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Special Issue

ESG Investing for Sustainable Business: Exploring the Future

Edited by

Dr. Hatem El-Gohary, Prof. Dr. David John Edwards and Dr. Syed Mohsin Ali Shah



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The Influence of Behavioral and ESG Drivers on Consumer Intentions for Online Fashion Renting: A Pathway Toward Sustainable Consumption in China's Fashion Industry

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Abstract: As the fashion industry faces increasing scrutiny over its environmental impact, collaborative consumption models such as online fashion renting offer potential solutions for fostering sustainability. This study examines the role of environmental, social, and governance (ESG) factors alongside behavioral drivers in shaping consumer intentions toward online fashion renting in China, a model of collaborative consumption that contributes to sustainability by reducing new product demand and promoting the reuse of fashion items. The data was gathered from 403 Chinese customers using a standardized questionnaire. Structural equation modeling (SEM) was used to examine the given study hypotheses. The current study empirically demonstrates that customers' attitudes, past sustainable behavior, and subjective norms are significant indicators of consumers' intentions toward online fashion renting. The results further indicate that relative advantage, compatibility, perceived ownership, psychological risk, green self-identity, and experience value are the key drivers of consumers' attitudes toward online fashion renting. Additionally, the ESG factors were found to have a significant positive impact on consumer attitudes toward online fashion renting, underscoring their importance in driving sustainable consumption patterns. By integrating behavioral and ESG perspectives, the study contributes to the growing discourse on how sustainable consumption patterns can be encouraged within the fashion industry, offering theoretical and managerial implications for fostering sustainable behavior. Directions for future research are also suggested.

Keywords: online fashion renting; sustainable behavior; sustainable consumption; consumer perceptions of ESG; expectancy–value theory; theory of reasoned action



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Citation: Ahmed, B.; El-Gohary, H.; Khan, R.; Gul, M.A.; Hussain, A.; Shah, S.M.A. The Influence of Behavioral and ESG Drivers on Consumer Intentions for Online Fashion Renting: A Pathway Toward Sustainable Consumption in China's Fashion Industry. *Sustainability* **2024**, *16*, 9723. <https://doi.org/10.3390/su16229723>

Academic Editor: Robert E. Pitts

Received: 11 September 2024

Revised: 23 October 2024

Accepted: 4 November 2024

Published: 7 November 2024



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1. Introduction

Globally, the negative environmental impacts of the textile and apparel industries have increased. This is particularly true for the world's two largest apparel consumers, the United States of America and China. China discards approximately 26 million metric tons of textile waste annually, accounting for 3–4% of global waste [1]. In recent years, there has been renewed attention on collaborative consumption (CC) among consumers, society, and academia. CC encourages consumers to emphasize product usage rather than ownership by encouraging them to share underutilized apparel products [2]. Access-based consumption (Accs-Bc) refers to the peer-to-peer (p2p) division of infrequently used products and services, for instance, car-sharing, home-sharing, and music streaming [3]. Several sharing economy concepts, such as online clothes rental, are currently utilized in

the fashion industry. Consumers increasingly seek affordable, environmentally friendly clothing. However, their motivations are often complex and multifaceted, involving a blend of economic, environmental, and personal values (e.g., style preference, novelty, and social influence) [4]. In the fashion sector, this has increased “access-based consumption”. Renting garments online has become easier and more accessible as e-commerce technology advances. Access-based consumption has increased in the fashion sector because of the growing need for more reasonably priced and environmentally responsible clothing [4]. In recent times, there has been an increase in the popularity of online fashion rental markets, such as Meizu in China, Rent the Runway in the US, and Girl Meets Dress in the UK [5].

A vast number of fashion retailers are interested in, as well as concerned about, the viability of the access-based fashion business model [5]. However, it is commonly believed that the symbolic or personal value that people often attach to clothing discourages them from choosing access-based consumption, as they may feel a stronger need for ownership of such items. Bardhi and Eckhardt [6] claim that political consumerism and convenience promote such behaviors.

On the other hand, customers do not own access-based products and do not bear the accompanying risks and responsibilities. Renting has been promoted as a way to extend the life of products and simultaneously make money for the industry [7]. Fashion retailers attempt to devise a solution that will not harm their financial results due to rapid fashion’s efforts to avoid “fashion datedness”, clothing harm, and quality concerns [8]. Given the fashion industry’s long-standing reputation as a major polluter, both sides support more environmentally friendly clothing consumption options, fueling the growth of online fashion rental networks. Trading and sharing garments are examples of access-based clothing that can assist in increasing the rate of sustainable consumption (SC) by decreasing excess and shifting the focus to more incredible CS [9].

Recent research has emphasized the growing significance of consumer perceptions about environmental, social, and governance (ESG) practices in shaping their buying behaviors. Consumers are increasingly aware of environmental issues, and this understanding has a huge influence on their attitudes toward sustainable consumption methods, such as online fashion rental [10]. Rustam, Wang, and Zameer [11] found that customers who believe their consumption decisions have significant environmental advantages are more inclined to adopt sustainable behaviors, such as opting to rent apparel instead of buying it. Moreover, research undertaken by McNeill and Moore [12] has shown that a company’s social impact, encompassing elements such as equitable labor standards and community involvement, may substantially enhance customer trust and loyalty. Moreover, the implementation of robust governance principles, encompassing openness, accountability, and ethical management, is crucial for fostering customer trust and nurturing positive brand views [13]. ESG factors are increasingly significant in consumer decision-making, particularly within the fashion business, where sustainability is a critical issue.

According to the theory of reasoned action (TRA), normative perceptions of collaborative usage experiences can strongly affect online clothes purchases [14]. According to the theory, having a strong sense of personal integrity and prior experience with collaborative shopping is critical for generating exciting and enjoyable perspectives on online fashion purchasing. According to the expectancy violation theory (EVT), behavior and attitude, or intentions, are elements of value expectation, which is how people think about which objects have particular features and how significant those characteristics are to them. The EVT assesses the importance of six factors in people’s attitudes toward online fashion renting (OFR): relative advantages, compatibility, psychological ownership, green self-identity, perceived risk, and experiential value.

Previously conducted studies acknowledged several drivers and impediments to fashion rental. Costing the latest fashion trends without overpaying, having frequent access to novel fashions, and reducing waste through sharing have all been identified as significant motivators [15]. Several barriers exist, including the possibility of financial loss and issues related to the sanitation and hygiene of rented items [16]. Nevertheless, most

research occurred in Europe and North America [17]. More research needs to be done on what Chinese consumers plan to do and how they act when renting.

Additionally, it has been established that culture affects consumers' purchasing behavior, motivation, and product selection [5]. Chinese culture, defined by collectivism, harmony, and long-term orientation, stands in stark contrast to the individualistic and immediate satisfaction principles prevalent in the American and European civilizations [15]. These disparities affect customers' perceptions of sustainability and resource conservation, along with their readiness to engage in 'green' shopping practices. Nonetheless, although Chinese culture generally advocates these principles, Chinese consumers are not uniform. Differing degrees of environmental knowledge, income, and geographical factors shape varied viewpoints on eco-friendly shopping, price sensitivity, and the acceptability of second-hand apparel [6,17]. This internal variability indicates that whereas overarching cultural values influence overall consumer trends, distinct behavioral patterns vary across subgroups within the Chinese market. Consumer attitudes (CA) toward online fashion and prior long-term use of OFR are strongly related to the intention to rent in terms of specific features that influence fashion renting intention [18]. However, studies have not determined how a person's perception of fashion renting influences their intention. So, this research aimed to find out how consumers' perceptions of risk, trust, and subjective consumer norms affected their plans to rent fashion products.

