability of wide product choices when they buy and the joyfulness they feel when wearing them. Gen z expresses that if similar wide product choices are available to gen Z, their intention to rent would increase.



Looking at figure 5, gen Z women prefer fit, comfort, joy in wearing and as a symbolic fashion statement in that order; while millennials look for all these aspects equally when choosing and wearing an apparel. Gen Z's utilitarian motive in wearing an apparel implies the personal or self-esteem barrier does not stand in the way of intention to rent. Millennials attach great importance to self-image and self-concept.

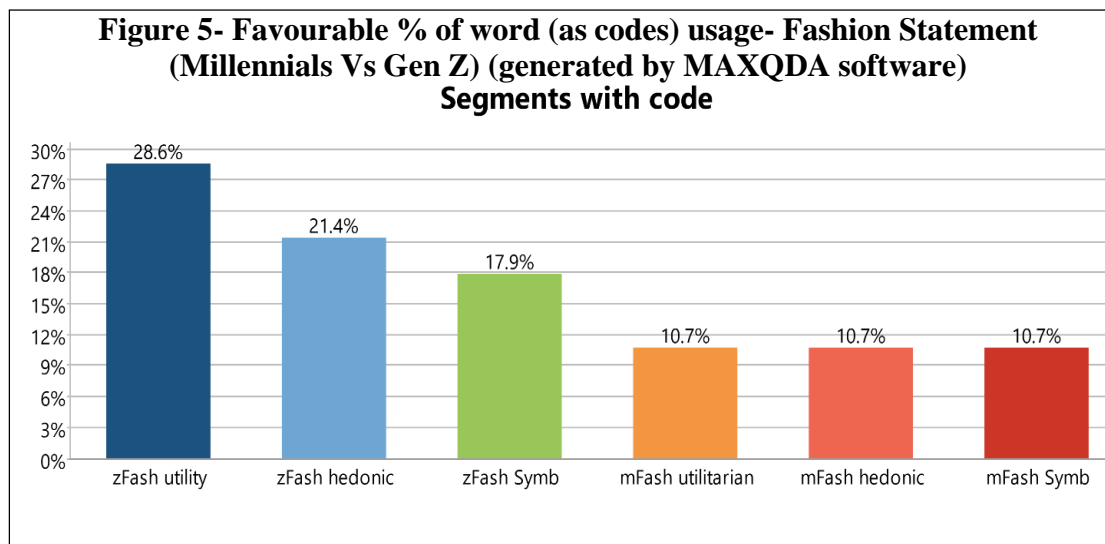


Figure 6 denotes that millennial are more materialistic than gen Z but there is considerable level of awareness of CFC is more prevalent among millennials than gen Z when they discuss about adopting CFC would reduce environment footprint and contribute to the sustainability of the planet and society. In-spice of millennials' awareness, their attitude is more leaning towards owning the apparels rather than using the rented apparels. There are possibilities that some percentage of millennials opt for CFC through word-of-mouth communication from the social media influencers whom they follow. Only one of the millennial participants is ready to experiment with fashion renting in casualwear; rest of all millennials and genZ are interested in fashion renting only in luxury-wear or expensive designer-wear or partywear.

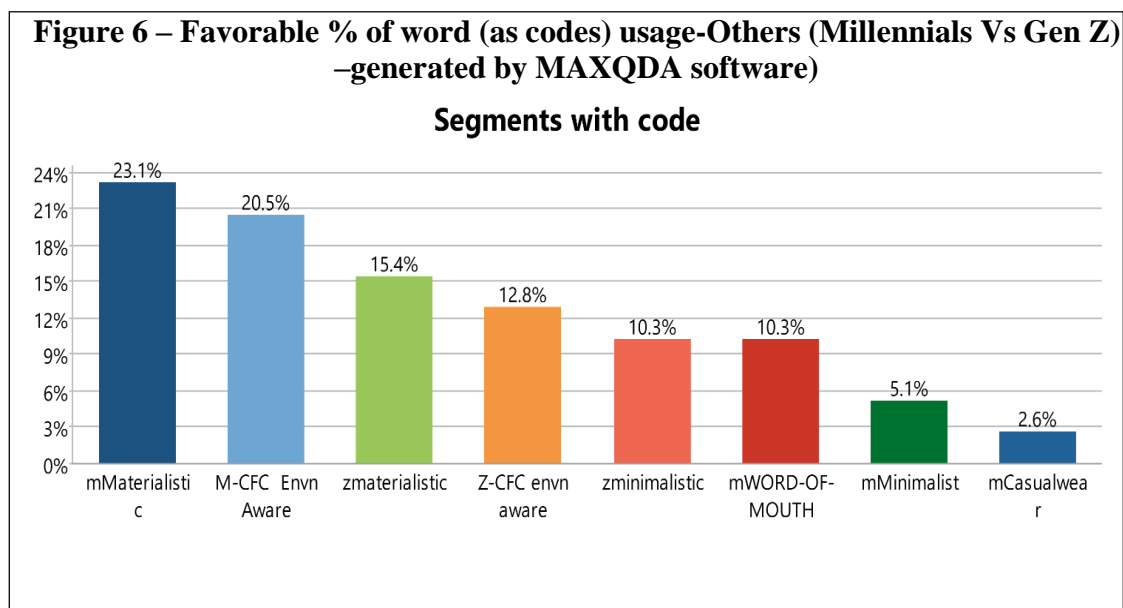


Figure 7 represents the intention towards apparel renting is high among both millennials and gen Z but with one condition which is expressed by them; product choices and comfort and would like to use for special occasions or rare occasions. It is observed in the conversation that the campaign, information and awareness about apparel renting is not dispersed across all sections of society, except for very few designer-wear labels; known only through word-of-mouth among very few people through reference groups, has not seen many takers. One of the reasons expressed by few of the participants is that there exists wide spectrum of choices in cheaper version of luxury-wear clothing: both branded and unbranded available in the market at a very affordable cost, which a lower middleclass family could also buy.

Millennials has no qualms in swapping and sharing apparels with their siblings and friends. This habit or even the intention is not found striking among gen Z. Millennials are ready to explore the concept of swapping but strictly within their known social circle as trust is the major factor influencing swapping.

For Gen Z, if product varieties and better quality and information are available, their attitude towards renting and hence their intention to rent could be changed. It is evident that the participants found no interesting and attractive proposition offered in fashion renting. Participants expressed their willingness to gift their unused clothes within their social group and also to the needy people. When interviewed on their intention to opt for CFC, in relation to fashion renting if the part of the sale proceeds would be contributed for the societal and environmental cause (altruistic beliefs), their positive affirmation shows promise that the society's values and beliefs could be shifted towards CFC practices. But the participants display the family constraints.

