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Are you Willing to Rent Clothes? Associated Consumption Values from the Consumer's Point of View

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Abstract

The need to mitigate the unsustainability of the fashion industry leads to the implementation of new business models, including fashion retail rental. This model represents a significant business opportunity (it is estimated that online rental alone will reach USD 1.99 trillion by 2029). However, very little is known about why consumers rent clothes. With the aim of supporting the fashion industry in responding to the environmental pressures it currently faces, this study proposes and validates a model that explains consumers' intentions to participate in retail clothing rental models. This is done by integrating the theory of planned behavior and the theory of consumption values, conducting a quantitative study using consumer data in Spain, where the clothing rental market is still in its early stages. Structural equation modelling results confirm that attitude is the primary antecedent of rental intention. Emotional, sustainable, and functional-economic values exert a significant positive influence on attitude. However, social value does not have a statistically significant effect. Furthermore, emotional value emerges as a direct predictor of intention, underscoring its dual role in shaping both attitudes and behavioral intentions. This study contributes to the literature by confirming that the integrated model (the application of TCV-Theory of consumption values-within circular business models) is useful for explaining consumers' intention to participate in the retail clothing rental services. From a managerial perspective, the findings suggest that clothing rental companies should prioritize strategies that enhance emotional engagement, such as curated collections, gamified experiences, and styling services to generate positive consumer attitudes. Communicating the environmental benefits of renting and offering flexible, cost-effective subscription models can further improve the adoption of these behaviors. Given the minimal influence of social value, campaigns related to sustainable consumption should be developed, as well as educational initiatives. These actions may bridge the attitude-behavior gap and accelerate the transition toward circular fashion consumption.

Keywords Clothing rental · Theory of planned behavior · Theory of consumption values · Spain

Introduction

The implementation of circular business models (CBMs) allows organizations to reduce their impact on the environment [1]. Even though there are many conceptualizations of the CBMs, these models are designed to create, deliver, and capture value while adhering to circular economy principles, such as maximizing resource efficiency and minimizing waste. However, these models have not been applied equally across all sectors. This is due, among other elements, to a lack of knowledge about the reactions that such models generate in consumers and their willingness to participate in them [2].

CBMs allow sustainability issues to be addressed holistically by including a sustainable value proposition (what value is provided to the customer, society and the environment), value creation and delivery mechanisms (how this value is captured and delivered sustainably), and value capture systems (how the organization captures money and other forms of value) [3]. The starting point is the value proposition to different stakeholders, where the sustainable proposition made to the customer is key. However, the proposition made by the organization does not necessarily have to coincide with the one desired by the customer [4]. This discrepancy makes it paramount to understand the customer's attitude towards these models prior to their implementation. However, although there is literature on the subject, empirical validation is scarce [2].

In the polluting fashion industry, circular fashion is becoming increasingly important in order to mitigate its unsustainability and to achieve SDG 12 [5]. The key strategies generally proposed to achieve CBMs are [6]: (i) reducing the use or improving resource efficiency by diminishing the number of components or materials needed to manufacture each product; (ii) reducing resource consumption by improving product quality and extending product life; and, (iii) closing the loop through recycling. In this industry, sustainability is promoted through responsible manufacturing, recycling and upcycling to reduce waste and extend the life of garments, and by encouraging consumers to engage in sustainable consumption. Compliance with the principles of circular economy is often influenced by consumer´s behavior [3]. For instance, a product´s lifespan does not only depend on its functional durability, but also on human factors, since it is the users who will determine its useful life [7].; people tend to treat the products they use but not own with little care, which may result in a greater environmental impact [8]; customers may also store their old products when they don´t want them anymore, thus preventing the closure of material loops or dispose of them in a way that leads to the loss of both their materials and value [9]. Therefore, the existing literature on CBMS in the fashion sector, which takes into account the role played by the consumer, usually focuses on the fact that "consumers, instead of buying new products, shall have access to garments that already exist, either through alternatives to achieve their individual ownership (by gifting, exchanging or second-hand) or through the use of fashion products owned by others (sharing, lending, renting or leasing). The point here is that two or more people use the same product during a different time period, regardless of whether its ownership is transferred or a monetary payment is made ([10].: p. 472). Thus, there are different CBM proposals for the textile sector [6, 11], such as [12]: i) access-based models, "paying for the benefit, not for the ownership". The consumer gains access to a product, but the company retains its ownership, so these are mainly renting, leasing, and garment sharing models, among others; ii) redistribution markets where consumers sell (or gift) their goods to other consumers, so there is a ownership transfer; and iii) collaborative lifestyles that