Recently, the academic literature has mostly ignored conversations on rental fashion products in favor of brand-new fashion goods [15]. The consumption of clothing rental services has just emerged, and it deserves attention. In this regard, Lee [5] recognized and examined the traits of customers of clothing rental services. Countless studies have examined consumers' attitudes and intentions toward online fashion product rentals, as well as their experiences with these services [1]. On the flip side, compared to other aspects of sustainable consumption like buying used clothes or adopting circular fashion practices, the academic literature has not adequately investigated the reasons why consumers participate in fashion rentals [16,19]. With more and more people looking to OFR as a new sustainable method, this gap is becoming more apparent. While there has been a lot of study on the financial and ecological benefits of clothing rental services, very little is known about the cultural, sociological, and psychological aspects that influence customers' embrace of this model [20]. Specifically, in the Chinese market, where rapid fashion and luxury consumption have historically prevailed [21], examining consumer views toward fashion rentals provides significant insights on the overarching transition toward sustainable consumption practices. As a result, this research helps in understanding Chinese consumers' attitudes and behaviors regarding OFR. The study comprises two sections: a literature review to aid conceptualization and a series of hypothesis tests. The methodology portion of the study discusses how the researchers collected data and the types of samples they used. The data analysis, findings, discussion, and study implications are then discussed. The article ends with a discussion of directions for future research, followed by a discussion of the study's limitations.

2. Literature Review, Theoretical Support, and Hypotheses Development

2.1. The Underline Theory: The Theory of Reasoned Action (TRA)

The theory of reasoned action (TRA) explains the psychological and cognitive processes influencing consumer decisions [22]. The key goal of this theory is to predict an individual's behavior and willingness to act in a certain way [23]. Numerous empirical studies show that consumers prefer to shop online with a positive attitude toward online shopping and environmentally conscious behaviors such as recycling and purchasing green products [24]. Fortes and Rita [25] investigated the impact of subjective norms and attitudes on people's behavioral intentions. OFR is a type of access-based consumption distinguished by "transactions that may be mediated by the market but does not involve the transfer of ownership" [26]. Access-based consumption distinguishes it from traditional fashion shopping. However, one's behavior indicates whether or not one is willing to rent rather

than buy fashion items online. It is essential to find out how a person feels about online fashion consumption (for example, if they think it is a good idea to rent clothes online) and what might happen if they do so.

The importance of other people's opinions in shaping a person's choice to rent clothes online is emphasized by subjective norms (SN) [27]. By encouraging sustainable consumption habits like reusing and sharing garments and cutting down on the need for frequent purchases, online fashion rental services are great for the environment. There are a lot of similarities between online buying and online fashion rental, such as the ease of searching for products and information and completing transactions. Similar to how they shop online in-store, customers in both models peruse inventory on digital platforms, sorting products by brand, size, and style [28]. Customer evaluations, detailed product descriptions, and photographs all contribute to an improved user experience by letting potential renters evaluate items before committing to a rental. Additionally, the purchasing procedure is almost identical to online shopping for bought goods [21], including adding things to a virtual basket, choosing payment options, and arranging for delivery. As a consumption model that relies on access, OFR could help the environment by increasing the use of fashion goods and possibly reducing garment waste. Billows and McNeill [28] found that SN and attitudes toward CC predicted behavioral intentions for OFR in individuals who had previously engaged in offline collaborative apparel consumption.

H1. *Consumers' attitudes toward online fashion renting have a positive association with consumers' intentions.*

H2. *Consumers' subjective norms have a positive association with consumers' intentions.*

2.2. Past Sustainable Behavior

The study of sustainable behavior encompasses "individuals, groups, and organizations, as well as all behaviors associated with the acquisition, use, and disposal of products and services" [7]. According to theories such as the "self-perception theory" [29] and "reciprocal determinism" [30], "individuals who have made environmentally conscious choices in the past can influence how they think about and behave on future purchases". Research demonstrates that previous consuming experiences might influence future intentions and actions in subtle manners [31]. Although previous activities frequently enhance future environmental intents, resulting in consistent sustainable decisions, it is acknowledged that these effects may be more intricate [32]. Guo et al. [28] observed that pertinent past behavior may reliably forecast future behavioral intentions. Nonetheless, data indicate the potential for rebound or adverse spillover effects, wherein early sustainable acts may paradoxically diminish future sustainable behavior due to a sense of accomplishment or compensatory measures. In light of this, we will examine the largely beneficial effect relevant to this study, acknowledging the complex effects of previous conduct on future intentions. On the other hand, people who had previously demonstrated lower degrees of environmental consciousness tended to have fewer favorable opinions about the environment [8]. Considering these variables, the following theories were developed for the aim of this study:

H3. *Consumers' Past Sustainable Behavior has a positive association with consumers' intentions.*

2.3. Expectancy-Value (EV) and Behavioral Beliefs (BB) Toward Online Fashion Renting (OFR)

Expectancy-value and behavioral beliefs are TRA concepts that signify insights into a behavior's concerns [22], outcome expectancies [33], or costs and benefits [2]. In reaction to these behavioral beliefs and accompanying evaluations, individuals are expected to acquire favorable or unfavorable attitudes toward a particular behavior [34]. According to Ajzen [22], individuals develop a favorable attitude toward behavior if they perceive its advantages or benefits. On the other hand, individuals who perceive a behavior to have more disadvantages than advantages are more likely to have negative attitudes toward it. Thus, the expected value theory (EVT) has been widely applied to studying online shopping behavior [35]. According to Ajzen [22], a person's expectations, beliefs, and

evaluations shape how they perceive the world. According to the EVT, “behavior is a function of value expectancy or evaluation, where the attributes of an object determine the value individuals place on those attributes” [22]. Palmgreen [36] defined value expectancy as “the perceived probability that an object has a particular attribute or that a behavior will have a particular consequence”.

In contrast, assessment is “the degree of effect, positive or negative, toward an attribute or behavioral outcome”. Marketing literature frequently discusses the importance and relevance of online shopping in light of EVT. The characteristics of an object that are most readily apparent when contemplating or viewing it are referred to as its salience [37]. According to prior research, relative advantage and compatibility are the most critical indicators of behaviors such as accessing an online channel [5]. On the other side, attribute relevance expresses personal values and establishes their significance when making judgments and choices [34]. Non-ownership and ownership transfer may reflect certain people’s beliefs when seeking access-based consumption [38]. People who care about sustainability are more likely to have positive feelings about Accs-BC, although environmental benefits sometimes conflict with convenience [23]. As a result, the ecologically sustainable factor provides more evidence for the importance of qualities in determining consumer engagement in access-based consumption. In light of the discussion, the study looks at the importance of six factors that may affect how consumers feel about OFR: relative advantage (RA), compatibility, psychological ownership (PO), perceived risk (PR), green self-identity (GSI), and experiential value (EV).

2.3.1. Relative Advantage (RA)

The concept of “relative advantage” refers to how well an innovation performs compared to previously held beliefs or practices [39]. Previous research has identified RA, compatibility, and expectation outcomes as critical components of efficient performance in behavior. These variables remained the most powerful predictors of behaviors like using online channels. According to a recent empirical study, young people rent and consume home furniture collectively for various reasons, including flexibility, cost, temporary use, and environmental concerns [40].

H4. *Relative Advantage has a positive association with Consumers’ attitudes toward online fashion renting.*

2.3.2. Compatibility

Compatibility is a term that relates to the degree to which an invention conforms to the values, experiences, and requirements of prospective adopters. This is the most critical variable for views of innovation in respect to perceived needs [41]. In contrast to traditional online fashion purchasing, OFR enables customers to purchase fashion products without physically storing them. They are responsible for returning rented items to online fashion rental companies after the rental period, typically done quickly and efficiently by these organizations. Unsurprisingly, the processes for renting fashion online are similar to those for purchasing it, providing a sense of familiarity and comfort to prospective renters.