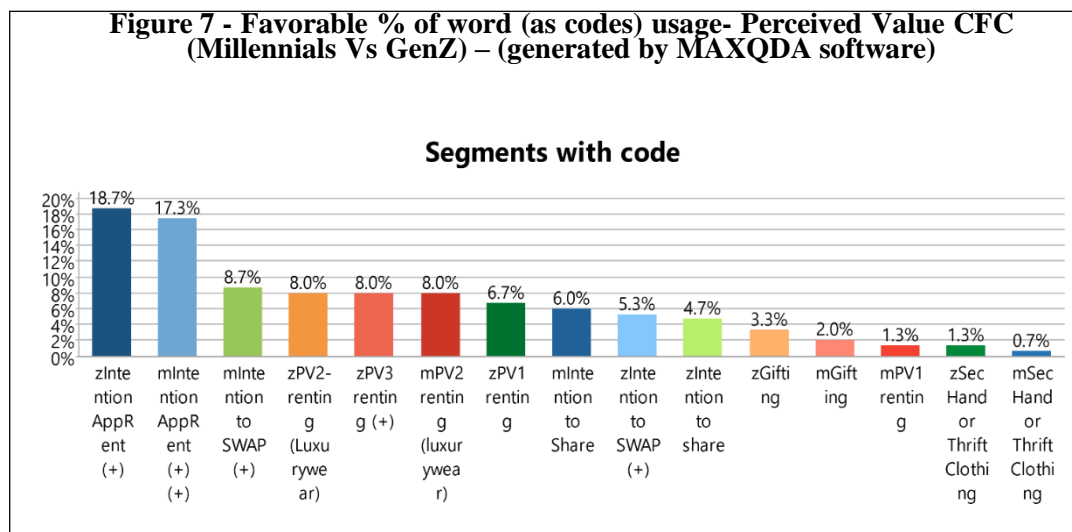


Figure 8 – show that both millennials and gen Z considers hygiene and contamination risks as major barriers to adopt CFC especially rented and thrift clothes (second-hand clothes); though not many showed liking towards thrift clothes. Apart from hygiene risk, millennials considered certain other risks like subjective norms (because the participants think their family and social circle will dislike them for certain behaviors), personality loss, social risk (fear of relatives, friends isolating them or considering them inferior). Further, millennials respect the culture prevalent for many centuries that using someone else clothes are considered bad omen and does not bring blessings to their home and respect the collectivism at the family level, though their families might not influence them much. Gen Z does not give weightage to the cultural practices but conditioned to succumb to the family pressure and think that the people in their social group might reject or isolate them on the basis of ownership of clothes.

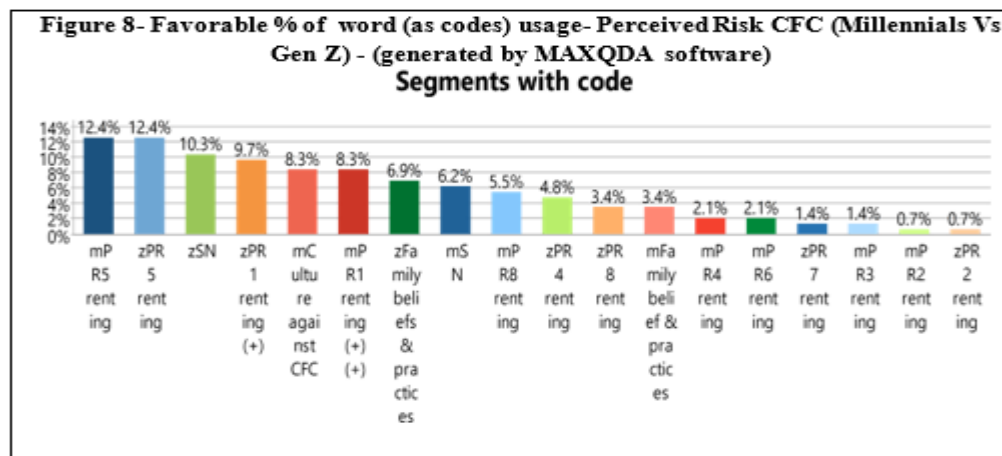


Figure 9 & figure 10 are the thematic maps generated based on the content, for both millennials and gen Z women. These are subjective and interpreted from the conversational text analysis. Participants value the symbolic statement (self-image) and acts as a barrier to adapt CFC. Millennials find more value in owning due to self-image and social risks and gen Z though interested in owning due to the utility and joy, values more experience than the product (Lang, C. (2018). Gen Z is not bound by culture, but by product quality and utility; in future they might adopt more CFC practices; depending on the campaign, gamut of apparel choices and the pro-environment business models. Gen Z is influence by family than culture, but not bounded as they are financially dependent on their families. This could be a tipping point for the brands to strategize their marketing efforts. Indirect observations like time, place and the type of occasion also determines the perceived value and perceived risk of adopting CFC activities plays a role in motivating CFC (Snoj, B., Korda, A. P., & Mumel, D., 2004).

Figure 9: (“The authors”)

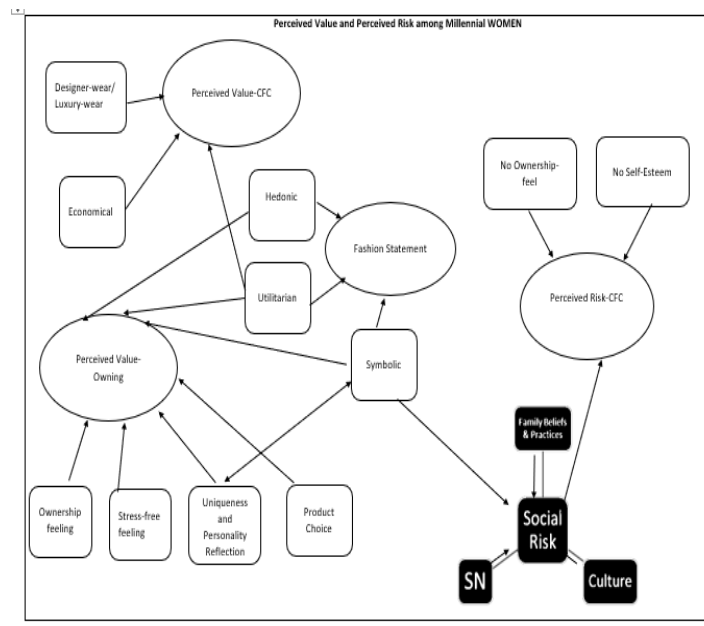


Figure 10: (“The authors”)