allow people with common interests to come together and share skills such as redesigning used clothes, so that they can be worn again or given to those in need. The two first proposals allow two or more people to use the same garment or accessory at different moments in time. The difference lies in whether or not the product´s ownership is transferred. In a traditional business that sells (or donates) used (second-hand) clothes, ownership is transferred. However, there are more disruptive business models that do not involve transferring ownership and that require significant changes in consumer behavior in order to be adopted. These models, called use-oriented Product Service Systems (PSS), aim to satisfy consumer desires by extending the useful life of the garment through its reuse by different people who relinquish ownership. Instead of buying clothes to wear them on a few occasions, it is possible to rent garments for a given period of time, thus reducing waste and the accumulation of unworn clothes [13]. The clothing rental model is a blend of innovation and sustainability. To be truly sustainable, PSSs must involve a decrease in the number of new garments sold, which affects the value chain and production systems. In addition, clothing rental often uses "sale" channels other than traditional retailers. It is a very different retail business model that implies both a change in corporate strategy [14] and in consumer behavior [15]. However, it represents a significant business opportunity as it is estimated that, by 2029, online clothing rental alone will account for $1.99 billion [16]. These data make it necessary to gain a deeper understanding of how these models work and, in particular, how consumers intend to use them. This is especially relevant in contexts where such models are a novelty.

This is the case of Spain, where the development of this retail model of clothing rental is small, and it is usually a complementary line to the sale of second-hand clothing. Companies such as Ecodicta, SKFK or Borow are betting on this retail CBM, as they are aware that the disposable model is not the future. However, clothing rental accounts for only around 5% of business turnover, as it is not yet accepted by the consumer [17]. We are therefore faced with a situation where there are companies that want to implement retail CBMs, but consumers seem unwilling to use them.

This discrepancy has aroused interest in the academic world. Even though there are studies that analyze the different factors that influence retail clothing rental (for example [18–20],, it is necessary to have a deeper understanding of the consumer attitudes that drive the desire to engage in this more sustainable clothing consumption [21, 22]. To this end, this research uses the Theory of Planned Behavior (TPB) [23] and the Consumption Value Theory (CVT) [24] as an explanatory framework. TPB is the most widely used theoretical framework to explain consumer participation in retail CBM [25]. However, CVT has been scarcely employed in the context of circular consumption, and more specifically in retail clothing rental [26]. Combining these two theories to explain a change in consumer behavior allows us to delve deeper into the formation of Attitude and its effect on intentions to participate in a clothing rental model.

In addition, most of the studies conducted have focused on American, Northern European or Oriental consumers. These studies have shown the effect of cultural factors on the acceptance of retail clothing rental, so the results obtained cannot be generalized. Since there are virtually no studies in the Spanish context, the aim is to determine the main values that affect attitudes towards renting and their effect on the intention to engage in this behavior. Based on the CVT [24], the multidimensional character of perceived value is tested. In the case of retail clothing rental, after establishing the corresponding measurement models, the effects of functional, economic, social, emotional and sustainable values on the attitude

towards renting and, from this attitude, on the intention to rent. Given the need to change current consumer behavior, it is also paramount to analyze some of the key determinants of consumer attitudes in order to develop retail strategies to influence the acceptance of this CBM [27].

Consumption Values of Clothing Rental

SBMs based on consumption per access, such as rental, are very promising. Not only do they grant individuals access to a "new" product, the latest fashions and brands they may not usually have access to, reducing the burden of ownership, but they also increase the frequency of clothing use by keeping items in circulation. This reduces negative effects on the environment such as, for example, carbon emissions from fashion production [28]. Through renting, consumers can use the products for a specific period instead of buying them [29]. But what are the positive factors that consumers perceive to be associated with this wearing behavior?

TPB has been widely used as the theoretical basis to explain a person's pro-environmental behavior [30]. Attitude is considered an important construct and determinant of behavior, defined as *"the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question"* [23]. A positive attitude towards a specific behavior indicates a greater intention to engage in it. In the case of fashion rental, a positive attitude means that the consumer perceives the use of this service as beneficial and enjoyable [31, 32], so they will show a higher intention to participate in the proposed retail rental model. This influence has been previously confirmed in contexts other than the Spanish [18–20, 27, 33] and is intended to be corroborated. The following hypotheses are thus established:

H1. The consumer's positive attitude towards clothing rental positively influences their intention to rent clothes.

In order to deepen the relationship established in Hypothesis 1, the CVT [24] is adopted as a theoretical framework. Values make it possible to predict attitudes and behaviors [34], including behavioral adoption intentions, willingness and purchase intention [35]. Despite this, values have been scarcely employed to explain retail SBMs [19, 36]. From the perspective of customer dominant logic [37, 38], consumption value refers to the utility perceived by consumers associated with the consumption of a product taking into account its cost [39]. This definition of perceived value considers it as a unidimensional construct, as a balance between what is sacrificed and what is obtained, leaving aside other elements that may also be taken into account [26].

