

Collaborative Fashion Consumption: A Systematic Literature Review

Sabakun Naher Shetu^{1*}, Md. Kashedul Wahab Tuhin¹ and Md Ariful Hoque¹

¹Department of Marketing, Faculty of Business Studies, Jahangirnagar University Savar, Dhaka-1342, Bangladesh

Received 09th October 2024, Revised 30th March 2025, Accepted 09th May 2025

ABSTRACT

This study investigates how Collaborative Fashion Consumption (CFC) aligns with the United Nations' Sustainable Development Goals (SDGs) 12, which focuses on responsible consumption and production driven by the significance of sustainability. This study examines the current literature on CFC, emphasising the drivers, barriers, and future directions from both business and consumer perspectives. A thorough, comprehensive literature review was performed. Two hundred sixty-eight journal articles published between 2010 and 2023 were examined from Google Scholar, Scopus, and Web of Science for pertinent studies on CFC services, encompassing diverse global regions. Forty-six articles from journals about CFC services were examined for this conceptual study, with those aligned with the relevant keywords undergoing qualitative content analysis. The findings enhance comprehension of the factors that facilitate or hinder CFC from becoming a popular consumption method. The study analyses CFC's sustainability dimensions, addressing its environmental benefits and detrimental effects. The findings of this study can assist firms, governments, and institutions in formulating more effective strategies for advancing sustainability in the fashion sector. Comprehending the drivers and barriers of CFC and its potential sustainability advantages can expedite the adoption of future CFC business models. CFC is a novel notion in academic research, especially in a developing country like Bangladesh, that navigates the new consumption dimension in the fashion sector.

Keywords: Barriers, Collaborative Fashion Consumption (CFC), Drivers, Intentions, Sustainability

1. INTRODUCTION

Under the framework of the Sustainable Development Goals (SDGs), the objectives pertaining to 'Responsible Consumption and Production', 'Clean Water and Sanitation', and 'Climate Action' achieve significant levels of focus and scrutiny (Cai & Choi, 2020). Over the course of the last twenty years, there has been an almost twofold increase in both worldwide textile production and consumption (Shirvanimoghaddam et al., 2020). Furthermore, it is projected that the worldwide fashion industry will increase from \$1.5 trillion in 2020 to around \$2.25 trillion by 2025 (Ikram, 2022). Consequently, the fashion sector is widely seen as a significant contributor to pollution due to the continuously increasing demand for Collaborative Fashion Consumption (CFC) (Woodside & Fine, 2019).

Collaborative consumption refers to a transactional exchange that occurs between two people, as defined by Belk (2014). As shoppers become increasingly conscious of the environmental and ethical difficulties in the fashion industry, transitioning to new collaborative business models may emerge as an attractive alternative (Abutaleb et al., 2023; Becker-Leifhold & Iran, 2018).

*Corresponding Author: sabakunshetu@juniv.edu

Over the past years, numerous researches have been performed to explore various aspects of CFC and its impact on environment, sustainability, ethical consumption behaviour of consumers particularly in relation to the potential role of technological evolution in mitigating repercussions of the extravagance and promoting its intention to adopt.

This systematic literature analysis intends to analyse the current status of CFC by critically examining and integrating the existing scholarly work. The goal is to suggest future study directions and address the fragmented nature of the literature in this field (Henninger et al., 2021). This research endeavour will enable the scholars to investigate the methodology, settings, and theoretical frameworks employed in the studies pertaining to collaborative consumption service research conducted during the past years 2010-2023. The findings hold significance for both the academic community and the fashion industry, as the report presents empirical evidence that aligns with existing academic research while also emphasising the necessity for additional investigations into sustainable methods within the fashion sector. In this study, we contribute to the existing body of knowledge on CFC by addressing the following research inquiries. The study addresses the following research questions:

RQ1: How is CFC defined in the literature?

RQ2: What research gaps have emerged in the methodological overview field of CFC in recent years?

RQ3: In early research, what have been the drivers, barriers, and intentions for engaging in CFC?

The subsequent sections of the paper are organised as follows. The next section elucidates the literature review, fundamental concept of CFC and its associated notions. Subsequently, the methodology part is offered, and ultimately, the study's findings are presented and debated. Further, the paper discusses the study's limitations and future research opportunities based on the findings and conclusions.

