

Sharing Economy and Sustainability: Why do consumers wear someone else's clothes? A study using structural equation modelling to identify influencing factors for consumers' sharing intention

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Abstract

Online sharing platforms experience a rapid growth. Due to economic, ecological, social and technological changes, various alternative business models were able to emerge over the past years. Moreover, although the literature and studies on the subject are growing, there is still a lack of studies that focus on the apparel industry. Thus, in this paper we investigate which motives influence consumers' intention to share apparel. By applying structural equation models to our sample (N = 510), we identify outfit types, in which consumers see a huge potential for sharing. Moreover, we deliver different motives that positively influence consumers' intention to share their apparel. Today's consumers are less focused on owning apparel or other economic motives as cost reduction but become more sensitive regarding the usage of unique and rare goods. Contrary to other industries, the customers are still less sensitive regarding sustainability, environment and saving resources. Hence, this study is a first basis for future investigation to define consumers segments and to develop specific strategies for retailing.

Keywords: *Sharing Economy; Sustainability; Apparel industry*

Track: Social Responsibility & Ethics