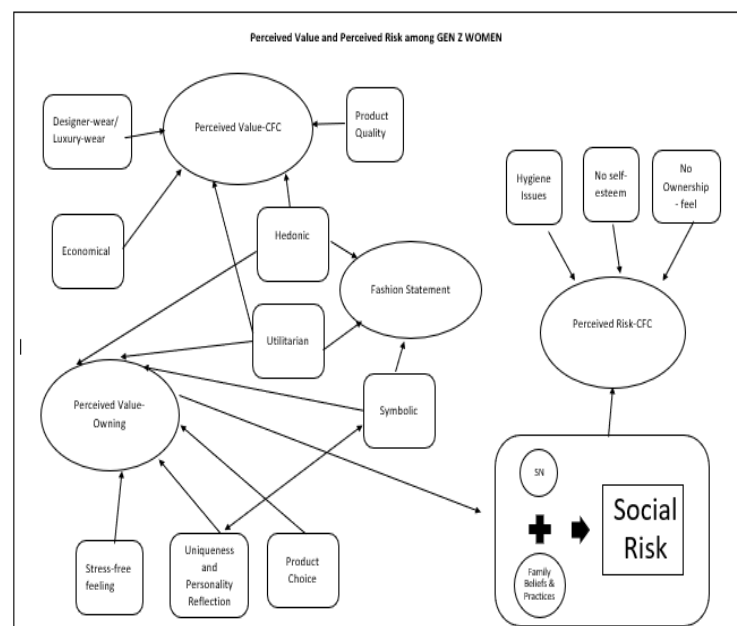


Figure 9 & figure 10 theme maps together points to the MGB model (Model of Goal-directed Behavior). Participants displayed positive emotions like joy, pleasure, excited when buying apparels for their own use, rather than renting and expressed fear, boredom, craving to own apparels as negative emotions when opting or intent to have apparels for rent. Their desire and intention to opt for CFC (especially rent or buy) depends on the strength of these anticipated emotions. Millennials enjoys their past behavior of shopping apparels for their own use and hence more adamant in owning apparels, thereby not changing their attitude towards renting, in comparison with gen Z women. The participants cannot relate any brand to renting, except for very few designer labels.

As per MGB model, intention to act is a function of frequency of past behavior, consumer's desires and perceived behavioral control. MGB being an integrative approach and was tested using empirical evidence by Perugini and Bagozzi 2001a. Application of this model produced greater relationship implication on how intention and actions are produced. The role of positive and negative anticipated emotions are the new antecedents. Perugini and Conner, 2000 later added goal desires as one of the predictors of behavioral volitions, tested on the sample of over 100 students whose goal was to have body weight regulation and studying goals. To the surprise, the MGB model and its extension (Goal desires and goal perceived feasibility), proved to have better prediction rates than the TPB (Theory of Planned Behavior). In this study direct and indirect effects of anticipated emotions (both positive and negative) like boredom, hygiene risk, joy, pleasure, trust, etc., are seen dispersed in the conversations. The participants desires' and goals like utilitarian, hedonic, symbolic fashion statements are mediated between antecedents and the intention as described in figure 12.

Figure 11

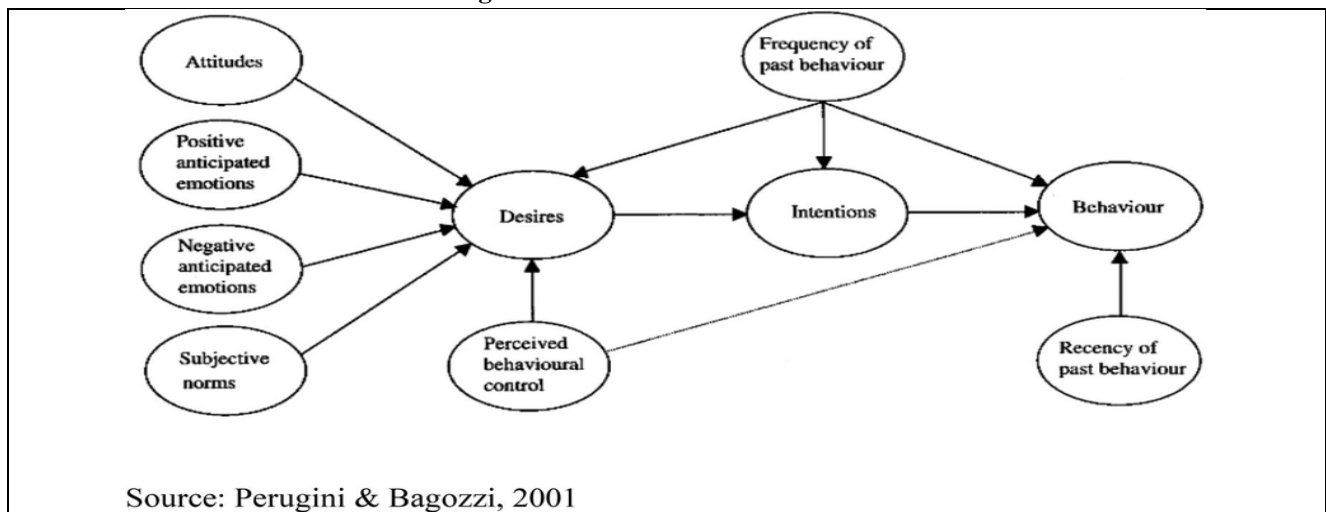
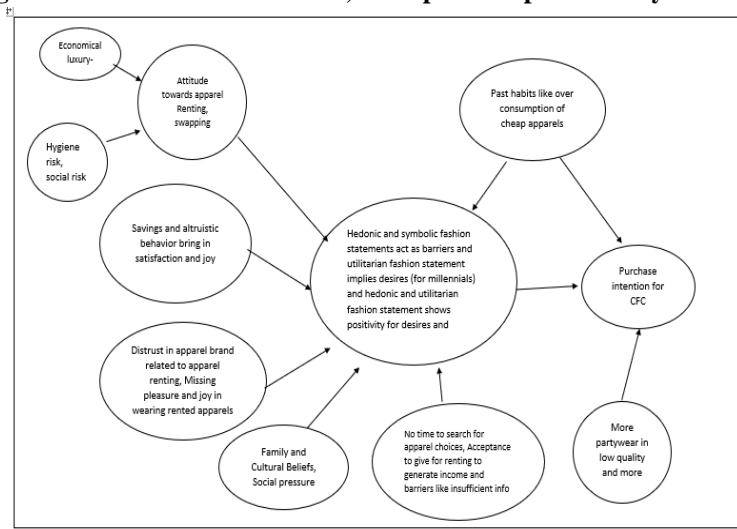


Figure 12: Based on MGB model, conceptual map created by the authors



Implications

Observations and interpretations among millennial and gen Z women are done with qualitative approach using focused ethnography, pertaining to the city of Bangalore and further research could be undertaken on a wider geographical area, to include empirical evidence for comprehensive study to find antecedents and determinants favoring sustainable consumption behavior like collaborative fashion consumption. Worth noting that government policies and incentive programs for consumer as well for brands could be another dimension of research in factors considered to perceived values in CFC.

The focused ethnography could be done with more participants across both the segments might change according to the education level and income group and quantitative methods could prove as a better predictor of outcomes. The differences in perceived values and perceived risks in CFC could also be verified using experimental design and verifying the hypothesis.

This study is restricted to intention rather than behavior of female participants as they are considered as an over-consuming fashion segment; future studies could include fashion-conscious, moderate and minimalist users including male and female using socio-demographics.