2. LITERATURE REVIEW

The introduction highlights that collaborative consumption, defined as the act of sharing underutilised resources, has been a longstanding practice since ancient times (Belk, 2014). Specifically, the sharing of clothing among family members and close social circles (known as sharing-in) was prevalent before the industrial revolution. Although collaborative consumption is a well-recognised concept, there is still a lack of agreement on the exact meaning and extent of its coverage (Belk, 2014; Botsman & Rogers, 2010; Ertz et al., 2022; Henninger et al., 2019). Scholars have also debated the origins and emergence of collaborative consumption (Botsman & Rogers, 2010; Philip et al., 2019), as well as the various categorisations that can be applied to it (Ertz et al., 2016; Henninger et al., 2019; Philip et al., 2019). The concept of collaborative consumption, originally introduced by Felson and Spaeth (1978), is seen as a business model that necessitates the active involvement of both suppliers and obtainers in a novel self-service framework of independent co-creation (Ertz et al., 2016; Henninger et al., 2019). Collaborative consumption encompasses various forms of collaboration, including pure collaboration among peers, trading collaboration between businesses and end-consumers, and sourcing collaboration facilitated by a third party. Furthermore, there is ongoing discussion regarding the types of ownership that are encompassed within the concept of collaborative consumption (Armstrong et al., 2016; Petersen & Riisberg, 2017). This multifaceted nature of collaborative consumption contributes to the intricacy of its definition (Battle et al., 2018; Ertz et al., 2016; Mukendi & Henninger, 2020).

Technology appears to play a significant role in collaborative consumption's definition in the twenty-first century. The advancement of information and communication technology has further facilitated the exchange of products and services. These procedures have been expanded

to a degree that was previously inconceivable (Belk, 2014; Botsman & Rogers, 2010). This is because the expansion of the internet, which is accessible through smartphones, as well as globalisation in general, have opened up new ways for 'obtainers' to access idle capacities, whether through renting, trading, buying used goods, or donating (Botsman & Rogers, 2010; Hamari et al., 2016; Möhlmann et al., 2015; Mukendi & Henninger, 2020; Ranjbari et al., 2018). It is imperative to emphasise that the initial phases of collaborative consumption took place within the automobile and tourism sectors, with Iran and Schrader (2017); Netter and Pedersen (2019) being the ones to coin the term CFC.

This article adheres to the definition of Iran and Schrader (2017) regarding the concept of CFC, which refers to a consumption pattern wherein consumers opt for accessing pre-existing garments rather than purchasing new fashion products. This can be achieved through various means such as gifting, swapping, or acquiring second-hand items, as well as through utilising fashion products owned by others through sharing, lending, renting, or leasing arrangements. Davlembayeva et al. (2020) present a comprehensive analysis of the sharing economy and its activities, illustrating a socio-economic continuum. This study effectively reconciles several perspectives by examining the contrasting viewpoints of social and economic consumption. While this analysis offers a fundamental framework for comprehending the various practices associated with collaborative consumption, it fails to capture the intricate nature of the fashion setting, including aspects such as ownership and monetary exchange.

Various business models have been identified that could potentially make significant contributions to policy development (Abutaleb et al., 2023; Abutaleb et al., 2021; Amasawa et al., 2023; Battle et al., 2018). The fashion sector continues to be recognised as one of the most environmentally harmful businesses, with the promotion of longer product lifecycles and proper disposal of trash from end-consumers being significant difficulties (Amasawa et al., 2020; Anwar, 2022; Armstrong & Park, 2020; Bączyk et al., 2023). While several scholars' express optimism and argue that CFC holds promise in promoting sustainable fashion consumption (Becker-Leifhold & Iran, 2018; Berg et al., 2020; Chi et al., 2023), alternative viewpoints emphasise the potential rebound effects associated with CFC (Bączyk et al., 2023). The absence of agreement among scholars and researchers underscores the necessity to thoroughly analyse the current body of literature in order to identify connections between sustainability and alternative fashion consumption. The establishment of a clear definition for CFC has the potential to facilitate the incorporation of these practices into policy development, hence promoting dedication and adoption. In summary, technological advancements have expedited the CFC process, encompassing access-based consumption, lending, swapping, reselling, and renting to peers, in addition to trading cooperation between companies and end consumers.