H5. *Perceived Compatibility has a positive association with Consumers’ attitudes toward online fashion renting.*

2.3.3. Psychological Ownership (PO)

Psychological ownership is described as “the state in which an individual feels as if he or she owns the object of ownership or a piece of it”. Three routes to PO are proposed: self-investment in the object, object control, and creating an intimate relationship with the object. Individuals with a strong psychological attachment to their things frequently feel a sense of responsibility for them. In other words, an individual may demonstrate accountability for preserving, repairing, and caring for their property and possibly protecting it when required [40]. This shows that whereas owning items and services enables people to form

strong bonds with their assets, renting products may provide only functional utility. As a result, individuals with a high level of PO are more likely to place a premium on product possession than are individuals with a low level of PO. To consumers who place a high premium on product and service ownership, the activities and processes connected with OFR may appear dangerous and inconvenient. Because of this, they might think it is not as good as buying clothes the old-fashioned way [18].

H6. *Psychological Ownership has a negative association with Consumers' attitudes toward online fashion renting.*

2.3.4. Perceived Psychological Risk (PPR)

The possibility that a particular behavior will harm one's self-image is referred to as psychological risk [42]. Losing one's self-esteem and/or ego are the most common concerns people have when considering the psychological risks associated with certain behaviors. Perceived risk, which includes psychological risk, has been shown to reduce an individual's ability to experience joy and fun [43]. Furthermore, the negative impact of PPR on attitudes toward environmentally sustainable apparel consumption has been established [42]. Fashion rental enables consumers to access new fashion products without the burden of ownership, but for certain consumers, ownership is a status symbol, making renting an attractive choice [44]. Many societies think that ownership is the best way to get what you want because it shows people's high social status and gives them a sense of safety and freedom.

Regardless of this, renting has always been linked with poor social standing and financial power [45]. Certain clients may assume that renting rather than purchasing may diminish their image and undermine confidence [19]. Additionally, they may feel insecure due to not owning the products; as a result, they will be unable to enjoy the rental process and, thus, may develop a negative attitude toward renting [44].

H7. *Perceived Psychological Risk has a negative association with Consumers' attitudes toward online fashion renting.*

2.3.5. Green Self-Identity (GSI)

The term "green self-identity" (GSI) refers to a person's self-perception as a typical green consumer concerned about the environment [46]. People who proclaim themselves as "organic consumers" prefer organic food products if they have a strong GSI. GSI has been shown to impact environmental attitudes and behaviors positively. Sparks and Shepherd [47] found that GSI positively affected how people felt about electric cars and certain eco-friendly brands. The possessions of individuals act as an extension of themselves, helping to define and remind them of who they are [38]. As a result, what a person consumes significantly impacts the formation and definition of their identity. Self-identity is people's use of labels to identify themselves [48]. It is connected to their self-image and the role(s) they associate with Accs-BC forms, such as use-PSS, which are typified by dematerialization and, as a result, the consumption of fewer natural resources, enabling customers to have a pleasantly negative impact on the environment [17].

Furthermore, it was shown that environmental awareness significantly impacts the purchase of second-hand clothing [49]. People who buy second-hand clothes are more likely to be environmentally concerned and open to second-hand shopping than those who do not [49]. Catulli [50], on the other hand, found that consumers' environmental apprehensions and the adverse effects of two alternative modes of transportation (car sharing and renting nursery equipment) were revealed through in-depth interviews with consumers. While environmental concerns are not the primary motivator for PSS acceptance and adoption, it is essential to remember that GSI, or pro-environmental identity, goes beyond this. While identity construction entails the establishment of regularity and continuousness in one's attitudes and actions, the concern is context-dependent [46]. Possessions that align with an individual's self-image play a significant role in shaping their self-identity:

one behaves according to the role they identify with, and thus, a GSI benefits attitudes toward sustainable consumer behavior. For instance, consumers who self-identify as usual recyclers are more expected to recycle than those who do not [49].

Consumption of second-hand clothing can be used to reflect one's "green" identity [51]. Since fashion is a form of self-expression, consumers who identify as environmentally conscious may use fashion to communicate this identity. As a result, these people are more likely to support the use-PSS of second-hand clothing because it extends product life and helps to reduce the environmental impact of fashion consumption [49] by reducing new fashion item production [16]. Also, renting instead of buying may leave less of a mark on the environment, such as less trash in landfills.

H8. *Green Self-Identity has a positive association with Consumers' attitudes toward online fashion renting.*

2.3.6. Experience Value (EV)

The traditional link of purchasing with pleasure and happiness has been questioned by research indicating that younger affluent consumers have other motives [52]. These people value experiences more than possessions, and they find happiness in participating in meaningful activities rather than owning more stuff [23]. An increasing number of people are finding that intangible experiences are the most fulfilling, and this change reflects that. Consumers choose no-ownership models because they are exciting and enjoyable and serve a variety of different needs [53]. By creating a welcoming environment where customers can express themselves freely and connect with others who share their interests, enjoyment elevates the online fashion rental experience and helps to solidify the community's shared values and identity. According to Mishra, Jain, and Jham [53], customers who are looking for variety are more open to this kind of temporary consumption. Therefore, renting could be a good alternative for those who are afraid to buy or think trendy things are too pricey to test. Therefore, this study postulates that transitory online fashion product rentals might bring pleasure and possibly even experience value to customers in this setting.

H9. *Experience Value has a positive association with Consumers' attitudes toward online fashion renting.*

2.3.7. Perceived Environmental Benefits (PEB)

Perceived environmental benefits means that customers are aware of the good effects their purchasing habits have on the environment, such as less waste, less carbon emissions, and more resource conservation [15]. The fashion business is frequently criticized for its environmental impact, and this impression greatly influences customer attitudes and behaviors. Consumers may now experience fashion without the negative environmental effect linked with traditional purchase patterns, thanks to online fashion rental services, which have arisen as a sustainable alternative. Renting fashion items can significantly reduce the number of garments produced, thereby decreasing waste and resource consumption. Research indicates that consumers who are aware of these environmental benefits are more likely to develop positive attitudes toward fashion renting [2].

Armstrong and Lang [29] found that consumers who perceive environmental benefits in their consumption choices are more inclined to engage in sustainable practices, such as renting clothing. This is supported by the theory of planned behavior, which suggests that attitudes toward a behavior, influenced by perceived benefits, significantly affect behavioral intentions [22]. Moreover, the growing trend of eco-conscious consumerism further emphasizes the role of environmental benefits in shaping consumer attitudes. As consumers become more environmentally conscious, they actively seek out and prefer products and services that align with their values [54]. In the context of online fashion renting, the perceived environmental benefits serve as a strong motivator for consumers, leading to increased acceptance and positive attitudes toward renting as a sustainable consumption model. Based on the discussion above, this study proposed that:

H10. *Perceived Environmental Benefits have a positive association with consumer attitudes toward online fashion renting.*

2.3.8. Perceived Social Impact (PSI)

The term “social impact” describes how actions taken by individuals affect their local and global communities. Consumers are more prone to a favorable impression of a product or service when they believe it will contribute to the greater good of society [55]. Online clothing rental services may have a positive social impact in many ways, including by helping to create a more sustainable fashion industry, promoting fair labor practices, and completing the loop in the economy. Consumers increasingly recognize that renting fashion items can mitigate the negative social consequences of fast fashion, such as labor exploitation and environmental degradation [56]. This recognition fosters a sense of social responsibility, encouraging consumers to engage in more sustainable consumption behaviors [57]. Shrivastava et al. [58] found that highlighting the social advantages of fashion renting, such as supporting sustainable businesses and reducing waste, leads to higher consumer acceptance and intention to participate in such practices. Furthermore, social influence plays a crucial role in shaping consumer attitudes. According to the theory of planned behavior, subjective norms, or the perceived social pressure to perform a behavior, can significantly impact an individual’s attitude and intention [59]. When consumers observe their peers and social circles endorsing and engaging in socially impactful behaviors like fashion renting, they are more likely to adopt similar attitudes and behaviors themselves [60]. Considering the above argument, this study hypothesized that:

H11. *Perceived Social Impact has a positive association with consumer attitudes toward online fashion renting.*

2.3.9. Perceived Governance Practices (PGP)

Governance practices encompass a range of activities including transparency, accountability, ethical behavior, and regulatory compliance [61]. When consumers perceive these practices positively, their trust and confidence in the service provider are enhanced, leading to more favorable attitudes toward the service [11].