Conclusion

Research findings imply that the willingness of women (millennials and gen Z) to participate in CFC is affected by their self-identity, social identity and interaction as they all want to reflect their fashion statement as their goal, tuned towards desires and emotions like pleasure, aesthetic feelings, boredom, trust (indirectly implied in sharing and swapping related conversations), fear, craving for more apparels, etc.

Indirectly, research findings point out to some degree that apparel brands could use influencers to campaign for initiating and supporting different CFC forms and could be suited to the targeted segment of the population depending on their desires and goals. Target segment attitudes could be changed to evoke positive emotions and societal cause in adapting to CFC, simultaneously introducing incentive schemes for successful adoption into CFC form like renting. Values and beliefs could be changed by effective advertisements, establishing trust, mass personalizing the apparels by making the consumer engage in the design and making, giving them the same positive emotional experience as in buying could trigger the intention to act towards renting, sharing, etc., thus enabling and promoting CFC in the long run.

Finally, other indications from this and few more studies for retailers or brands who wish to introduce fashion renting has to aim towards increasing value perception of using apparels with benefit over-riding cost and reducing risk perception (Chen, Y. S., & Chang, C. H., 2012 & Agarwal, S., & Teas, R. K., 2001).

Practical Implications for Asian Business

The paper gives the various behavioral insights like attitude, hedonism, utilitarian value, and other dimensions of the millennials about the collaborative fashion consumption. The study is relevant to businesses with respect to the collaborative consumption.

The Indian fashion rental industry is in the sunrise stage with many startups coming up in this sector. It has opened a plethora of opportunities for occasions like weddings or any other grand situations wherein the consumer would like to rent the product rather than purchase. Companies can take the insights and build on the resilient brands that focus on rental products. Fashion labels startups can work on the occasion segmentation as the collaborative consumption preludes the segment based on occasion. Thus, this study provides a good base for luxury based rental industries in India. Prestigious licensed brands can use these insights for knowledge about the preferences of millennials with respect to the collaborative fashion. The future for the industries that adopt collaborative fashion consumption is promising.

As per MarketWatch 2019, Fashion Renting market has potential to reach the economic value target of 2 billion dollars by 2025 (Noe, H., 2021). Brands in the developed countries have taken cognizant of the interest shown by the consumers,

bringing in new business models like subscription of rented apparels and offering related services. These business models of Product-Service System (PSS) in developed countries shows the potential of bringing substantially huge revenues in the future. These models have to be experimented in a multi-cultural land like India

Study conducted to get sense of the pattern of the behavior of the consumer in a connected society, wherein the effects of behavioral and cognitive processes in an individual are inter-twined and embedded in the communication and actions as a social being. Transparency and sharing information to consumers through QR codes or label about the sustainable products make, origin, material, carbon footprint; additionally, campaigning about them would change the perception for CFC products.

Knowing the target customer aspects like their attitudes (values, beliefs), perceptions, brands could tweak the customer attitude and behavior towards pro- environmental activities like CFC using societal marketing concept and turn into better revenues by making them adopt; though not entirely; could set the stage for servitization of the apparel product in certain segments of the business. One of the indirect effects observed in this study is about the rebound effect and the effect of past habits; these variables could also be treated differently to find the intentions and behavior related CFC activities. Separate studies could be further conducted on perceived values and risks in sustainable consumption like recycling, upcycling.

Brands could introduce no-cost-swapping parties which could serve as a hangout for the consumers especially millennials to promote pro-environmental activities and thus could promote brand visibility for green products. P2P(peer-to-peer) technology enabled platforms could enable customers to auction as thrift clothes, for gifting or a facilitating medium for swapping. Brands wanting to reduce inventory of expensive luxury-wear or party-wear apparels could introduce campaigns for servitization parallelly; namely renting or lending through subscription basis or any other viable business proposition.

With all above analysis, the direction points towards building the ecosystem for a circular economy, which is a most-sought over model considering the climate change and UN development goals for sustainability. Apparel brands in India would be benefitted in the long run in adopting CFC model encouraging customers for servitization approach; thereby getting more profit in apparel services with less input costs and reaching better revenues in product-service system.

Funding & Declaration

Authors received no funding and declares no conflict of interests in submission of this study.

References

1. Agarwal, S., & Teas, R. K. (2001). Perceived value: mediating role of perceived risk. *Journal of Marketing theory and Practice*, 9(4), 1-14.
2. Ajzen, I. The theory of planned behavior. *Organizational Behavior and Human Decision Processes* 50(1991), 179-211.
3. Armstrong, C.M., Niinimäki, K., Kujala, S., Karell, E. and Lang, C. (2015), "Sustainable product-service systems for clothing: exploring consumer perceptions of consumption alternatives in Finland", *Journal of Cleaner Production*, Vol. 97, pp. 30-39.
4. Armstrong, C.M., Niinimäki, K., Lang, C. and Kujala, S. (2016), "A use-oriented clothing economy? Preliminary affirmation for sustainable clothing consumption alternatives", *Sustainable Development*, Vol. 24 No. 1, pp. 18-31
5. Arnould, E.J. and Bardhi, F. (2005), "Thrift shopping: combining utilitarian thrift and hedonic treatbenefits", *Journal of Consumer Behaviour*, Vol. 4 No. 4, pp. 223-233.
6. Bagozzi, Richard (1981). "Attitudes, intentions, and behavior: A test of some key hypotheses". *Journal of Personality and Social Psychology*. 41 (4): 607–627. doi:10.1037/0022- 3514.41.4.607
7. Bagozzi, Richard P.; et al. (1989). "An Investigation Into The Role Of Intentions As Mediators OfThe Attitude-Behavior Relationship". *Journal of Economic Psychology*.
8. Bagozzi, R. P., Wong, N., Abe, S., & Bergami, M. (2000). Cultural and situational contingenciesand the theory of reasoned action: Application to fast food restaurant consumption. *Journal of consumer psychology*, 9(2), 97-106.
9. Becker-Leifhold, C., & Iran, S. (2018). Collaborative fashion consumption—drivers, barriers and future pathways. *Journal of Fashion Marketing and Management: An International Journal*