3. METHODS

The process of doing a Systematic Literature Review (SLR) and analysis, as discussed by Koberg and Longoni (2019), involves a comprehensive examination and assessment of existing research that pertains to a certain subject or phenomenon of interest. This method, as described by Thorisdottir and Johannsdottir (2019), is a secondary study approach that aims to locate, evaluate, and interpret important scholarly works. The essential components of the process encompass many stages such as planning, executing the review, analysing the gathered information, and reporting the findings (Denyer & Tranfield, 2006; Karaosman et al., 2017). According to Yang et al. (2017), researchers benefit by highlighting a transparent and replicable methodology for the selection, analysis, and reporting of previously done research pertaining to a certain topic. Consistent with previous studies, this article provides a critical assessment of the existing body of research on collaborative consumption within the fashion industry (Athwal et al., 2019; Becker-Leifhold, 2018). Specifically, the focus is on CFC, as defined by Iran and Schrader (2017) and Iran et al. (2019). The aim of this evaluation is to identify the specific areas, methodologies, and subject matter that have been explored in relation to CFC. In this SLR process,

the following steps have been employed. Initially, the research questions were delineated. The primary objective of this study was to present a comprehensive analysis of the present understanding and the available collection of research on CFC.

3.1 Data Collection and Selection

Furthermore, search databases were chosen. The chosen timeline for this study spans from 2010 to 2023. This time period was deemed appropriate due to the substantial volume of scholarly work that has been published on the issue throughout this period. Academic journal papers offer comprehensive and diverse information across various subjects, thereby supporting the attainment of research objectives. The process of peer-review guarantees a certain standard of quality. The initial sample of 268 articles was obtained by extracting published articles from reputable academic databases such as Google Scholar, Scopus, and Web of Science.

In the third step, we employed five combinations of the initial search keywords with collaborative terms: (1) Collaborative Economy AND Sustainability OR Sharing Economy OR Circular Economy OR Collaborative Consumption; and (2) Collaborative Fashion Consumption AND Environment OR Sharing Economy OR Circular Economy OR Collaborative Consumption. The resultant investigations are presented in Table 1. The findings indicate that the correlation between 'sustainability' or 'environment' and the keywords Collaborative Consumption (CC), Sharing Economy (SE), Circular Economy (CE), and CFC is notably prevalent.

Table 1 Initial Search Result across Databases for the Keywords Under Study

Keywords	Web of Science	Scopus
Collaborative Consumption AND ("Sustainability" OR "Sharing Economy" OR "Circular Economy" OR "Collaborative Economy")	65	70
Collaborative Fashion Consumption AND ("Environment" OR "Sharing Economy" OR "Circular Economy" OR "Collaborative Consumption")	72	60

3.2 Data Measures

The practical screening criteria were implemented during the fourth step. The process of material selection yielded a total of 268 publications, which were subsequently compiled and organised into a comprehensive database. Out of the total, a sum of 60 articles were identified as duplications and promptly eliminated. While the concept of collaborative consumption has been largely studied in the tourism and automobile sectors, there has been a noticeable development of this concept within the fashion setting in 2004, which has since experienced a steady increase (Henninger et al., 2021). The initial investigation also allowed authors to categorise the publications as conceptual contributions or empirical ones; the latter can be further divided into quantitative and qualitative approaches. A thorough examination was conducted on the remaining 208 publications in accordance with the established research criteria, leading to the identification of 46 papers that were deemed suitable for inclusion in this study. Figure 1 shows the procedures used in the article review by Mohamed Shaffril et al. (2021).