The CVT [24] proposes a multidimensional approach to value. Perceived value is composed of functional, social, emotional, conditional and epistemic values. Each of these values contributes differently depending on the context of consumption [24]. When a consumer is faced with the decision to reuse a product, this choice must "compete" with other options, such as renting versus buying. They will make this decision based on what they consider valuable [40]. These valuable elements will be both utilitarian and hedonic in nature. In the case of clothing rental, Baek and Oh [41] propose the following consumption values as antecedents of attitude towards renting:

Functional Value refers to the perceived utility of an alternative in relation to its functional, utilitarian or physical performance capacity [24]. In the case of rental, its main functional benefits are centered on the positive perception of having access to a wide range of clothing in different styles and qualities. Among other things, this allows individuals to experience high-end products that they would not otherwise be able to afford [42]. All this gives the individual the option to follow fashions more and better. Thus,

H2. Perceived functional value positively influences attitude towards clothing rental.

Economic Value is conceived as the utility derived from the product due to the perceived reduction of its costs, both in the short and long term [43]. It is perceived as more profitable for different people to use the same fashion items. By not transferring ownership, the cost of accessing the clothing is lower and, in addition, there are no costs associated with cleaning and maintenance. Economic benefits are one of the main drivers of collaborative fashion consumption [44] and positively influence attitude [45]. Thus, fashion rental allows consumers to update their closets more frequently and at a reasonable cost [46].

H3. Perceived economic value positively influences attitude towards clothing rental.

Social Value refers to the perceived utility acquired by associating an alternative with one or more specific social groups [24]. When consumers perceive that they will gain social acceptance or a positive social image from society as a result of buying and using a product, they are more likely to have positive attitudes towards the product [47]. When consumers perceive that renting clothes is environmentally friendly and generates a positive image in society, they will place a high social value on renting. Renting clothes favors participation in collaborative consumption models, and, therefore, approval by the groups with which the consumer engages [48], as long as they value such participation.

H4. Perceived social value positively influences attitudes towards clothing rental.

Emotional Value as the extent to which the performance of a given activity is perceived as pleasant, regardless of the expected performance consequences [49]. Consumers pursue fun, entertainment, and enjoyment through consumption activities [50]. Enjoyment plays a fundamental role in consumer behavior, as it motivates them to become more involved in the shopping experience, and emotional values are inherent to enjoyment [51]. Enjoyment is perceived as an intrinsic value and is positively related to purchase intention in the context of collaborative fashion consumption [52]. Consumers enjoy the process of renting by likening it to a "treasure hunt", where they can get the most satisfaction at the lowest cost [53]. This creates a positive attitude that can lead to an increased intention to rent [54].

In the case of fashion rental, consumers are required to enjoy the idea of sharing. If the rental provides positive feelings and experiences, consumers will be more willing to accept it [55]. Thus,

H5. Perceived emotional value positively influences attitude towards clothing rental.

Sustainable Value refers to the consumer's overall assessment of the net benefits of a product, based on what they receive versus what they give in terms of their environmental desires, sustainability expectations and ecological needs. This value is embodied in its contribution to sustainability. People who have high levels of environmental value are more likely to engage in behaviors that are beneficial to the environment. Consumers are becoming more eco-conscious and more willing to adopt responsible consumption by giving products a second life [56]. In the case of fashion, the environmental benefits derive from the increased wear rate of clothing and the reduction of waste generated from both production and disposal [57]. However, it may happen that customers rent clothes even if they continue to buy them, so that the expected positive environmental effects are not generated [58]. Therefore, the sustainable value of renting will be perceived if it replaces ownership. If this occurs, the perceived sustainability of clothing rental should positively affect the attitude towards this service [59]. Thus,

H6. Perceived sustainable value positively influences the attitude towards clothing rental.

The posed model is shown in Fig. 1.

Methodology

To achieve the objectives of the study, a descriptive research with a quantitative approach was conducted. We selected the subjects using a non-probabilistic sampling.