10. Belk, R. You are what you can access: sharing and collaborative consumption online. *Journal of Business Research*, 67(2014) 1595-1600
11. Bernard, H. R., & Ryan, G. (1998). Text analysis: Qualitative and quantitative methods. In Edited by: H. R. Bernard (Ed.), *Handbook of methods in cultural anthropology* (pp. 595–645). Walnut Creek, CA: AltaMira Press.
12. Botsman, R. and Rogers, R. *What's Mine Is Yours: The Rise of Collaborative Consumption*. Harper Business, New York, 2010
13. Catulli, M. (2012), "What uncertainty? Further insight into why consumers might be distrustful of product service systems", *Journal of Manufacturing Technology Management*, Vol. 23 No. 6, pp.780-793.
14. Chen, Y. S., & Chang, C. H. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*.
15. Durgee, J. F., O'Connor, G. C., 1995. An exploration into renting as consumption behavior. *Psy.2 Market*. 12(2), 89-104
16. Fishbein, M. (1979). A theory of reasoned action: some applications and implications
17. Flint, D.J., Woodruff, R.B. and Gardial, S.F. (1997), "Customer value change in industrial marketing relationships: a call for new strategies and research", *Industrial Marketing Management*, Vol. 26 No. 2, pp. 163-76
18. Guest, G., MacQueen, K. M., & Namey, E. E. (2012). Introduction to applied thematic analysis. *Applied thematic analysis*, 3(20), 1-21.
19. Guiot, D. and Roux, D. (2010), "A second-hand shoppers' motivation scale: antecedents, consequences, and implications for retailers", *Journal of Retailing*, Vol. 86 No. 4, pp. 383-399.
20. Higginbottom GMA, Pillay J, Boadu NY (2013). Guidance on performing focused ethnographies with an emphasis on healthcare research. *The Qualitative Report*
21. Hiller Connell, K.Y. (2011), "Exploring consumers' perceptions of eco-conscious apparel acquisition behaviors", *Social Responsibility Journal*, Vol. 7 No. 1, pp. 61-73.
22. Iran, S. and Schrader, U. (2017), "Collaborative fashion consumption and its environmental effects", *Journal of Fashion Marketing and Management*, Vol. 21 No. 4, pp. 468-482.
23. Isla, V.L. (2013), "Investigating second-hand fashion trade and consumption in the Philippines: expanding existing discourses", *Journal of Consumer Culture*, Vol. 13 No. 3, pp. 221-240.
24. Jenß, H. (2004), "Dressed in history: retro styles and the construction of authenticity in youth culture", *The Journal of Dress, Body & Culture*, Vol. 8 No. 4, pp. 387-403
25. Johnson, K. K. P., Mun, J. M. and Chae, Y. Antecedents to internet use to collaboratively consume apparel. *Journal of Fashion Marketing and Management: An International Journal* 20(2016), 370-382.
26. Knoblauch, Hubert (2005). Focused ethnography. *Forum Qualitative Sozialforschung / Forum: Qualitative Social Research*, 6(3), Art. 44
27. Lang, C. (2018). Perceived risks and enjoyment of access-based consumption: Identifying barriers and motivations to fashion renting. *Fashion and Textiles*, 5(1), 1-18.
28. Mont, O. K. (2002). Clarifying the concept of product–service system. *Journal of cleaner production*, 10(3), 237-245.
29. Murphy, P.E. and Enis, B.M. (1986), "Classifying products strategically", *Journal of Marketing*, Vol. 50, July, pp. 24-42.
30. Noe, H. (2021). *Fashion Renting: An Exploratory Study of Users and Non-users Behaviors* (Doctoral dissertation, Kent State University).
31. Park, H., Armstrong, C.M.J., 2017. Collaborative apparel consumption in the digital sharing economy: 14 an agenda for academic inquiry. *Int. J. Consum. Studies*. Doi: 10.1111/ijcs.12345
32. Pedersen, E.R.G. and Netter, S. (2015), "Collaborative consumption: business model opportunities and barriers for fashion libraries", *Journal of Fashion Marketing and Management: An International Journal*, Vol. 19 No. 3, pp. 258-273.
33. Perugini, M., & Conner, M. (2000). Predicting and understanding behavioral volitions: The interplay between goals and behaviors. *European Journal of Social Psychology*, 30(5), 705-731.
34. Perugini, M., & Bagozzi, R. P. (2001). The role of desires and anticipated emotions in goal- directed behaviours: Broadening and deepening the theory of planned behaviour. *British journal of social psychology*, 40(1), 79-98.
35. Rindfleisch, A. and Crockett, D.X. (1999), "Cigarette smoking and perceived risk: a multidimensional investigation", *Journal of Public Policy Marketing*, Vol. 18 No. 2, pp. 159-71.

36. Roselius, T. (1971), "Consumer ranking of risk reduction methods", *Journal of Marketing*, Vol.35, pp. 56-61
37. Schor, J.B. and Fitzmaurice, C.J. (2015), "Collaborating and connecting: the emergence of the sharing economy", Reisch, L. and Thøgersen, J., *Handbook of Research on Sustainable Consumption*, Edward Elgar Publishing, 410–425.
38. Sinha, I. and DeSarbo, W. (1998), "An integrated approach toward the spatial modeling of perceived customer value", *Journal of Marketing Research*, Vol. 35, May, pp. 236-49
39. Snoj, B., Korda, A. P., & Mumel, D. (2004). The relationships among perceived quality, perceived risk and perceived product value. *Journal of Product & Brand Management*.
40. Sweeney, J.C., Soutar, G.N. and Johnson, L.W. (1999), "The role of perceived risk in the quality-value relationship: a study in a retail environment", *Journal of Retailing*, Vol. 75 No. 1, pp. 77-105
41. Tesch, R. (1990). *Qualitative research: Analysis types and software tools*. New York: Falmer Press
42. Ulaga, W. and Chacour, S. (2001), "Measuring customer perceived value in business markets", *Industrial Marketing Management*, Vol. 30, pp. 525-40
43. Wall, S. S. (2015). Focused ethnography: A methodological adaptation for social research in emerging contexts. In *Forum Qualitative Sozialforschung/Forum: Qualitative Social Research* (Vol.16, No. 1).
44. Williams, C.C. and Paddock, C. (2003), "The meanings of informal and second-hand retail channels: some evidence from Leicester", *The International Review of Retail, Distribution and Consumer Research*, Vol. 13 No. 3, pp. 317-336.
45. Woodruff, R.B., Schumann, D.W. and Gardial, S.F. (1993), "Understanding value and satisfaction from the customer's point of view", *Survey of Business*, Vol. 29 No. 1, pp. 33-41
46. Chotai, N. A., Leonard, L., Madan Gowda, K. J., Chitranka, K., & Maratha, V. (2024). Determining Salary of Professors with Help of Student Average Package of the Institute: Mba and Bschools in India. *Journal of Informatics Education and Research*, 4(2).
47. Vishnu Priya, L. V., & Rani, M. J. (2024). Enhancing Employee Satisfaction and Retention in Private Hospitals: A Comprehensive Analysis of Job Dynamics, Attrition Factors, And Strategic Interventions in Bengaluru's Hospital Sector. *Journal of Informatics Education and Research*, 4(2).
48. Woodruff, R.B. (1997), "Customer value: the next source for competitive advantage", *Journal of the Academy of Marketing Science*, Vol. 25 No. 2, pp. 139-53.
49. Yan, R.N., Bae, S.Y. and Xu, H. (2015), "Second-hand clothing shopping among collegestudents: the role of psychographic characteristics", *Young Consumers*, Vol. 16 No. 1, pp. 85-98.
50. Zeithaml, V. (1988), "Consumer perceptions of price, quality and value: a means-end model and synthesis of evidence", *Journal of Marketing*, Vol. 52, July, pp. 2-22.
51. Zeithaml, V.A., Berry, L.L. and Parasuraman, A. (1990), *Delivering Quality Service*, The FreePress, New York, NY.