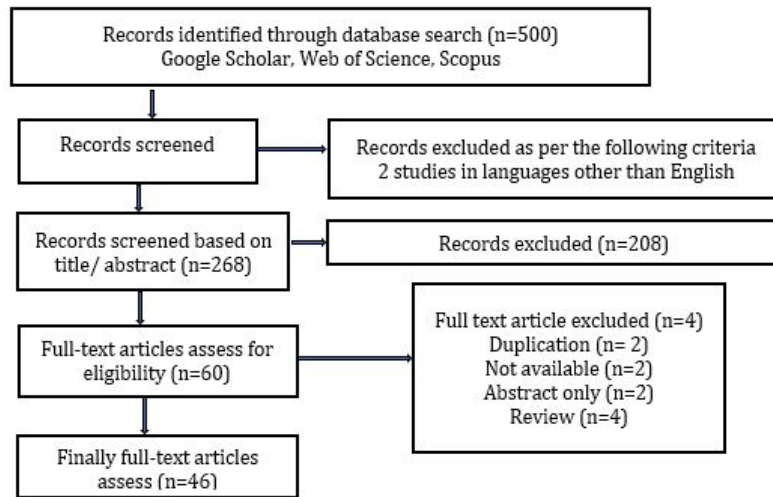


Figure 1. Flow Chart of the Reviewing Process

Besides, in Table 2, the study's inclusion and exclusion criteria encompassed the selection of solely peer-reviewed academic journal publications written exclusively in English. These criteria were chosen based on the belief that such sources are the most valuable and reliable (Saunders et al., 2015). While the removal of non-English articles may be perceived as a constraint, perhaps introducing a geographical bias, it aligns with prior scholarly investigations (Athwal et al., 2019; Becker-Leifhold, 2018). Therefore, this study eliminated publications written in languages other than the target language, as well as book reviews and conference proceedings. In addition, scholarly articles that examined the concept of collaborative consumption but did not pertain to the fashion business were excluded from our literature review, as the primary focus of this study is on the fashion sector. Finally, the selected list comprised both conceptual and empirical investigations.

Table 2 Summary of Sub-categories of Inclusion and Exclusion Criteria Descriptions

Inclusion	Exclusion
I1 Peer-reviewed articles are studied in English language	E1 Studies in which mixed collaborative consumption focused
I2 Articles published in English language considered	E2 Studies in which CFC differences are not explicitly focused but only refer to
I3 Articles focused on empirical studies of CFC have considered	E3 Studies in which inclusion criteria are not met
I4 Articles published between 2010 and 2023 considered	E4 Removal of conference proceedings, book chapters, books, editorials, discussions, and irrelevant presentations in slide format

The reviewed sample of 46 publications consisted primarily of conceptual works, with the majority of empirical research originating from North American countries such as the United States and Canada (19 publications). In addition, within these publications a total of eight papers have been dedicated to the examination of cross-cultural studies, while three publications have employed mixed methodologies in their research. A global geographic overview of the locations examined for CFC is presented in Figure 2.

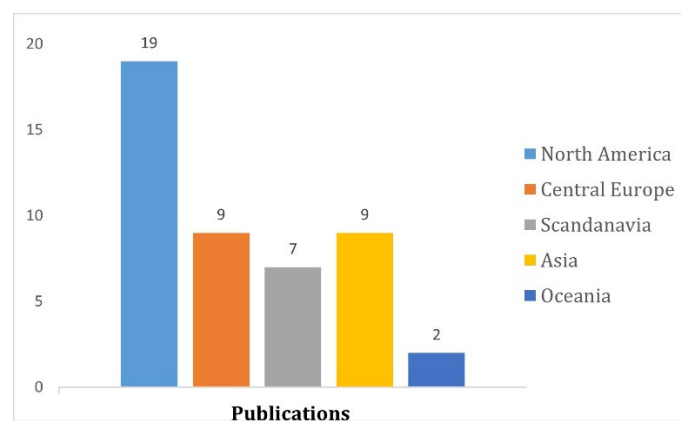


Figure 2. Geographic Overview of the Regions Investigated

4. RESULTS AND DISCUSSIONS

4.1 Data Synthesis

Table 3 presents a concise overview of the articles that have been evaluated. Table 3 includes information on the publication year, country setting, theoretical framework, and methodology of the studies from peer-reviewed journals. The authors attempted to methodically assess the country context of each publication. Conversely, the country's viewpoint employs distinct marketing techniques to entice consumers to engage in CFC.

Table 3 Summary of the Reviewed Articles

Year	Country Context	Theoretical Framework	Methodology (Sampling size, Sampling technique)	References
2012	France	Quantitative	n=103 female respondents; convenience sampling	Cervellon et al. (2012)
2014	USA, China	Quantitative [TRA]	USA, n=195; China, n= 262; survey	Xu et al. (2014)
2015	Sweden	Qualitative	Multi-case study	Pedersen and Netter (2015)
2015	New Zealand	Qualitative [Interpretive perspective]	n=28; open ended survey questionnaire, in-depth interviews	McNeill and Moore (2015)
2015	Finland	Mixed methods [Product service system]	n=52; focus groups	Armstrong et al. (2015)
2016	USA	Quantitative [TBL]	n=732; online survey questionnaire	Park and Kim (2016a)
2016	USA	Quantitative [TRA]	n=405; convenience sampling; survey	Johnson et al. (2016)
2016	USA, Finland	Mixed methods	n=101; 17 focus groups USA=9; Finland= 8 focus groups	Armstrong et al. (2016)
2016	Austria, Germany	Quantitative	n=355; online survey questionnaire	Hartl et al. (2016)
2016	USA	Quantitative	n=498; online survey	Bucher et al. (2016)
2016	USA	Quantitative	n=536; online survey	Park and Kim (2016)
2017	Germany	Qualitative	Review paper	Iran and Schrader (2017)
2017	Germany	Quantitative	n=350; panel study	Roos and Hahn (2017)
2017	Europe, USA	Qualitative	Purposive sampling	Perlacia et al. (2017)
2018	Finland	Quantitative [Extended Theory of Planned Behaviour]	n=976; mailed survey	Lindblom and Lindblom (2018)
2018	Germany	Quantitative [TBP; Value-based theory]	n=1009; online survey questionnaire	Becker-Leifhold (2018)