To check the hypotheses, we first validated the measurement models of the variables in Fig. 1. Therefore, the corresponding exploratory factor analyses were performed using the
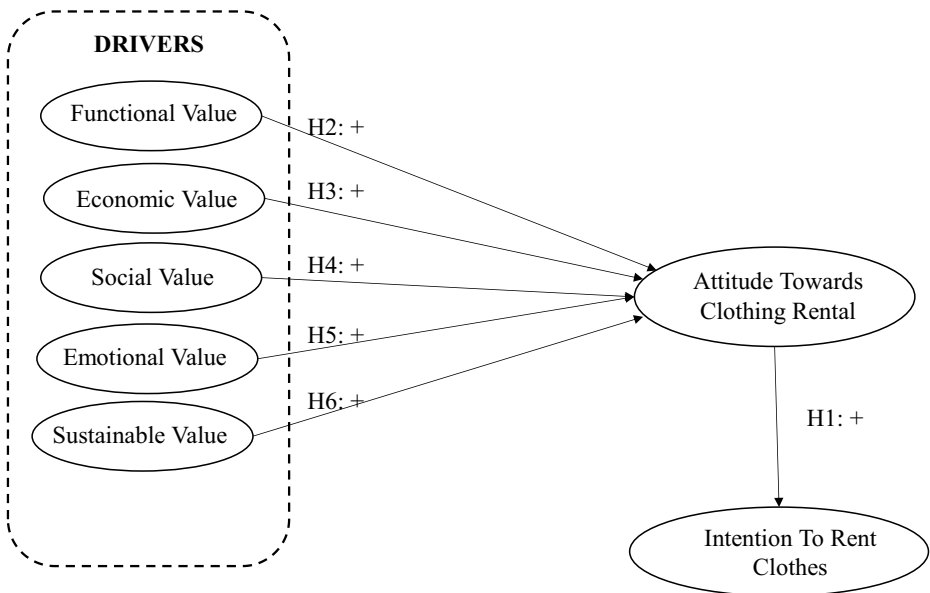

Fig. 1 Main drivers of attitude. Effect on the intention to rent clothes

IBM SPSS Statistics 26 Software. The resulting model was estimated through structural equation models using the Eq. 6.1 Software.

Even though there are no official data on the use rates of clothing rental in Spain, we do know these are low (around 5%). Thus, it was necessary to start from the premise that respondents would have little knowledge about this type of business. To avoid this problem, the questionnaire included a brief summary of how the rental service works. This has already been done in previous research [60]. This provided the respondents with information about the main types of clothing rental in Spain: clothes for special occasions and for daily wear, along with their reference prices. We also included an explanation on the use of fashion rental services. The items used are shown in Chart 1. All items were measured on a seven-point Likert scale (from 1 "*Strongly disagree*" to 7 "*Strongly agree*"). These items are general in nature, as they do not refer to a specific category of clothing for rent (daily, event, and/or luxury) or to a specific purchasing channel. The socio-demographics were measured using categorical scales.

The sample was taken from the general population of Spanish consumers aged 18 and over. A total of 273 responses (76.5% female) were collected through an online survey conducted on the Qualtrics platform. Of all participants, 32.33% were between the ages of 18 and 35, 32.71% were between 36 and 50, and 34.96% were over the age of 50. Most participants were university graduates (68.8%, 29.3% high school graduates). The monthly income distribution was as follows: 20% less than 1500€, 46.2%, 1500–3000€, 33.8% more than 3000€. Only 8.1% of respondents had experience using a fashion rental service.

Results

The existence of the proposed driver variables was verified. A principal component analysis with Varimax rotation was performed to determine the underlying structure of the items proposed as the main drivers of attitude.

The results initially obtained led to the elimination of three items (FV6, EV3, EV4), also improving the reliability analyses. The new principal component analysis with Varimax rotation was performed. The structure finally detected shows the presence of four components:

Component 1. **Functional-Economic Value**: It is made up of 7 items that explain 21.420% of the variance. The Alpha coefficient of its measurement scale takes a value of 0.846, indicating reliability. This component is identified with the values associated with the functional and economic benefits of the clothing rental business model. In general, it emphasizes the possibility offered by renting to access a larger quantity of clothing, easily and cheaply.

Component 2. **Sustainable Value**: It is made up of 4 items that explain 20.815% of the variance (Alpha value=0.953). This component groups the elements related to the environmental benefit of renting clothes (like reducing pollution, resource use and the need for landfills).

Component 3. **Emotional Value**: It is made up of 4 items that explain 17.942% of the variance (Alpha value=0.882). In this case, the items that emphasize the recreational aspect of renting are grouped together, highlighting its fun, pleasant and even opportunity/"treasure" seeking aspect.