Appendix

APPENDIX A: Word Frequencies (Commonly used by both Millennials & Gen Z women) - (generated by MAXQDA software)

Word	Word length	Frequency	%	Rank
family	6	72	3.41	1
rent	4	62	2.93	2
renting	7	53	2.51	3
clothes	7	50	2.37	4
apparels	8	45	2.13	5
friends	7	33	1.56	6
quality	7	29	1.37	7
own	3	27	1.28	8
price	5	24	1.14	9

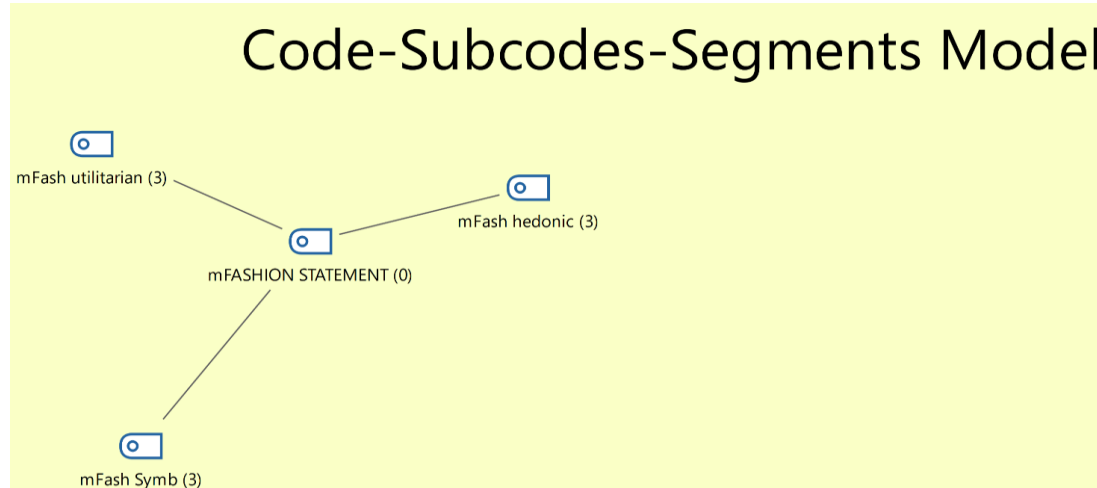
occasion	8	21	0.99	10
personality	11	21	0.99	10
rented	6	21	0.99	10
money	5	19	0.90	11
hygiene	7	18	0.85	12
Luxury-wear	10	17	0.80	13
apparel	7	16	0.76	14
comfort	7	15	0.71	15
image	5	15	0.71	15
influence	9	15	0.71	15
share	5	15	0.71	15
swapping	8	15	0.71	15
sharing	7	14	0.66	16
shopping	8	14	0.66	16
social	6	14	0.66	16
happy	5	12	0.57	17
culture	7	11	0.52	18
risk	4	11	0.52	18
swap	4	11	0.52	18
buying	6	10	0.47	19
shared	6	10	0.47	19
siblings	8	10	0.47	19
stress-buster	13	9	0.43	20
bored	5	8	0.38	21
brand	5	8	0.38	21
fashion	7	8	0.38	21
choice	6	7	0.33	22
fit	3	7	0.33	22

Code	System	tran...
▼	Millennials	
▼	mWORD-OF-MOUTH	4
▼	mFASHION STATEMENT	
	mFash utilitarian	3
	mFash hedonic	3
	mFash Symb	3
▼	mPV-owning	
	mPV6-Owning (PrdtChoice)	9
	mAttitude towards owning	9
	mPV1 owning	15
	mPV2 owning	6
	mPV3 owning	1
	mPV4 owning	4
	mPV5 owning	10
▼	mPV-CFC	
	mGifting	3
	mIntention AppRent (+) (+)	26
	mIntention to SWAP (+)	13
	mPV1 renting	2
	mPV2 renting (luxurywear)	12
	mIntention to Share	9
	mSecHand or Thrift Clothing	1
▼	mPR-CFC	
	mPR1 renting (+) (+)	12
	mPR2 renting	1
	mPR3 renting	2
	mPR4 renting	3
	mPR5 renting	18
	mPR6 renting	3
▼	mPR8 renting	8
	mSN	9
	mCulture against CFC	12
	mFamily belief & practices	5
	mMaterialistic	9
	mMinimalist	2
	mCasualwear	1
	M-CFC Envvn Aware	8
▼	Gen Z	
	zmaterialistic	6
	zminimalistic	4
▼	zFASHION STATEMENT	
	zFash utility	8
	zFash Symb	5
	zFash hedonic	6
▼	zPV-owning (+)	16
	zPV6-owning (Prdt choice)	8
	zAttitude towards owning	26
	zPV4 owning	1
	zPV2 owning	8
	zPV5 owning	8
▼	zPR-CFC	
	zPR8 renting	5
	zFamily beliefs & practices	10
	zSN	15
	zPR2 renting	1
	zPR1 renting (+)	14
	zPR4 renting	7
	zPR7 renting	2
	zPR5 renting	18
▼	zPV-CFC	
	zPV2-renting (Luxurywear)	12
	zPV3 renting (+)	12
	zPV1 renting	10
	zGifting	5
	zIntention AppRent (+)	28
	zSecHand or Thrift Clothing	2
	zIntention to SWAP (+)	8
	zIntention to share	7
	Z-CFC envvn aware	5

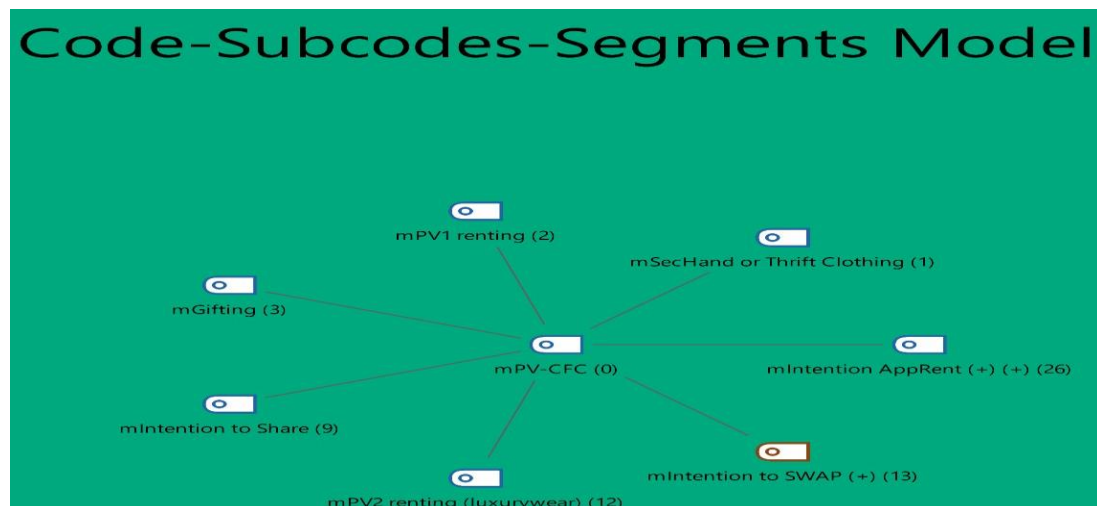
Word Cloud- generated by MAXQDA software