Year	Country Context	Theoretical Framework	Methodology (Sampling size, Sampling technique)	References
2018	USA	Quantitative [ABC]	n=452; purposive sampling; survey	Lang (2018)
2018	USA	Quantitative [TPB and Personality Traits]	n=435; purposive sampling	Lang and Armstrong (2018)
2018	Pakistan	Quantitative	n=350; mall intercept survey	Razzaq et al. (2018)
2019	USA	Mixed Methods	n=106; online survey n=36; phone interviews	Park and Armstrong (2019)
2019	Germany	Quantitative [NAT]	n=4591; online survey	Joanes (2019)
2019	USA	Quantitative	Study 1, n=14; study 2, n=11; study 3, n=223; study 4, n=425; and study 5, n=479; online survey	Padmavathy et al. (2019)
2019	UK, Finland, Germany	Qualitative [Interpretive Approach]	Interviews	Henninger et al. (2019)
2019	USA, China	Quantitative	USA, n=412; China, n=301; online survey questionnaire	Lang et al. (2019)
2019	Germany, Iran	Quantitative [TPB, Hofstede's National Culture]	Germany, n=322; Iran, n=297	Iran et al. (2019)
2019	USA	Quantitative	n=600; online survey	Zaman et al. (2019)
2020	South-Korea	Quantitative	n=180; web survey	Won and Kim (2020)
2020	USA	Quantitative [TRA; Expectancy-Value Approach]	Online survey questionnaire	Lee and Chow (2020)
2020	India	Quantitative [SDT]	n=232; mail intercept	Jain and Mishra (2020)
2020	USA	Qualitative [Interpretive Approach]	n=5,000; phone interviews	Armstrong and Park (2020)
2020	USA	Quantitative	n=303; online questionnaire survey	Park et al. (2020)
2020	USA	Qualitative [VBN]	n=350; online survey questionnaire	Stringer et al. (2020)
2020	USA	Quantitative	Female respondents; online questionnaire survey	Miotto and Youn (2020)
2021	USA	Qualitative	n=270; online survey questionnaire	Baek and Oh (2021)
2021	Europe, Asian and North America	Quantitative	n=669	Brandão and Costa (2021)
2021	New Zealand	Qualitative	n=10; in-depth interviews	Gyde and McNeil (2021)
2021	India	Quantitative	n=568; survey questionnaire	Shrivastava et al. (2021)
2021	USA	Quantitative	n=181; online survey	Kim and Jin (2021)
2021	South- Korea	Quantitative	n=205; purposive sampling, online survey	Lee et al. (2021)
2021	UK	Quantitative [ABC]	n=128; online survey questionnaire	Zhang et al. (2021)
2022	USA	Quantitative	n=359; online survey questionnaire	Ruan et al., (2022)
2022	Poland	Quantitative	n=412; non-random sampling; online survey questionnaire	Michalak et al. (2022)
2023	Norway	Mixed Methods	1 st study, n=304; 2 nd study, n=1001 focus groups, n= 20; in depth interviews	Guillen-Royo (2023)
2023	China	Quantitative	n=292; convenience sampling, snowball approach	Zhang et al. (2023)
2023	USA	Quantitative; TPB	n=338; online survey questionnaire	Chi et al. (2023)
2023	Brazil	Quantitative	n=230; online survey questionnaire	Campos et al. (2023)

Note: USA=United States of America; TPB=Theory of Planned Behaviour

Figure 3 depicts the chronological distribution of publications. There has been a consistent rise in the quantity of publications over the years, particularly after 2012; hence, only articles published during 2023 were included in the analysis.