Consumers today are more informed and concerned about how companies operate, particularly in the fashion industry, which has been criticized for its lack of transparency and ethical practices [62]. When online fashion rental platforms exhibit high levels of transparency, consumers are more likely to develop positive attitudes toward them as they feel assured about the ethicality and sustainability of their choices [63]. In the context of online fashion renting, accountability can be demonstrated through policies that ensure fair labor practices, responsible sourcing of materials, and commitment to reducing carbon footprints. When consumers perceive that a company is accountable and takes responsibility for its impact, they are more likely to support and engage with its services [64]. Companies that prioritize ethical behavior in their operations are perceived more favorably by consumers who value corporate responsibility and ethical consumption [65]. For instance, if an online fashion rental service is known for fair treatment of employees and ethical sourcing of fashion items, consumers are more likely to view the service positively and feel good about their participation in such a system [66]. In line with this discussion, we proposed that:

H12. *Perceived Governance Practices have a positive association with consumer attitudes toward online fashion renting.*

Based on above discussion, the following theoretical framework (Figure 1) have been developed.

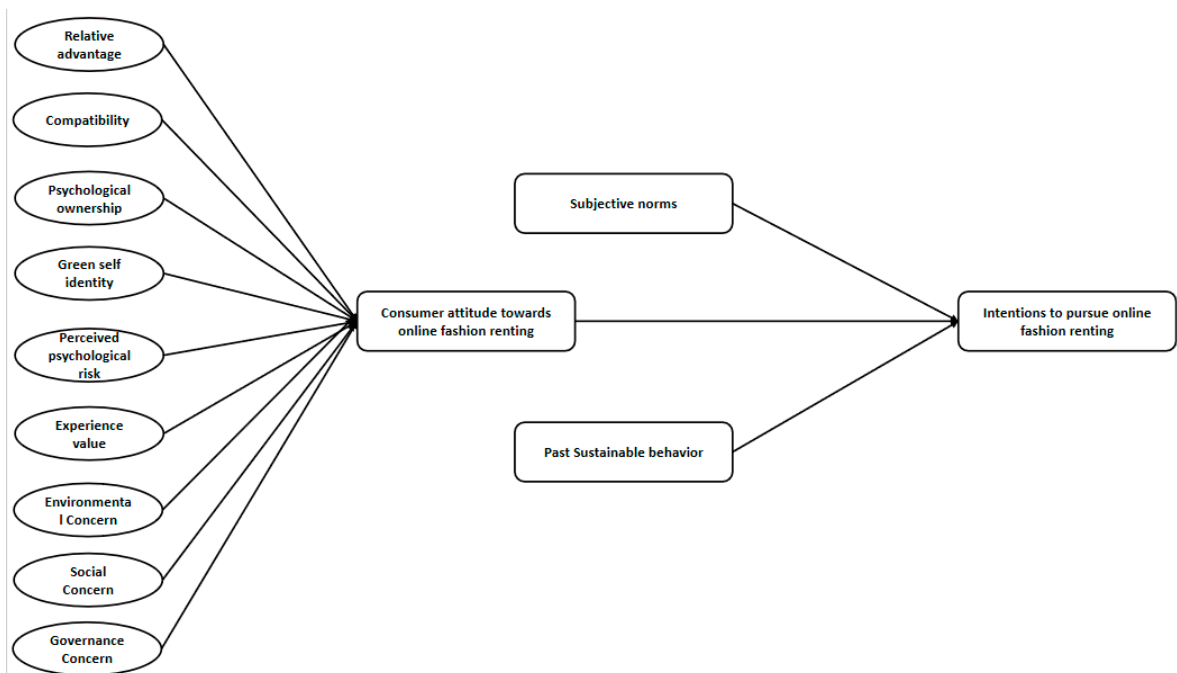


Figure 1. Theoretical framework.

3. Research Methods

3.1. Data Collection and Sample Characteristics

A convenient sampling technique was employed to collect data via a questionnaire in China. Pilot research was undertaken a year before assessing the questionnaire’s design. The pilot study comprised 50 people from relevant Chinese populations. Participants were selected according to certain criteria, including age, familiarity with online fashion rental platforms, and a general interest in sustainable fashion consumption. The criteria guaranteed that the respondents accurately represented the target consumer group pertinent to the study, which centers on fashion-savvy persons acquainted with digital platforms and predisposed to participate in online fashion rental activities. All participants understood the survey’s instructions and wording, and no measurement-related issues were reported. As a result, there was no need to modify the survey questions ahead of time. Quota sampling was employed in the primary poll to ensure that the sample was balanced by gender and age, obtaining perceptions from all genders and age groups. A quality control question was included to ensure data quality and reduce unengaged responses: “I will answer neither for this line”.

To qualify for the survey, respondents had to answer “yes” to all questions. Members of the Chinese general public over 18 were surveyed for 440 responses in the target sample framework. After removing 37 uninterested responses, the final sample size was 403. About 54% of the final sample was male, and 64% were under 45. A little more than three-quarters of those polled (73%) had some college education under their belt; 68% of those surveyed said they had previously rented clothing (see Table 1 below).

Table 1. Profile of the respondents.

Profile of Consumer	N	%
Gender		
Male	219	54.3
Female	184	45.7
Age		
18 to 25	95	23.6

Table 1. Cont.

Profile of Consumer	N	%
26 to 35	92	22.8
36 to 45	71	17.6
46 to 55	46	11.4
56 to 65	54	13.4
More than 65	45	11.2
Education		
School level or lower	109	27.0
Some college level	150	37.2
College graduate	120	29.8
Postgraduate (MS/Ph.D.)	24	6.0
Fashion rental experience		
Yes	276	68.5
No	127	31.5

3.2. Questionnaire Design

A structured questionnaire was used to better understand Chinese consumers' intentions and attitudes toward renting online fashion products. Buil [67] provided recommendations for constructing the research instrument. Three sections make up the survey. Several factors that influence consumers' attitudes toward OFR, such as perceived ownership, perceived psychological risk, and perceived green self-identity, are discussed in the first section. Part two of the questionnaire focuses on consumer attitudes and behaviors related to sustainability, while the third part collects demographic information.

This study uses four items from Karahanna [68] for relative advantage and three items for compatibility, as well as three items for PO from [34], four items for perceived psychological risk from Zheng [69], four items for green self-identity from Whitmarsh and O'Neill [70], and four items for experience value from Moeller and Wittkowski [71]. A semantic differential scale assessed consumers' attitudes toward OFR using Ajzen's [22] items. Three items adapted from Lang and Armstrong [7] were used to determine previous sustainable behavior. Three items from Mohr and Webb (2005) were used to assess consumers' intentions toward OFR, while three from Tarkiainen [72] were used to assess subjective norms. Consumer perception of ESG constructs, which is composed of four items each for environmental, social, and governance, were adopted from Fatma et al. [73], Fadun [74], and Gatti, Caruana, and Snehota [75]. The third section of the questionnaire collected demographic information from consumers regarding gender, age, education, and fashion rental experience. The questionnaire used a five-point Likert scale with "strongly disagree" and "strongly agree" as anchors for all measures other than attitude.