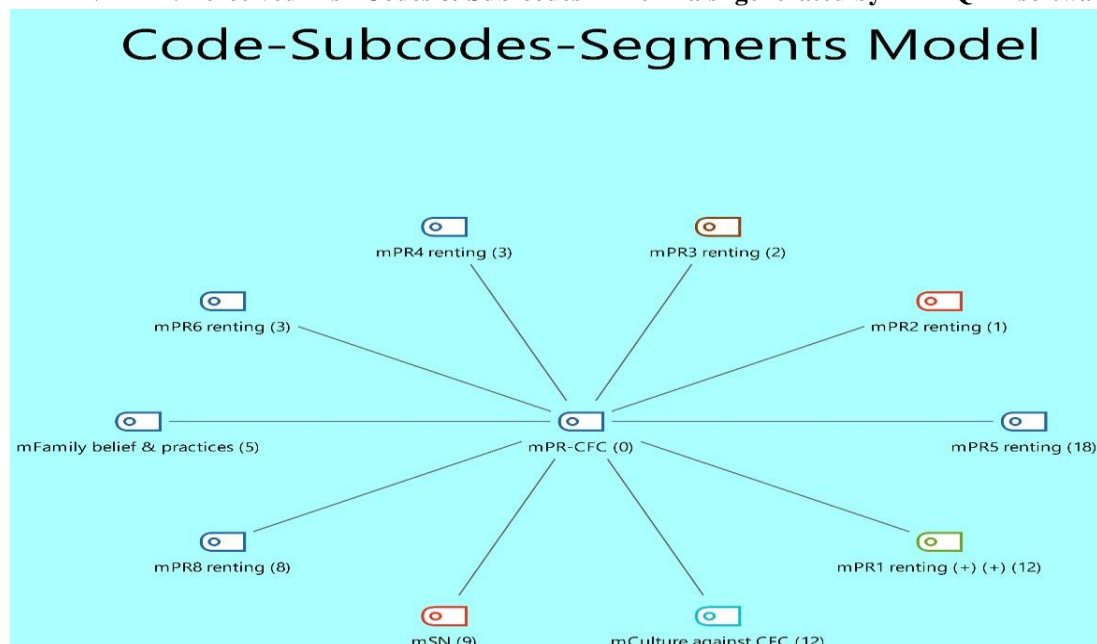
APPENDIX D: Fashion Statement Codes & Sub-codes-Millennials- generated by MAXQDA software



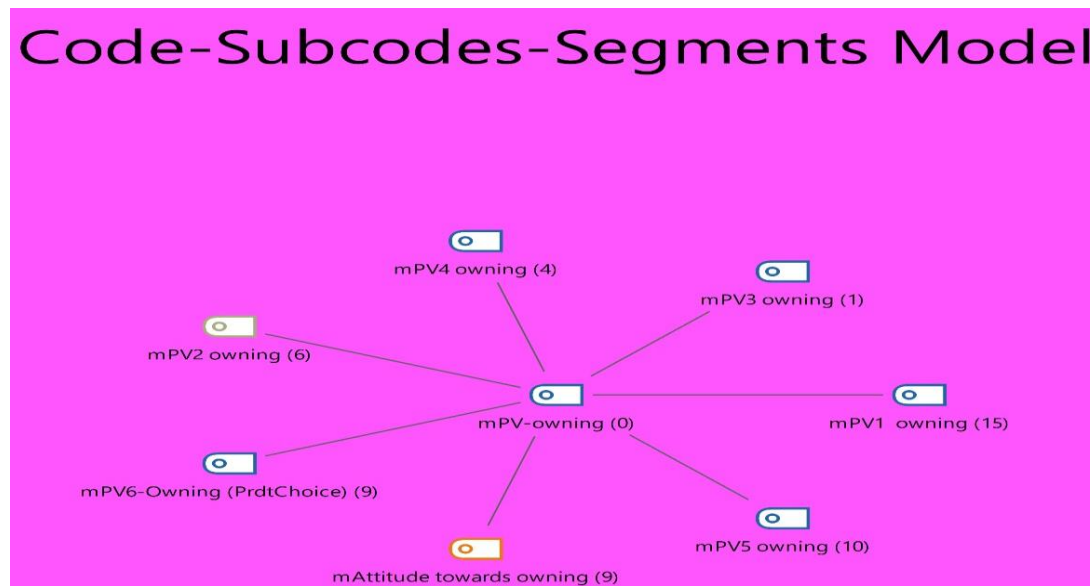
APPENDIX E: Perceived Value Codes & Sub-codes-Millennials- generated by MAXQDA software



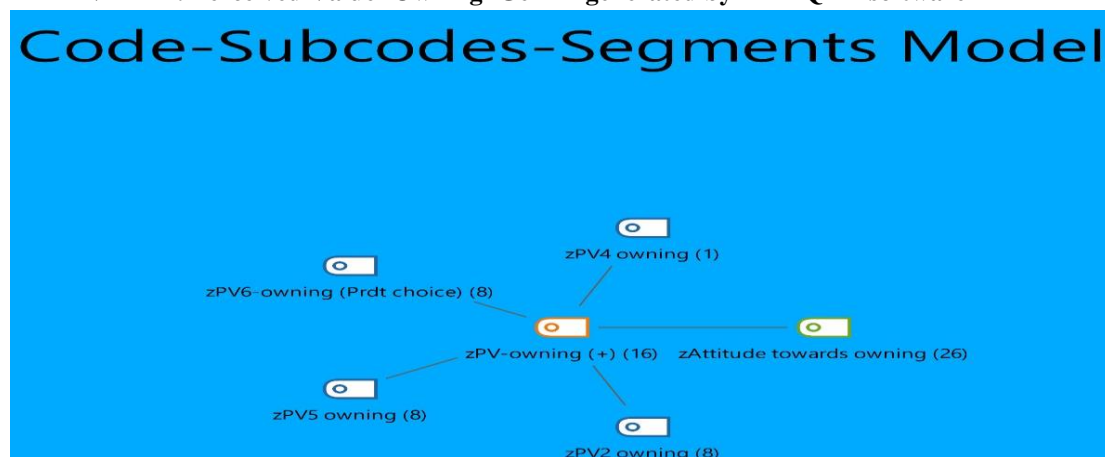
APPENDIX F: Perceived Risk Codes & Sub-codes-Millennials- generated by MAXQDA software