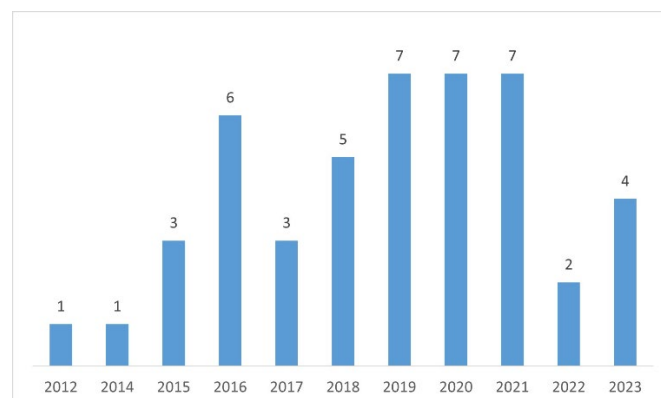


Figure 3. Distribution of the Articles Over Time

4.2 Data Demonstrations

Ruan et al. (2022) provides a comprehensive understanding of consumer motives for participating in luxury and collaborative consumption through Luxury Fashion Renting (LFR). Furthermore, the study proposes several reasons for opting for alternatives to luxury consumption, such as engaging in second-hand consumption and purchasing premium counterfeits. The findings confirm the original factor structure of this study, comprising seven motivating factors of economic incentives, societal expectations, intelligent consumer behaviour, protection of self-image, pleasurable advantages, individuality, and environmental consciousness. This exemplifies the intricate and multifaceted character of customer motives for engaging in LFR. The motives of consumers to participate in LFR are strongly linked to their reasons for participating in both collaborative consumption and luxury spending. Michalak et al. (2022) revealed that online platforms for CFC were examined. The study's conclusions showed that the most important types of motivation were found to be utilitarian and economic ones. The social motives were shown to be the least significant determinant. Ecological motives were deemed a significant influence. In Shrivastava et al. (2021) study, the authors examine how micro-celebrities impact the marketing of online fashion apparel rental and establishes the connection between social media platforms and circular fashion. Implementing circular fashion efforts is crucial in attaining fashion sustainability objectives by minimising waste. The criteria that strongly positively influenced customers' intentions to utilise online fashion rental services were affordable cost, style conformity, and product diversity (Lee et al., 2021).

Baek and Oh (2021) study demonstrate that functional, economic, and emotional values exert a significant influence on attitudes, which subsequently affect the probability of selecting a specific course of action. Jain and Mishra (2020) findings suggest that social projection is the most influential factor in determining the likelihood of buying premium fashion products in the sharing economy. The study revealed that there was no substantial relationship between fashion participation and the intention to consume. Additionally, this relationship was determined to be negative. Financial advantages did not significantly correlate to shared luxury fashion purchases (Jain & Mishra, 2020). Besides, Won and Kim (2020) shows that consumers' hedonic and ecological motives have a positive correlation with good consumer views, even in the absence of utilitarian drive. Park et al. (2020) the experience of treasure seeking was identified as the primary determinant of high Treasure Seeking and Sensation-Seeking Behaviour (TSSB). Furthermore, it exhibited the highest level of predictive power and accuracy. Consumers' ethical concern for animal welfare, environmental issues, and worker welfare in the fashion industry is positively influenced by self-transcendence beliefs and openness to changing values (Stringer et al., 2020).

Zaman et al. (2019) consignment store consumers had higher levels of nostalgia proneness and fashion consciousness in comparison to thrift store shoppers. Online buyers exhibited greater levels of nostalgia proneness and fashion consciousness compared to thrift store customers. In contrast, thrift store consumers had the greatest degree of dematerialism. In a study, Razzaq et al. (2018) found that there is a negative relationship between hedonistic shopping ideals and sustainable fashion consumption. Moreover, this study established a favourable correlation between utilitarian purchasing values and sustainable fashion consumption. On the other hand, Becker-Leifhold (2018) egoistic values, such as the desire for status consumption, interpersonal influence, and fashion engagement, have been discovered to influence the intention to collaboratively consume (rent) garments. On the contrary, it has been observed that biospheric value and altruistic value orientations do not have any influence in this context.

