Examining Collaborative Consumption of Fashion Goods

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Significance/innovation of the concept: Collaborative consumption (CC) is a more recent trend in consumer behavior amongst millennials. It is referred to as "sharing economy, peer economy, collaborative economy, crowdsourcing, and the maker-movement" (Botsman, 2015). It is growing consumption trend in the international market place that has the potential to increase to $335 billion dollars by the year 2025 (Inside Small Business, 2016). Technology has revolutionized how consumers purchase with sharing websites such as Airbnb. The fashion industry has also been affected by this shift in consumption, with websites such as Poshmark, Walk In My Closet, and others (Meltzer, 2014). Limited known research has formally studied collaborative consumption, particularly as it relates to the fashion industry. Adomaitis, Kobia, and Saiki (2016) introduced the Attitudinal Model of Collaborative Consumption (AMCC) derived from the Self-Determination Model that identified the underlying influences on the attitudes that lead to collaborative consumption behavior of fashion goods, including sustainability, enjoyment, reputation, and economic benefits. Examination and development of an instrument to test this model is warranted to enable further research on CC as it pertains to the fashion consumer.

Purpose: This research aimed to develop and assess a survey to test the AMCC by Adomaitis et al. (2016). Specific research questions were: 1) What items best represent the variable presented in the AMCC? and 2) How reliable are the measures in the survey established to test the AMCC?

Method: To meet the research purposes, literature was explored to determine statements that best represented the model variables. After the items were established, the new survey or the Collaborative Consumption Motivation Survey (CCMS) was reviewed by apparel and textiles researchers to determine validity. Upon revising the survey, it was piloted with apparel and textiles students who completed the survey twice; one week apart. Data were analyzed to test reliability.

Results: The initial CCMS had 36 items grouped into seven categories each representing variables in the AMCC. After the four apparel and textiles researchers reviewed the CCMS, the "social benefit" category was added. Fashion students (n=58) at two universities in the Midwest and Southern parts of the U.S. participated in the reliability testing. The majority were females (n=57; 98.3%%), 18-24 years old (n=56; 96.55%) and at or beyond their sophomore level (n=56; 96.55%). The final CCMS had 42 items that were reliable as a group (α =0.945). The 42 items were divided into sections based on model variables and rated on a 5 point Likert scale of agreement except items categorized as "Behavior" which was determined by level frequency (never to very frequent).

The "Attitude" variable consisted of items developed from Ajzen's (1991) work on theory of planned behavior. These reliable items included; 1. I find participating in collaborative consumption to be a wise move (α =9.42); 2. I think collaborative consumption is a positive thing (α=.942); 3. I think participating in collaborative consumption is a good thing (α=.943); 4) sharing goods and services within a collaborative consumption community makes sense to me (α=.943); 5) Collaborative consumption is a better mode of consumption than selling and buying (α=.942).

Motivations for CC in the AMCC include "Enjoyment." These items were derived from Van der Heijden (2004) that were presented in extremes from enjoyment to unpleasant with a high reliability rating (α=.86). In this study, the items were coupled with the phrase "I think collaborative consumption" prior to 6. enjoyable;7. exciting; 8. fun; 9. interesting; 10. Pleasant. The items were reliable (α=942). The items representing "Economics" on the CCMS were developed from Dall Pizzol et al. (2017) article on car sharing where cost and time were both discussed with related survey items that were not was eliminated after reliability testing (α ≥07). In this study all "Economic" items were reliable; 11. I can save money if I participate in cc (α=943); 12. My participation in CC benefits me financially (α=943); 13. My participation in CC can improve my economic situation (α=942); 14. My participation in CC saves me time (α=943). Dall Pizzol et al. (2017) also identified related reliable "Reputation" variables as positive community perceptions and feelings of acceptance. In this study, "Reputation" was designated with reliable items #15-18:15. Participating in CC community improves my images within the community (α=943); 16. I gain status by participating in my CC community (α=943); 17. I earn respect by participating in CC (α=942); 18. People in my community who participate in CC have more prestige than those who do not participate (α=.944). Items 19-23 on the survey related to "Sustainability" and were developed by the researchers as a result of Hamari's (2015) assertions. These variables included; 19. Participating in CC helps save natural resources (α=.943); 20. CC is a sustainable mode of consumption (α=.943); 21. CC is ecological (α=.943); 22. CC is efficient in terms of energy consumption (α=.943); 23. CC is environmentally friendly (α=.942). The "Social Benefits" were developed given social concepts related to consumption noted by Piscicelli, Cooper and Fisher (2014) and included: 24. All people in a society benefit from CC (α=.944); 25. Consumers can obtain goods as a result of CC (α=.944); 26. Through CC, individuals can exchange valuable resources with each other (α=.944); 27. People enjoy the benefits of sharing products through CC (α=.944).

"Behavioral Intent" items were adapted from Bhattacherjee's (2001) survey: 28. All things considered, I expect to continue CC in the future 29. I plan to increase my cc in the future (α=.944); 30. I can see myself increasing my cc activities in the future (α=.944); 31. It is likely that I will participate in CC in the future (α=.944); 32. All things considered, I expect to continue to participate in CC of apparel items in the future (α=.944). "Behavior" items were identified in research literature on CC and apparel (e.g., Couture, et al., 2013). These items were reliable; 33. I donate clothing/accessories to organizations (α=.944); 34. I share clothing with others online (e.g. sharewear.com) (α=.944); 35. I share with others offline (α=.944); 36. I rent clothing (α=.944); 37. I lend my clothing to others (α=.944); 38. I borrow clothing from others (α=.944); 39. I attend swapping clothing events (α=.944); 40. I swap clothing/accessories with people I know (α=.944);41. I swap clothing/accessories with strangers (α=.944); 42. I receive or give clothing in exchange for providing a service or other (α=.944). The test-retest scores were significant (p =.000) and had a Pearson's correlation coefficient of 1.00 for each of the item-item comparisons.

Discussion, conclusions, and recommendation for further research: CC is an important concept to explore in future research. This paper presents the validity and reliability testing of a survey to identify the motivations consumers have to participate in CC of fashion/apparel goods. Further research includes additional testing of the survey, collection of additional data using the CCMS to assess of the significance of the relationships between the variables in the AMCC model, and comparisons of CC behavior and motivations among different demographic groups.

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