4. Analysis and Results

Data were analyzed using structural equation modeling in AMOS (version 24) [76]. Some benefits of using SEM set it apart from other statistical techniques. First, SEM looks at various types of error (systematic error and method error) associated with first-generation techniques (regression, factor analysis, and correlations) [48]. Second, SEM helps researchers be more specific about hypothesis testing and operationalization of constructs. It is also beneficial in examining the reliability of multiple methods of measuring, such as the reliability associated with the concept being investigated, including the exploratory and confirmatory methods, and the novelty and originality of the hypothesis [48]. Third, it is helpful in different types of research, including surveys, cross-sectional or longitudinal studies, and experimentations [48]. SEM can examine relations simultaneously and is useful in testing theories containing multiple equations and dependence relationships [77]. Considering these (and many other) benefits of SEM and this study's objectives and theoretical framework, SEM is deemed the most suitable technique for data analysis in this research.

However, before analyzing the SEM model, exploratory factor analysis (EFA) was undertaken to inspect the underlying structure of the constructs. In this regard, the con-

structs of consumers' attitudes, subjective norms, past sustainable behavior, relative advantage, compatibility, perceived ownership, perceived psychological risk, green self-identity, experience value, consumer perception of environmental, social, and governance, and consumer intentions were examined with varimax rotation using the principal axis extraction method [78]. The final rotated pattern matrix showed a 13-factor solution with no cross-loading and a total variance contributing to 84.66%. The values of commonalities range from 0.78 to 0.91.

4.1. Assessment of the Measurement Model

Using Amos (Version 26), a confirmatory factor analysis (CFA) was carried out on 49 items of the 13 constructs to determine the psychometric properties of the model. The measurement model displayed satisfactory fit indices with a chi-square (X^2) value of 1458.468; the normed chi-square value (CMIN/DF = 1.390) is less than 3, the value of the comparative fit index (CFI = 0.979) was more than 0.95, the RMSEA (root mean square error of approximation) value is 0.031, which is less than 0.06, and the SRMR (standardized root mean square residual) value is 0.030 which also less than 0.08. In line with the threshold value recommended in the literature [77], it was established that the measurement model is a good fit.

Following a two-step approach suggested by Anderson and Gerbing [79], the validity of the measurement model was assessed. In the first stage, construct reliabilities (CR) and convergent validity (CV) were determined using prior studies [78]. All the constructs hold CR values greater than 0.7, ranging from 0.909 to 0.951, suggesting reliable constructs (Table 2). Additionally, three conditions must be satisfied for convergent validity [80]. The factor loadings of all the items must be greater than 0.6 and significant at a p value less than 0.001 (factor loadings were in the range of 0.795 to 0.931), the AVE (average variance extracted) values of all the constructs must be greater than 0.5 (ranging from 0.832 and 0.744), and CR must be greater than 0.7 (ranging from 0.909 to 0.951). Therefore, a CR value greater than 0.7, factor loading greater than 0.6, and AVE values greater than 0.5 ascertain CV. Second, discriminant validity was evaluated by checking the values of MSV (maximum shared variance) less than their respective AVE. The square root of AVE must be greater than their respective inter-construct correlation [80]. As evident from Tables 2 and 3, the MSV values of all the constructs are less than their respective AVE (Table 3), and the square root of AVE is greater than inter-construct correlations with other model constructs.

Table 2. Results of the measurement model.

Constructs		CR	AVE	EFA Loading	CFA Loading *
Relative Advantage (Cronbach's alpha = 0.951; MSV = 0.434)					
1	Allow me to get the product I want faster (RA1)			0.758	0.920
2	It would increase my chances of obtaining the desired fashion item (RA2)	0.951	0.828	0.827	0.888
3	Renting fashion items online would make it easier for me to obtain the clothing I desire (RA3)			0.753	0.939
4	Renting fashion things online would enable me to get the gear I want affordably. (RA4)			0.812	0.892
Perceived Compatibility (Cronbach's alpha = 0.909; MSV = 0.473)					
5	Renting fashion things online would suit most aspects of how I shop for garments. (Comp1)			0.738	0.895
6	Renting fashion things will match my existing style. (Comp2)	0.909	0.770	0.749	0.865
7	Renting fashionable things will not match my image. (Comp3)			0.702	0.872

Table 2. Cont.

	Constructs	CR	AVE	EFA Loading	CFA Loading *
Psychological Ownership (Cronbach's alpha = 0.936; MSV = 0.042)					
8	Renting fashion items online is a waste of money because I will never own them. (Psy_Own1)	0.937	0.832	0.947	0.942
9	It's inconvenient not to own the fashion items I want. (Psy_Own2)			0.911	0.853
10	I want to own the fashion items I like and feel proud of them. (Psy_Own3)			0.946	0.940
Perceived psychological Risk (Cronbach's alpha = 0.917; MSV = 0.221)					
11	The fashion products on rent may not perform as expected. (P_Psy_Risk1)	0.920	0.742	0.871	0.856
12	While renting goods, I may experience low self-esteem or be disappointed due to the frustration of not meeting a purchasing goal. (P_Psy_Risk2)			0.845	0.853
13	Renting fashion items may harm the body. (P_Psy_Risk3)			0.863	0.858
14	If the rental fashion product does not meet my expectations, I will face pressure from my friends and family. (P_Psy_Risk4)			0.875	0.858
Green self-identity (Cronbach's alpha = 0.941; MSV = 0.473)					
15	I consider myself to be an environmentally conscious consumer. (GSI1)	0.941	0.801	0.776	0.895
16	I consider myself to be very concerned about environmental issues. (GSI2)			0.778	0.898
17	I'd be ashamed to be perceived as living an environmentally friendly lifestyle (scoring reversed) (GSI3)			0.793	0.890
18	I want my family and friends to remember me as someone concerned about environmental issues. (GSI4)			0.80	0.896
Experience value (Cronbach's alpha = 0.925; MSV = 0.492)					
19	Renting luxury fashion items supports my desire to have a diverse range of experiences in life. (Exp_Val1)	0.925	0.756	0.779	0.873
20	Getting fashion products "on rent" enhances my mood. (Exp_Val2)			0.776	0.841
21	It gives me a lot of pleasure to rent fashion brands online. (Exp_Val3)			0.796	0.901
22	Consuming fashion products "on rent" is enjoyable, in my opinion. (Exp_Val4)			0.715	0.862
Perception of Environmental Construct (Cronbach's alpha = 0.921; MSV = 0.603)					
23	Renting fashion luxury products companies actively reduces their environmental impact.	0.921	0.744	0.740	0.882
24	Renting fashion luxury products companies implement sustainable practices in their operations.			0.718	0.858
25	Renting fashion luxury products companies offer environmentally friendly products.			0.738	0.859
26	Renting fashion luxury products companies are transparent about their environmental initiatives and performance.			0.766	0.850
Perception of Social Construct (Cronbach's alpha = 0.921; MSV = 0.542)					
27	Renting fashion luxury products companies positively contribute to the communities in which they operate.	0.933	0.776	0.793	0.897
28	Renting fashion luxury products companies ensure the welfare and fair treatment of their employees.			0.740	0.883
29	Renting fashion luxury products companies adhere to ethical business practices.			0.784	0.843
30	Renting fashion luxury products companies are transparent about their social responsibility initiatives.			0.772	0.898

Table 2. Cont.