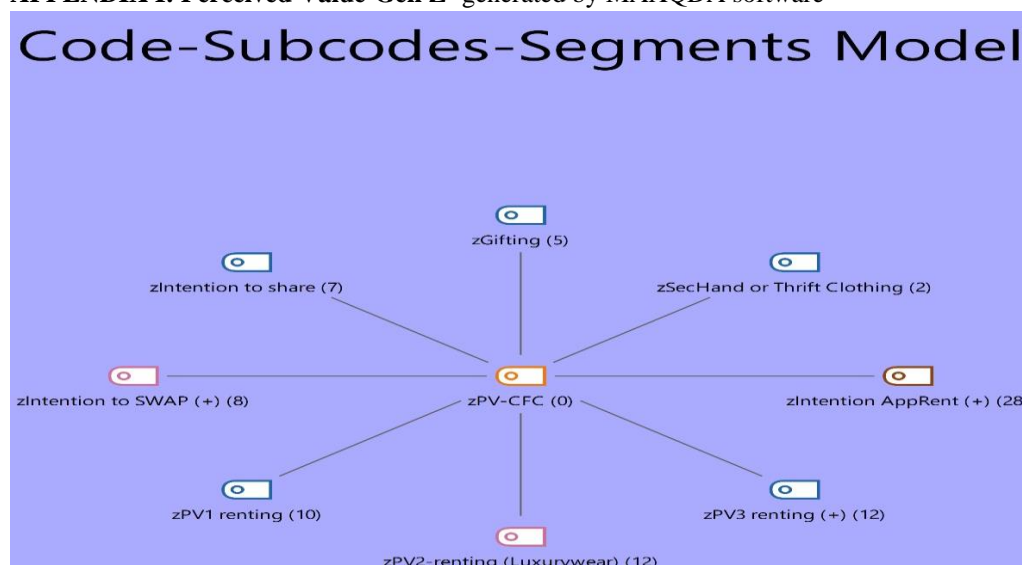
APPENDIX G: Perceived Value-Owning- Millennials- generated by MAXQDA software



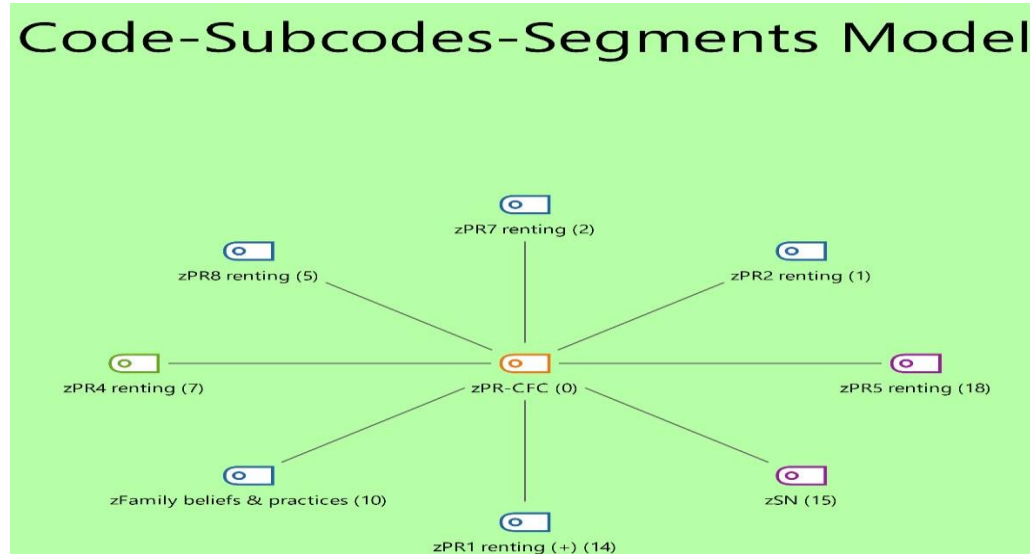
APPENDIX H: Perceived Value- Owning- Gen Z- generated by MAXQDA software



APPENDIX I: Perceived Value-Gen Z- generated by MAXQDA software



APPENDIX J: Perceived Risk- Gen Z- generated by MAXQDA software



Questionnaires: (“The authors”)

Individual Questions

1. Would you prefer luxury or casual wear or outerwear for sharing/renting/swaping/second-hand?
2. Would you like to gather more apparels in your war-drobe?
3. Have you felt that if you know more places to get good apparels for renting, you could opt more apparels for renting?
4. Have you felt the lack of product choice in renting- in terms of color, design and size?
5. Do you feel that the apparel rental process is unfamiliar or complicated shopping process?
6. Would you feel relieved (stress free) when you shop to buy for your own self or when youbuy rented apparels?
7. When you rent apparels for few days, have you felt the loss of ownership (self-concept), pride?
8. Are you worried about your social image, when you wear rented apparels?
9. Will your lifestyle be affected and how do you feel -if you rent instead of owing apparels?
10. What experience, emotions and feelings undergo when shopping for owning?
11. Are you bothered more about economical or quality when you shop for apparels?
12. Each of will carry some fashion style. Is your fashion statement symbolic (show personality)/hedonic/utilitarian (value perceptions)?
13. Have you heard about apparel swapping parties?
14. Are you interested in apparel swapping parties?
15. If you save money by renting than owning, what would you do with your save or earned money?
16. If brands reward you more, would you be opting more for renting apparels rather than buyingfor your own self?
17. Are you aware that by adopting collaborative fashion consumption aspects like renting, swapping, sharing or using second-hand clothes, you would be saving the environment fromdegradation?
18. How much control or influence your family/friends on opting for collaborative fashion consumption-CFC (subjective norm)?
19. Culture-values, beliefs, customs, traditions -does any or combination of these prevents me from adopting cfc?
20. If the apparel brand campaigns that some part of your spending on renting apparels will go for good cause, would you opt for renting?

Focus Group Moot Questions

1. Have you shared or swapped apparels with your friends and family?
2. What’s your opinion on renting, swapping, sharing some or all of your wardrobe for monetarybenefit (with friends

and strangers)?

3. What are the shared beliefs, values, practice if asked to swap/share/rent apparels?
4. What facilitates you to adopt CFC & What according to you stops you from adopting CFC?
5. In what kind of situations would you opt for swapping or renting?
6. Do you select for your family or yourself and how many times you select apparels for your own self?
7. What activities prevent you (cause inconvenient) in adopting cfc?
8. How do you evaluate an apparel while shopping online as well offline?
9. Do you see any risk in trying sharing or renting or swapping or secondhand clothes and if so what are they?
10. What is the chance that you would share or rent or swap if contamination, authenticity and quality are taken care (especially the branded apparel)?