

# What is better for Consumers: Access or Ownership? Exploring Motivations and Barriers in the Apparel Market

**Silvia Cacho-Elizondo**  
IPADE Business School

**Coralie Damay**  
ISC Paris

**Leïla Loussaïef**  
ISC Paris

**isabelle ULRICH**  
Neoma Business School

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## **Abstract**

Building on the access-based consumption concept, this research explores patterns and trends of renting clothes among women. With a qualitative approach based on 12 in-depth interviews, the field research took place in the three main cities of Mexico: Mexico City, Monterrey and Guadalajara. The analysis highlights five motivations (convenience, variety, savings, access to more expensive garments and caring for the environment) and five barriers (shabby dresses, limited offer, risk of image, lack of convenience/services and price and penalties) related to access to clothes.

**Keywords:** *Access; Sharing-Economy; Apparel*

**Track:** Product and Brand Management