	Constructs	CR	AVE	EFA Loading	CFA Loading *
Perception of Governance Construct (Cronbach's alpha = 0.786; MSV = 0.603)					
31	Renting fashion luxury products companies have strong and effective governance structures.			0.782	0.886
32	Renting fashion luxury products companies holds their leaders accountable for their actions.	0.936	0.786	0.704	0.854
33	Renting fashion luxury products companies actively engage with their stakeholders.			0.738	0.873
34	Renting fashion luxury products companies are transparent about their governance policies and practices.			0.767	0.931
Consumer's Attitude toward OFR (Cronbach's alpha = 0.939; MSV = 0.542)					
35	Harmful → Beneficial (Att1)			0.779	0.882
36	Pleasant → Unpleasant (reverse coded) (Att2)			0.793	0.865
37	Good → Bad (reverse coded) (Att3)	0.939	0.754	0.767	0.896
38	Worthless → Valuable (Att4)			0.756	0.846
39	Enjoyable → Unenjoyable (reverse coded) (Att5)			0.743	0.853
Subjective Norm (Cronbach's alpha = 0.939; MSV = 0.40)					
40	Many people around me consider renting fashion items. (Sub_N1)			0.823	0.888
41	I feel social pressure to rent fashion items. (Sub_N2)	0.939	0.794	0.819	0.895
42	The most important people in my life believe that I should rent fashion items. (Sub_N3)			0.830	0.879
43	People I listen to may persuade me to use rented fashion items. (Sub_N4)			0.844	0.903
Past sustainable behavior (Cronbach's alpha = 0.911; MSV = 0.472)					
44	When I get tired of something, I alter it to make a new one. (PSB1)			0.749	0.934
45	I swap my clothing with other people. (PSB2)	0.916	0.784	0.675	0.795
46	I look for ideas on wearing the items I already own in new ways. (PSB3)			0.767	0.921
Intention to pursue OFR (Cronbach's alpha = 0.928; MSV = 0.492)					
47	I will likely rent fashion items online. (Int1)			0.758	0.935
48	I will likely consider renting fashion items. (Int2)	0.931	0.819	0.667	0.845
49	I am certain that I will consider renting fashion items. (Int3)			0.766	0.931

Notes. * $p < 0.01$. AVE = average variance extracted; CR = composite reliability; MSV = maximum shared variance.

Table 3. Discriminant validity.

	GSI	SB	RA	EV	PPR	Att	PO	Int	PSB	Comp	Env	Soc	Gov
GSI	0.895												
SB	0.490 ***	0.891											
RA	0.591 ***	0.588 ***	0.910										
EV	0.618 ***	0.564 ***	0.617 ***	0.870									
PPR	−0.363 ***	−0.204 ***	−0.413 ***	−0.381 ***	0.861								
Att	0.663 ***	0.551 ***	0.641 ***	0.609 ***	−0.470 ***	0.869							
PO	0.011	−0.059	−0.060	−0.066	0.176 **	−0.204 ***	0.912						
Int	0.557 ***	0.633 ***	0.652 ***	0.701 ***	−0.381 ***	0.597 ***	−0.116 *	0.905					
PSB	0.687 ***	0.498 ***	0.635 ***	0.656 ***	−0.414 ***	0.621 ***	−0.015	0.595 ***	0.886				

Table 3. Cont.

	GSI	SB	RA	EV	PPR	Att	PO	Int	PSB	Comp	Env	Soc	Gov
Comp	0.688 ***	0.570 ***	0.659 ***	0.628 ***	−0.436 ***	0.667 ***	−0.090 *	0.600 ***	0.641 ***	0.877			
Env	0.522 ***	0.441 ***	0.492 ***	0.445 ***	−0.437 ***	0.724 ***	−0.195 ***	0.447 ***	0.458 ***	0.539 ***	0.862		
Soc	0.475 ***	0.409 ***	0.539 ***	0.534 ***	−0.415 ***	0.736 ***	−0.200 ***	0.502 ***	0.500 ***	0.550 ***	0.685 ***	0.881	
Gov	0.478 ***	0.481 ***	0.552 ***	0.463 ***	−0.360 ***	0.729 ***	−0.202 ***	0.503 ***	0.484 ***	0.578 ***	0.777 ***	0.659 ***	0.886

Notes. *** $p < 0.001$ ** $p < 0.01$; * $p < 0.05$; Diagonal values in bold are square root of AVE. GSI: green self identity; SB: subjective norms; RA: relative advantage; EV: experience value; PPR: perceived psychological risk; Att: attitude; PO: perceived ownership; Int: intention; PSB: past sustainable behavior; Comp: compatibility; Env: environmental; Soc: social; Gov: governance.

4.2. Assessment of the Structural Model and Hypotheses Testing

After evaluating the model's psychometric properties and the essential assumptions, the structural model was evaluated to test the proposed hypotheses of the current study. Respondents' age, gender, education, and experience of renting fashion products were included in the model as control variables. In line with the measurement model assessment, the structural model's goodness of fit indices were also assessed. The proposed structural model confirmed a satisfactory fit with the subsequent goodness of fit indices: chi-square (X^2) value of 2083.218, normed chi-square value (CMIN/DF) of 1.931, CFI value of 0.949, RMSEA value of 0.048, and SRMR value of 0.021. Figure 2 represents the structural model of the current study. The path coefficients in the structural model should evaluate the effect of independent variables on dependent variables [81]. In this regard, the assessment of the structural model used path coefficients, t-values, p -values, and the coefficient of determination (R^2) [78] (Table 4). Diamond [82] describes R^2 values of 0.60, 0.33, and 0.19 as large, modest, and trim, respectively. In the current study, the R^2 value of 0.466 specifies that 46.6% of the variation in consumers' attitudes toward online renting of fashion products occurred because of relative advantage, compatibility, perceived ownership, perceived psychological risk, green self-identity, experience value, environmental, social and governance practices. While an R^2 value of 0.333 indicates that 33.3% of the variation in consumers' intention to rent fashion products online occurred because of consumers' attitudes, subjective norms, and past sustainable behavior, regarding individual hypotheses, the study results indicate that all the proposed relationships are statistically supported. Precisely, consumers' intentions to rent fashion products are significantly and positively associated with CA toward ORFP ($\beta = 0.222$, $p < 0.001$), consumers' subjective norms ($\beta = 0.438$, $p < 0.001$), and consumers' past sustainable behavior ($\beta = 0.302$, $p < 0.001$). Thus, the study results statistically supported H1, H2, and H3 (Table 4). Furthermore, all nine of CA's antecedents to renting online fashion products were significant. Notably, relative advantage ($\beta = 0.154$, $p < 0.001$), compatibility ($\beta = 0.093$, $p = 0.034$), green self-identity ($\beta = 0.330$, $p < 0.001$), experience value ($\beta = 0.1284$, $p = 0.003$), consumer perception of environment ($\beta = 0.216$, $p < 0.001$), consumer perception of society ($\beta = 0.374$, $p < 0.001$), and consumer perception of governance ($\beta = 0.321$, $p < 0.001$) were found to be positively and significantly affecting consumers' attitudes. However, perceived psychological risk ($\beta = -0.093$, $p = 0.035$) and perceived ownership ($\beta = -0.100$, $p = 0.020$) negatively and significantly affect consumers' attitudes. Thus, the study results statistically supported nine hypotheses related to behavioral and ESG antecedents of CA toward online renting of fashion products (i.e., H4, H5, H6, H7, H8, H9, H10, H11, and H12).