Chart 1 Variables under study

CONSTRUCT	ITEM	AUTHORS
Attitude towards Rental	Renting clothes is…	[32, 41, 60, 61]
	… an intelligent decision (AR1)	
	… a good idea (AR2)	
	… satisfying (AR3)	
	… pleasant (AR4)	
	… desirable (AR5)	
Intention to Rent Clothes	I will probably use the clothing rental service soon (IR1)	[32, 41, 44, 55, 61]
	I would be willing to recommend the clothing rental service to my friends (IR2)	
	I'm willing to…	
	… use the clothing rental service in the upcoming year (IR3)	
	… rent everyday clothes over the next 12 months (IR4)	
	… rent clothes for an event in the upcoming year (IR5)	
	… rent luxury clothing in the upcoming year (IR6)	
	I will try to replace the purchase of clothing with the rental of clothing (IR7)	
	In the future, I will rent clothing instead of buying it (IR8)	
Functional Value (FV)	Renting allows me/would allow me to get the clothes I want faster (FV1)	[20, 41, 42, 44, 45, 61, 62]
	Renting allows me/would allow me to get the clothes I want more easily (FV2)	
	Renting allows me/would allow me to get the clothes I want more cheaply (FV3)	
	Renting gives me/would give me access to products that I could not afford to buy (FV4)	
	Renting gives me/would give me access to a large number of types of clothing (FV5)	
	Renting clothes allows me/would allow me to be more fashionable (FV6)	
Economic Value (EV)	Renting allows me/would allow me to wear more clothes for the same amount of money (EV1)	[41, 63]
	Renting clothes allows me/would allow me to feel that I have much more clothes for less money (EV2)	
	I don't want to pay more for clothes just because they are new (EV3)	
	By not having to wash and repair clothes, it is cheaper to rent than to buy (EV4)	
Social Value (SV)	Renting clothes helps me/would help me to feel socially accepted (SV1)	[41]
	Renting clothes makes me/would make me look good in front of other people (SV2)	
Emotional Value (EMV)	I think it would be fun to share clothes with other people (EMV1)	[41, 60]
	Renting clothes would be nice (EMV2)	
	Renting clothes would be fun (EMV3)	
	Renting clothes would give me a feeling similar to a treasure hunt (EMV4)	
Sustainable Value (SUSV)	Renting clothes reduces pollution (SUSV1)	[20, 41, 45]
	Renting clothes saves natural resources (SUSV2)	
	Renting clothes allows many lands to stop being used as landfills (SUSV3)	
	Renting clothes is a sustainable practice (SUSV 4)	

Component 4. **Social Value**: This component is made up of only 2 items that reflect social acceptance and the fact of being well regarded by other people for renting clothes. These items explain 10.978% of the variance, showing a high correlation between them (0.797).

To assess the adequacy of the identified structure, the corresponding confirmatory factor analysis model was estimated. Considering the values shown in Table 1, the model should be rejected based on the values of the p-value statistic. However, the values of the R- RMSEA statistic and the goodness-of-fit indexes can be considered adequate. The reliability of the majority of the observed items is also adequate, given that their R^2 values are higher than 0.5. In connection with this, the reliability coefficients of the dimension, specifically the Fornell and Larcker AVE coefficient (CF1) and the Omega coefficient (CF2), show adequate values, higher than the minimum values of 0.50 and 0.70, respectively [64], providing evidence of the reliability and convergent validity of the analyzed latent variable.

The same procedure was followed to determine the underlying dimensional structures of the variables "Attitude towards Rental" and "Intention to Rent Clothes". Table 2 shows the estimations corresponding to their respective confirmatory measurement models. The values taken by the *p-value* statistic *should* lead us to reject these models. However, the values of the R-RMSEA statistic and the goodness-of-fit indices can be considered adequate. In addition, the reliability of most of the items observed is adequate, given that their R^2 values are above 0.5. The reliability coefficients of the dimension, specifically the AVE coefficient of Fornell and Larcker (CF1) and Omega (CF2) also show adequate values, higher than the

Table 1 Measurement model of values

	Functional-Economic Value (C1)	Sustainable Value (C2)	Emotional Value (C3)	Social Value (C4)	R^2
FV1	0.720				0.531
FV2	0.724				0.524
FV3	0.641				0.411
FV4	0.625				0.390
FV5	0.670				0.449
EV1	0.613				0.375
EV2	0.651				0.424
SUSV1		0.929			0.862
SUSV2		0.943			0.890
SUSV3		0.872			0.760
SUSV4		0.917			0.841
EMV1			0.804		0.646
EMV2			0.863		0.745
EMV3			0.873		0.761
EMV4			0.703		0.494
SV1				0.847	0.718
SV2				0.941	0.885
CF1	0.442	0.838	0.662	0.741	
CF2	0.847	0.954	0.886	0.861	
g. l.	X^2 S-B	p.	AGFI	R-BBN	R-CFI
113	291.3644	0.0000	0.815	0.897	0.934

Table 2 Models of measurement *"Attitude towards clothing rental"* and "intention to rent clothes"