Table 4 Drivers of CFC

Constructs	Predictors	References
Hedonic Motivations	Treasure hunting, originality, social contact and nostalgia Availability of rare items, excitement, fun, satisfaction, treasure hunting, nostalgia, and social interaction	Guiot and Roux (2010); Becker-Leifhold and Iran (2018); Won and Kim (2020); Park et al. (2020)
Economic Motivations	Price orientation, bargaining power, and critical orientation Price sensitivity, perceived value	Padmavathy et al. (2019); Brandão and Costa (2021); Baek and Oh (2021)
Critical Motivations	Distance from the consumption systems, ethics, and ecology	Guiot and Roux (2010); Won and Kim (2020)
Convenience Motivations	Usefulness and ease of use Availability, product attributes and variety	Padmavathy et al. (2019); Brandão and Costa (2021)
Ideological Motivations	Need to be unique, nostalgia, trust, and assurances	Padmavathy et al. (2019)
Utilitarian Motivations	Smart purchase behaviour, fair price, frugality and bargains	Becker-Leifhold and Iran (2018); Won and Kim (2020)
Biospheric Motivations	Environment-friendly consumption, prevention of wasteful disposal and distance from the system Environmental apparel knowledge, skepticism	Becker-Leifhold and Iran (2018); Brandão and Costa (2021)
Consumer Orientations	Frugality, style consciousness, ecological consciousness, dematerialism, nostalgia proneness, and fashion consciousness	Zaman et al. (2019)
Consumer Motivations	Saving money, saving time, finding desirable product assortment, utility and no burden of ownership	Park and Armstrong (2019)
Extrinsic Motivations	Economic benefits, social norm. smart shopping, ego defense Social motive, ecological motive, economic and utility motives	Ruan et al. (2022); Michalak et al. (2022)
Intrinsic Motivations	Hedonic benefits, uniqueness, sustainability	Ruan et al. (2022)
Conscious Consumption Motivations	Environmentally conscious consumption behaviour, socially conscious consumption behaviour, and responsible citizenship	Park et al. (2020)

Bucher et al. (2016) revealed that social-hedonic motives refer to the favourable emotional responses that are linked to the act of sharing. Specifically, hedonic reasons may pertain to the enjoyment and thrill obtained from engaging with unfamiliar individuals, playfully experimenting with different identities, or enhancing the usefulness of a possession through an unforeseen social aspect. Whereas, moral motives are the second most influential factor in shaping sharing attitudes. Similar to the act of sharing among close acquaintances, the act of sharing driven by moral considerations is based on selfless benevolence and the desire to assist others. Moral motives are related to the idea that sharing is a more sustainable and ecologically friendly option compared to ways of access that are focused on ownership (Bucher et al., 2016). Moreover, monetary remuneration might be seen as essential for fostering trust among anonymous individuals who engage in sharing products. However, relying solely on monetary reward may

not be enough to encourage sharing behaviour (Bucher et al., 2016). Table 4 shows the drivers of CFC.

4.3 Barriers of Collaborative Fashion Consumption (CFC)

The previous research has revealed some issues that hinder consumer adoption of alternative fashion consumption (Becker-Leifhold & Iran, 2018). These problems can be classified into four categories of hygiene/health concerns, lack of trust and knowledge, lack of ownership, and consumption patterns. When it comes to materials worn in close proximity to the skin, consumers' worries regarding hygiene are especially apparent (Armstrong et al., 2015; Catulli, 2012). Armstrong et al. (2016) discovered that participants expressed apprehensions regarding the presence of insects and mites, the general cleanliness of the clothes, and the service provider's ability to provide adequate sanitation. These data support the argument made by Fisher et al. (2008) that the negative perception around second-hand clothing, even when it is utilised for redesign purposes, can further hinder the acceptance of CFC. Brandão and Costa (2021) demonstrated that the suggested obstacles offer an acceptable elucidation of the Theory of Planned Behaviour (TPB) structures and subsequently intention. Additionally, they shed light on which barriers have a more significant influence on the TPB constructs and on fostering intention towards Sustainable Fashion Consumption (SFC). Conversely, the risks associated with finances, performance, and social aspects of rental services had a negative effect on users' intentions the study findings of South-Korea demonstrate (Lee et al., 2021). Moreover, the presence of contamination issues influences the connections between values and attitudes, as well as attitudes and intentions (Baek & Oh, 2021). The results validated the negative effects of three perceived risks (financial risk, performance risk, psychological risk) and the positive effects of frugal purchasing on attitude towards and perceived pleasure of fashion rental (Jain & Mishra, 2020; Lang, 2018).