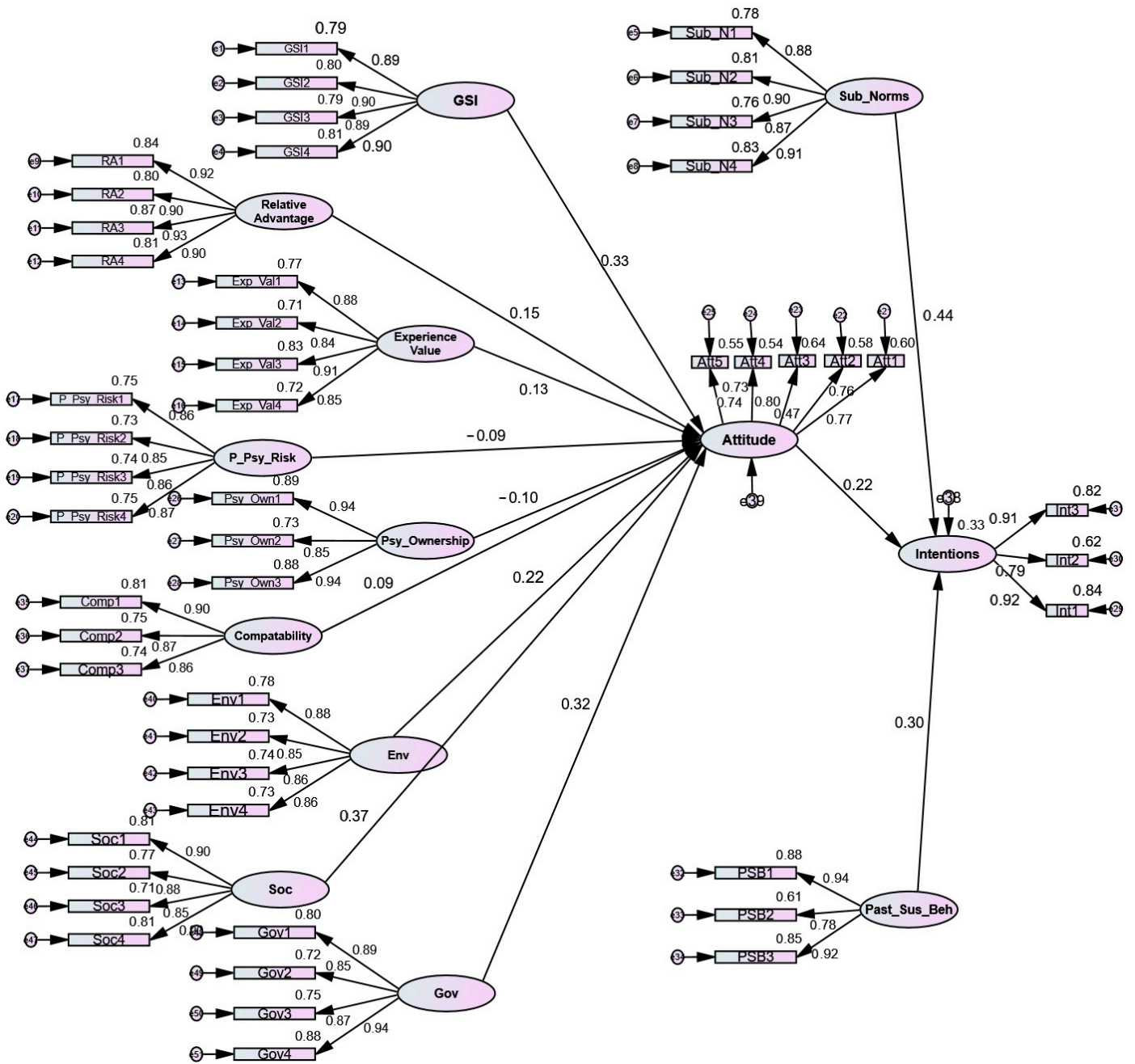


Figure 2. Structural model.

Table 4. Results of hypotheses.

Hype.	Independent Variables	Dependent Variable	Path Est.	Std. Err.	t-Value	Sig.
H1	Consumers' attitudes	Consumer Intentions to rent	0.219	0.065	40.645	***
H2	Subjective norms	Consumer Intentions to rent	0.435	0.042	90.237	***
H3	Past Sustainable behavior	Consumer Intentions to rent	0.300	0.037	60.545	***
H4	Relative advantage	Consumers' attitude	0.152	0.025	30.536	***
H5	Compatibility	Consumers' attitude	0.094	0.025	20.119	0.034
H6	Perceived ownership	Consumers' attitude	−0.135	0.023	−20.324	0.020
H7	Perceived psychological risk	Consumers' attitude	−0.094	0.026	−20.108	0.035
H8	Green self-identity	Consumers' attitude	0.326	0.031	70.204	***
H9	Experience value	Consumers' attitude	0.134	0.028	20.926	0.003
H10	Consumer perception of environment	Consumers' attitude	0.216	0.029	40.823	***
H11	Consumer perception of society	Consumers' attitude	0.374	0.029	80.031	***
H12	Consumer perception of governance	Consumers' attitude	0.321	0.027	70.033	***

Notes. *** $p < 0.001$.

5. Discussion

Given the growing trend of Accs-BC, particularly widespread in the fashion sector, it is vital to comprehend how consumers can engage in CC and use online platforms. Two broad theories, the TRA and the EVT, were employed to understand how consumers perceive OFR. According to this research, TRA and EV complement assessing CA about OFR. This study is supported by TRA [83], which describes the cognitive and psychological processes involved in consumers' decision-making. We also found that people's intentions to do certain things were affected by their attitudes, subjective norms, and long-term behavior [55,56].

According to the TRA, SN influences CA toward OFR. The findings indicate that one's attitude toward renting online fashion products relates to one's intention to rent. Consumers' environmental attitudes are the most influential factor in sustainable consumption [84]. Renting is a form of sustainable consumption and effectively reduces excess consumption. The findings emphasize the importance of consumer attitudes and perceptions of OFR in adopting sustainable behaviors. According to our findings, SN has a more significant influence on intentions to rent online fashion than attitudes or previous sustainable behaviors. Because renting fashion items is uncommon, consumers may seek information and advice from friends and family to assess their usefulness. Consumers may seek information and rely on social circle recommendations to determine its use. More than a quarter of the samples (31.5%) have yet to gain experience with fashion rental.

The findings of this study demonstrate a strong and favorable correlation between consumers' opinions of environmental advantages, social impact, and governance practices and their attitudes toward online fashion renting. These findings emphasize the increasing significance of environmental and ethical factors in consumer decision-making. The confirmation of hypothesis H10 is consistent with previous studies that suggest that environmental awareness strongly influences consumer behavior in the fashion sector, especially among younger customers who are mindful of environmental issues [85]. Hypothesis H11, which suggests a positive connection between how people perceive the impact of a product or service on society and their attitudes as consumers, aligns with the conclusions of McNeill and Moore [12]. These researchers showed that practicing social responsibility, such as fair treatment of workers and involvement in the community, improves brand loyalty and trust. Furthermore, Joyner and Payne [86] provide support for the confirmation of hypothesis H12, which establishes a connection between customer attitudes and perceived governance practices. Their study indicates that customer trust and loyalty are greatly influenced by transparency and ethical management practices. The findings suggest that online fashion rental firms may significantly improve consumer engagement and satisfaction by effectively promoting their ESG activities. As consumer awareness and demand for sustainable and ethical fashion increase, firms that emphasize these concepts should anticipate enhanced customer support and loyalty.

Furthermore, the study's results demonstrate a link between customers' prior sustainable behavior and their intentions toward OFR. Online garment rental is regarded as a crucial component of the future by individuals who have previously participated in sustainable consumption habits or advocate for sustainability. Research indicates that a favorable disposition toward eco-friendly items might result in recycled fashion [87]. Significantly, the findings of this study indicate that TRA and EVT both contribute to the formation of attitudes about online fashion rental. In line with what was already known about online shopping, this study [88] found that customers were very involved in judging the OFR based on the EVT.