	Attitude towards Clothing Rental							R^2
ACR1	0.882							0.778
ACR2	0.884							0.781
ACR3	0.908							0.825
ACR4	0.873							0.762
ACR5	0.805							0.648
CF1	0.759							
CF2	0.840							
g. l.	X^2 S-B	p.	R-RMSEA	SRMR	GFI	AGFI	R-BBN	R-CFI
5	44.4159	0.0000	0.170	0.041	0.848	0.543	0.949	0.954
	Intention to Rent Clothes							R2
IRC1	0.885							0.783
IRC2	0.787							0.619
IRC3	0.910							0.829
IRC4	0.729							0.531
IRC5	0.760							0.578
IRC6	0.715							0.511
IRC7	0.842							0.709
IRC8	0.815							0.665
CF1	0.673							
CF2	0.941							
g. l.	X^2 S-B	p.	R-RMSEA	SRMR	GFI	AGFI	R-BBN	R-CFI
20	165.7542	0.0000	0.164	0.070	0.750	0.550	0.896	0.907

minimum values of 0.50 and 0.70 respectively [60], which provides evidence of the reliability and convergent validity of the latent variables analyzed.

After checking the measurement models of the variables under study, we tested the proposed relationships between the variables shown in Fig. 1. It should be taken into account that, given the results previously obtained, it was necessary to reformulate H2 and H3. Thus, Hypothesis 2a *"Perceived functional-economic value positively affects attitude towards clothing rental"* is posed.

The results obtained suggest the introduction of a new relationship not previously established between the dimensions "Emotional Value" and "Intention to Rent Clothes". This relationship establishes that the emotional value associated with the fun involved in the process of searching for clothing to rent may also act as a motivator for the intention to rent clothes. Thus, H7 is included in the model: *"Perceived emotional value positively affects the Intention to rent clothes"*, and its estimation is carried out.

The results obtained (Table 3; Fig. 2) show model fit measures with reasonably adequate values for all the indexes analyzed. These results, together with the review of the model modification indexes and the residuals matrix, allow us not to reject the model. In addition, most of the factor loads reach values above 0.7 (Fig. 2), so their reliability coefficients are acceptable. The Fornell and Larcker (CF1) and Omega (CF2) coefficients provide evidence of internal validity of the latent variables under analysis. All this reflects the reasonable robustness of the model.

Therefore, Hypotheses 5, 6, and 2a *"Attitude towards clothing rental is positively affected by Emotional, Sustainable and Functional-Economic Values"* are accepted. These

Table 3 Statistics and Goodness-of-Fit indices: final model

g. l.	X^2 S-B	p.	R-RMSEA	SRMR	GFI	AGFI	R-BBN	R-CFI
393	964.5648	0.0000	0.073	0.091	0.748	0.702	0.853	0.907
			CF1	CF2			CF1	CF2
Functional-Economic Value			0.444	0.848	Social Value		0.704	0.903
Sustainable Value			0.838	0.954	Attitude		0.759	0.940
Emotional Value			0.660	0.885	Intention		0.653	0.937
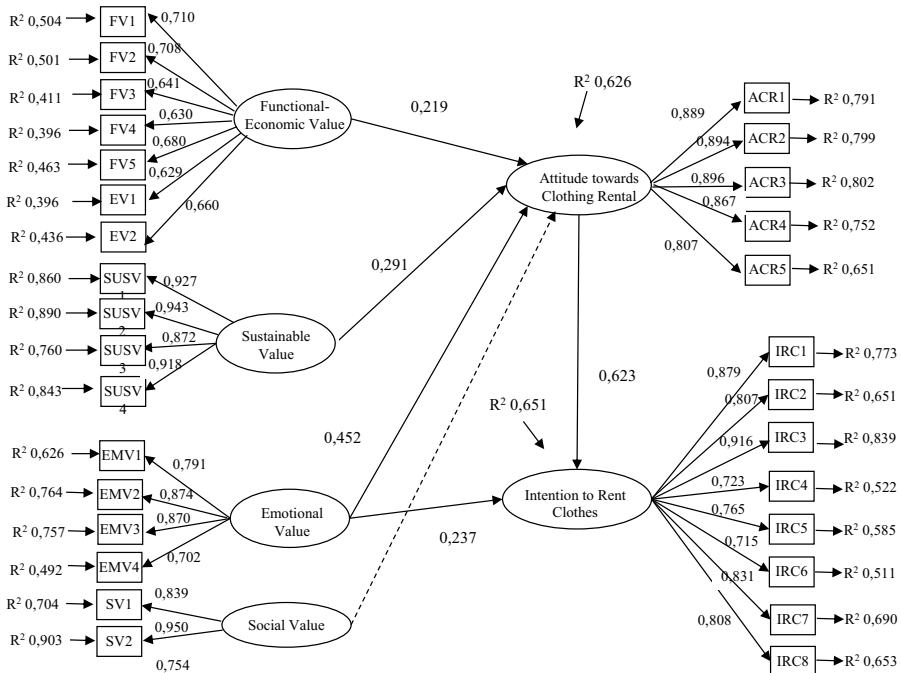
Fig. 2 Final model drivers of attitude and intention to rent clothes

values would explain 62.6% of "Attitude towards renting". It is worth noting that "Social Value" (Hypothesis 4) has no significant effect on Attitude. The "Intention to Rent Clothes" is fundamentally influenced by the "Attitude towards renting" (Hypothesis 1) and by the perceived "Emotional Value" (Hypothesis 7). These variables explain 62.3% of the "Intention to Rent Clothes."

Discussion

The results align with the TPB, demonstrating that attitudes toward clothing rental serve as a significant predictor of the intention to rent. Specifically, when individuals hold positive perceptions of renting clothes, the likelihood of engaging in rental behavior increases. These positive feelings toward renting are primarily generated by the enjoyment of accessing a wide variety of styles at a lower cost, while also contributing to environmental benefits.

The multidimensional nature of value in the context of clothing rental is corroborated. Following Baek and Oh [41], five dimensions are proposed: functional, economic, social, emotional and sustainable. However, the results indicate the presence of four dimensions when the functional and economic elements are integrated. The functional-economic value arises from the ability to access a large quantity of clothing more quickly and easily, within the same or a reduced budget, including types of garments that would otherwise be unavailable.

Our results suggest that only three value dimensions are significant to attitudes towards clothing rental: the functional-economic, emotional and sustainable values. Moreover, the perceived emotional value has a significant influence on the intention to rent clothing. However, social value has no significant influence on attitudes towards clothing rental.

Although Jain et al. [15] point out that saving money is a crucial motive for users of online rental platforms, our study shows that the economic functional value influences attitude, although to a lesser extent than the emotional and the sustainable values. However, the results highlight the importance of accessibility and cost savings as key motivators for consumers.

Emotional value has shown a strong influence on both attitude and intention to rent clothes, despite not being highly valued. Enhancing this aspect could be essential to promote clothing rental, given its positive impact on consumer decisions [65].

Sustainable value is an important driver of clothing rental. Consumers who believe that renting clothes is a sustainable practice show a higher tendency to form positive attitudes towards renting. This result is consistent with those related to the purchase of second-hand clothing, as environmentally conscious consumers tend to exhibit a more favorable attitude towards buying and wearing second-hand clothing [36, 56, 66]. The results obtained reveal that the effect of sustainable value on the intention to rent is greater than that of functional-economic value. However, as Galatti and Baruque-Ramos [67] point out, sustainability alone is not enough to change the purchasing behavior of consumers, who prioritize price. This has been confirmed in our study, where multiple variables influence the attitude towards renting, evidencing the complexity of the model.

Even though the social value explains some variance, it does not show a significant effect on attitude or intention to rent. Consumers do not perceive social pressure to engage in more sustainable behaviors. Renting clothes does not help them to feel more socially accepted or to feel better in front of others.

Our study reveals that, despite the economic, emotional and sustainable benefits that clothing rental can offer, Spanish consumers are not yet willing to adopt this consumption model on a widespread basis. Consumers still see clothing rental as a sporadic option, mainly associated with special events, rather than a solution for everyday wear. Only about 8% of the sample analyzed has previous experience with clothing retail renting. The low rates of adopting retail clothing rental services highlight the existence of the attitude-behavior gap framework [68]. Based on the results obtained we make a number of suggestions for retailers to attract consumers to rent clothes, thus reducing the clothing rental gap.

Strategies must be devised that combine fun, comfort, price and sustainability. The role of emotional value makes it necessary to have a wide variety of clothing styles, brands and unique garments that can be easily accessed to create an outfit in a fun and quick way. The consumer experience can be enhanced by offering styling services, curated collections, and social media interactions. Enjoyment is one of the main motivations for consumers to rent

fashion clothing. Thus, building an emotional value associated with clothing rental is key for clothing retailers, as it directly and positively influences attitude formation and intention to rent.

The functional-economic value should lead to the offer of subscription services. These services should offer different numbers of garments per rental period, in order to match consumers' wishes and budgets, which would increase trust and familiarity with the rental service. Surprise boxes of garments selected by the retailer could be offered, allowing access to different brands and/or designers. It is very important to communicate the price an advantage of renting as opposed to buying these garments new, adding the costs of maintenance, repair and washing.

Given the role played by sustainable value, retailers should raise awareness of the environmental benefits of renting clothes rather than buying new. This could be done by highlighting the positive effects of extending the lifespan of clothes and encouraging their reuse by different people at different points in time. It would be advisable to include sustainable brands in their offer and to clearly explain to consumers the traceability of each garment. As young people seem to be more committed to sustainable behaviors related to clothing [22], special discounts or promotions could be offered to young professionals or students to introduce them to clothing retail renting.