Managers and retailers must create online communities to share their customers' collaborative consumption experiences to inform customers and motivate their decisions toward renting clothes online. Family and friend recommendations may influence people's perception of OFR as part of a sustainable consumption strategy [27]. According to our findings, consumers who have previously rented clothing online are more likely to be interested. Customers who have previously rented clothing online may refer or recommend potential renters. TRA in OFR influenced consumer attitudes the most, followed by experience value. This paper suggests that consumers' perceptions of psychological risk and concerns over ownership play a significant role in shaping their attitudes toward OFR. Specifically, the potential risks involved in renting, such as limited access or lack of ownership, tend to negatively influence their willingness to engage with online rental platforms. A person's social standing and self-esteem may suffer if they are preoccupied with renting clothing rather than purchasing it. As a result, a person's probability of liking renting is reduced because renting allows consumers to enjoy up-to-date fashion products more frequently without paying a high price, which is not enough for some consumers. They might think that renting everyday clothes will make it look like they cannot afford to buy them, hurting their social image [89].

6. Theoretical and Managerial Implications

Various theoretical and managerial implications are drawn from this study. Before diving into the possible benefits and drawbacks of OFR, it is important to increase the breadth of the sharing economy information that is already accessible, especially in the Accs-BC vein of study. It may be important for new entrants to China to inform customers about this business model's advantages, as it is novel there. At this point in their development, studies demonstrate that disruptive businesses have the potential to alter consumers' propensity to utilize internet access services [89]. Knowing which aspects of consumers and services impact their views on a new consumption model is, thus, of the utmost importance. The present knowledge of important determinants of intention and attitude toward the OFR model has been enhanced by this study. Indeed, this study was mostly based on models that focused on either consumers or services. Additionally, most studies concentrate on this antecedent because attitude is frequently the antecedent that has the most significant influence on behavioral intention. As demonstrated by this study, subjective norms had the most substantial explanatory power for variance in intentions toward OFR, as evidenced by the structural model results, where SN accounted for a larger proportion of explained variance compared to other predictors such as attitude and perceived behavioral control. This finding shows SN as a significant driver of collaborative consumption intentions, particularly in collectivist cultures where social influence plays a pivotal role in shaping individual behavior. As a result of demonstrating how specific characteristics and perceptions can influence intentions and attitudes, this study contributed to our understanding of the TRA components. Most importantly, the current study makes a significant theoretical contribution by including past sustainable behavior as a predictor of consumers' intentions toward OFR to achieve a long-term sustainable advantage. From an academic standpoint, the findings improve our understanding of the crucial influence that ESG factors have on determining consumer views regarding online fashion renting. These findings provide empirical evidence for the theoretical model that connects sustainability and ethical practices

with favorable consumer perceptions and behaviors. This study expands upon the research conducted [90], presenting solid evidence that consumers not only acknowledge these environmental advantages but also allow these benefits to greatly influence their fashion-related choices. Moreover, it expands upon the findings of McNeill and Moore [91–94], emphasizing the importance of social impact factors, such as equitable labor practices, in cultivating consumer attitude. Given the importance of previous sustainable experiences in shaping attitudes toward OFR, marketers should devise strategies to encourage a sustainable lifestyle among optimistic consumers. Marketers should advocate for online fashion rental to establish social and personal appreciation [95–98]. Marketers need to rethink their current plans to reduce the risk of OFR and increase consumer confidence. In light of this research, fashion rental businesses should develop marketing strategies that address and reduce the perceived psychological risk of consumers. A rental store may have guidelines for how customers should treat the items they borrow from them. A detailed description of return policies should be provided for items different than expected. As a result, consumers will be less concerned. A clear rule or responsibility for damage during transportation and use will benefit the company and the consumer [99–102].

Moreover, altering individuals' ideas of renting as a mode of ownership might enhance their inclination to rent. This is particularly applicable to Chinese fashion rental firms emphasizing the pleasurable elements of renting. Consumers who prioritize novelty and diversity in their fashion selections may experience discontent when access-based services stress recurrent usage or long-term engagement with specific goods, since this may conflict with their demand for regularly updated options.

Furthermore, the results will help firms, governments, and organizations in effectively conveying the significance of sustainability in the fashion sector to Chinese consumers. Comprehending the facilitators and obstacles of online fashion rentals facilitates the adoption of future fashion rental business models; the findings assist marketers of sharing economy products in targeting Chinese customers [103]. The emergence of a new generation of Chinese consumers engaging through social media has catalyzed the flourishing of the sharing economy. Success today necessitates a feeling of community and teamwork. Consequently, enterprises that adopt change in the future will thrive. Furthermore, the findings offer pragmatic guidance for fashion enterprises aiming to enhance their market standing and engage with customers effectively. The study's findings suggest that firms may successfully recruit and retain consumers by proactively promoting their ESG initiatives. Clear communication about sustainable practices and social responsibility efforts may enhance brand loyalty and differentiate organizations in a competitive market [104,105]. Furthermore, the research emphasizes the vital importance of governance, indicating that organizations with robust governance structures are more effectively equipped to achieve sustainable objectives. Robust governance guarantees accountability, aligns strategically with ESG initiatives, and bolsters stakeholder confidence. Companies that integrate governance concepts into their operations and decision-making processes enhance their market position and secure long-term corporate sustainability. This is especially pertinent considering the growing customer desire for ethical and ecological fashion choices [106,107]. Companies that incorporate comprehensive governance processes and adeptly communicate their ESG commitments are more likely to cultivate deeper relationships with their customers, thus bolstering their reputation and competitive advantage [108,109].

7. Limitations and Avenues for Future Research

Significant limitations exist in the current work, suggesting the need for additional research. When it comes to the original scope of our investigation, the fashion industry is the real deal. Therefore, those in positions of authority in academia and industry should exercise caution when applying these results to different sectors. Future studies might examine a broader representative sample of the population by employing a random sampling approach and increasing the size of the sample. Second, the research only included Chinese customers. Culture and outlook on sustainability may vary among

nations. To further clarify and validate the findings, it would be helpful to include samples from other nations. In order to develop targeted strategies that promote sustainable and ethical fashion consumption, it is necessary to do more research to analyze these dynamics across various demographic groups and geographical regions.

Furthermore, as our data are cross-sectional, they capture consumer intentions at a single point in time rather than over an extended period. This may limit our findings' ability to fully represent how consumer behaviors could evolve in varying contexts or under changing conditions. As a result, a longitudinal study with additional perceptual value dimensions could be conducted. It will help gather consumer information and help researchers learn more about how online fashion rental goods are used.

Author Contributions: Conceptualization, S.M.A.S., B.A. and H.E.-G.; data curation, R.K.; formal analysis, S.M.A.S., H.E.-G. and A.H.; investigation, B.A.; methodology, B.A., H.E.-G., A.H. and M.A.G.; project administration, R.K., A.H. and M.A.G.; resources, B.A.; supervision, S.M.A.S.; validation, S.M.A.S.; visualization, H.E.-G.; writing—original draft, R.K. and M.A.G.; writing—review and editing, H.E.-G., R.K., A.H. and M.A.G. All authors have read and agreed to the published version of the manuscript.

Funding: This research received no external funding.

Institutional Review Board Statement: This research study was conducted in accordance with the guidelines established by the Graduate Studies Committee of the School of Business at Qingdao University, Shangdong, China. The committee reviewed and granted approval for the study instruments and protocols, ensuring compliance with the ethical standards and guidelines pertinent to academic research.

Data Availability Statement: The original contributions presented in the study are included in the article, further inquiries can be directed to the corresponding author.

Conflicts of Interest: The authors declare no conflicts of interest.

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