The lack of a strong sustainability culture and the low social pressure to adopt greener behaviors play a crucial role in the low take-up rate of retail clothing rental services.

The absence of a significant effect of social value on the attitude towards renting suggest that Spain still lacks a strong sustainability culture. Promoting collective standards of sustainable consumption appears to be a key factor in accelerating the transition to circularity in the retail fashion sector. It is necessary to promote greater awareness and social pressure for sustainability and to develop strategies that make renting a more attractive and practical option for everyday life. To this end, public policy makers should develop educational campaigns aimed at citizens in favor of consumption reduction and circular consumption models, such as renting. Responsible consumption behavior needs to be made socially acceptable. Campaigns with influencers and sustainability advocates that reduce clothing consumption and encourage reuse could increase this social pressure.

Conclusions and Future Directions

This study makes important theoretical contributions in both the area of CBMs and consumer behavior, approached from a marketing perspective. It integrates the TPB and CVT into an explanatory model of consumer behavior toward the adoption of a CBM model, namely clothing rental. This allows for a better understanding of the consumer decision-making process in relation to access-based circular business models.

A different consumption value structure from the one traditionally used is validated by integrating the functional and economic values. This integration seems to offer a better representation of consumers' actual perceptions. Furthermore, in the case of clothing rental, this economic-functional value ranks last in the consumer value hierarchy, highlighting the importance of emotional and sustainable values for participation in a usage-based access model. This result challenges the existing belief that cost savings and social acceptance

were the main motivators for individuals to participate in such a model. In the context analyzed, social value has been shown to have no influence.

The importance acquired by emotional value leads us to redefine its role in services based on access to use. This emotional value not only directly affects the formation of a positive attitude, but also influences behavioral intentions. This result has not been observed previously and represents an advance from a marketing perspective. Thus, it highlights the need to go beyond purely utilitarian or environmental messages when promoting circular offers. In addition, the understanding of experiential consumption within sustainability research is enriched by the observation that a pleasant emotional experience can, on its own, be a powerful driver of action.

Finally, in the context analyzed, the existence of an intention-behavior gap in the case of CBMs is also highlighted. A positive attitude and high intentions to use do not directly translate into high usage rates of more sustainable alternatives.

The main limitations focus on the use of a non-probabilistic sample. Also, the results are based on the Spanish cultural context, so they may not be applicable to others.

Furthermore, it should be taken into account that the environmental factors in any country are dynamic and influence consumer behavior and, therefore, the applicability of the proposed model. There has recently been a series of important events that may have affected the perception of the different consumption values associated with clothing rental, especially in the European Union. Thus, in addition to the already evident change in some consumption patterns following COVID-19, there are other events such as the war in Ukraine, rising inflation in some countries such as Romania, Belgium, and Hungary, and the effect of the tariff proposals of the recent Trump administration. The values that could be most affected are the functional and economic. Functional value could be negatively affected by the reduced availability of garments for rental due to disrupted supply chains, while economic value would be affected if the difference between the cost of purchase and rental were to decrease due to inflation. Theoretically, renting represents a more affordable alternative, but in times of economic crisis, consumers tend to prioritize savings by reducing spending on non-essential consumption, which could decrease their willingness to rent. For its part, the effect of the recent events mentioned at the beginning of the paragraph on sustainable value clearly depends on the context. Thus, although COVID-19 and the energy crisis have increased environmental awareness, there are no clear government policies that highlight the sustainability of renting. Finally, emotional value could be the least affected, as the fun associated with shopping for clothes stills exists, albeit only as a recreational activity.

As a proposal, future research could further explore the following aspects:

- Consumer Segmentation: Investigate how different consumer segments, based on demographic and psychographic variables, respond to the clothing rental model.
- Implementation Strategies: Analyze the most effective implementation strategies to promote clothing rental, including partnerships with fashion brands and the use of digital platforms.
- Real Impact of Sustainability: Evaluate the real impact of clothing rental on environmental sustainability, considering the rate at which new clothing is replaced with used clothing and comparing it with other sustainable consumption models.
- Check the CVT in other models based on product usage access, such as clothing libraries.

- Apply the combined TPV-CVT model to other CBMs such as the sale of second-hand clothing.

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Data Availability The data are available to interested parties by contacting the following email account: mmarzo@unizar.es.

Declarations

Ethics Approval Not applicable.

Consent to Participate The authors agreed to participate in the article entitled "Are you willing to rent clothes? Associated consumption values from the consumer's point of view" that will be submitted for publication in *Circular Economy and Sustainability*.

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