Table 5 Barriers of CFC

Construct	Predictors	References
Factors negatively affecting intention towards CFC	Hygiene health concerns; Lack of trust and information; Lack of ownership; Consumption habits; Materialism; Endowment effect; Perceived risks (financial, performance, psychological, social)	Armstrong et al. (2015); Akbar et al. (2016); Catulli (2012); Becker-Leifhold and Iran (2018); Lang and Armstrong (2018); Lang (2018); Lang and Zhang (2019); Lee et al. (2021); Jain and Mishra (2020)

Furthermore, a study specifically examined the factors that drive and hinder Chinese consumers from participating in clothing swaps for second-hand acquisition. The authors confirmed that the negative impacts of performance risk and social risk influence the willingness of Chinese consumers to exchange clothing items with their family or friends (Lang & Zhang, 2019). This study represents the inaugural endeavour to examine the correlations between purchasing values and perceived risks in relation to the inclination to engage in apparel swap activities among Chinese consumers. Besides, the previous research findings revealed that people need more trust in the supplier due to perceived difficulties in getting good value for the price. They also hesitate to spend money on ongoing expenses, save for renting, and participate in garment exchanges (Catulli, 2012; Rexfelt & Hiort af Ornäs, 2009). During a swap event, trust difficulties revolve around factors such as size, variability, quality, and the capacity to discover a suitable item for exchange (Armstrong et al., 2015). Moreover, customers may be deterred from purchasing CFC due to a lack of information regarding the provider's assurances and the handling of extraordinary cases, such as damages and customer liability. Individuals lack knowledge on how to handle circumstances where they develop emotional attachment to an object (Armstrong et al., 2015). The scarcity of instances of CFC across the sector presents a particular challenge for customers in envisioning its application (Armstrong et al., 2015). Table 5 shows the barriers of CFC.

4.4 Collaborative Fashion Consumption (CFC) Pre-Phase- Intention/ Attitude

This evaluation differentiates between articles that focus on the consumers' intention or attitude towards CFC shows in Table 6. This distinction is important because it allows for a theoretical understanding of potential users who are not now engaged with CFC, and those who are currently engaged and focused on the phase of using and attaining CFC. Existing literature mostly focuses on the aim and consumers' attitudes towards CFC, examining the accompanying drivers and barriers of CFC (Table 4 and Table 5). It is important to emphasise that the variables that can affect intention and attitude, whether positively or negatively, are subjective. This is because the variables depend on an individual's personality, way of life, sense of self, and consumption habits (Catulli et al., 2013). While younger customers are frequently associated with the secondhand movement because of the lower cost of clothing and the excitement of discovering hidden treasures, they do not necessarily view them as intriguing, valuable, distinctive, or of superior quality (Park et al., 2020; Won & Kim, 2020). Chi et al. (2023) enhances the explanatory capacity of the suggested model for the intention of USA consumers to rent clothing. Consumers who choose clothing rental services are more likely to view them as a handy, cost-effective, and eco-friendly alternative to traditional clothing consumption. Besides, findings from Brandão and Costa (2021) study indicate that having information about environmentally friendly clothing leads to more positive attitudes and a greater perception ease in adopting sustainable fashion consumption. Furthermore, this knowledge has the second strongest indirect impact on intention. The customers' behavioural intention to adopt the Online Sustainable Clothing Rental Platforms (OSCRP) signifies their increasing environmental consciousness and their expectation for garment makers and merchants to maintain social relevance (Shrivastava et al., 2021).

In the association between customer benefits and usage intentions towards online Fashion Rental Services (FRS), service trust and consumer perceptions of financial and performance risks had significant mediating roles (Lee et al., 2021). Additionally, there was no association between the self-pleasing experience and the intention to consume (Jain & Mishra, 2020). Won and Kim (2020) found out that consumers' attitude exhibits a favourable correlation with purchase intention within the fashion-sharing platform. The results of this study suggest that three important factors influence the intention to engage in CFC: attitude, perceived behavioural control, and social norms (Becker-Leifhold, 2018; Johnson et al., 2016; Lindblom & Lindblom, 2018; Won & Kim, 2020). Moreover, the results indicate that the parameters that affect the desire to participate in CFC differ between two cultures, and some factors show significant differences (Iran et al., 2019). Statistical analysis has confirmed that the perception of enjoyment and attitude positively influence the propensity to rent fashion products (Lang, 2018; Lang et al., 2019). Moreover, the detrimental effects of perceived performance risk and social risk on attitude were also confirmed. Furthermore, the findings demonstrated notable disparities between American and Chinese customers regarding their perception of hazards and enjoyment associated with fashion renting, as well as their attitude towards renting (Lang et al., 2019). According to authors Vehmas et al. (2018) and Abbes et al. (2020) accessibility and ease of use are important factors. Fast fashion is not just affordable but also a dominant force on the high street; therefore, in order for users to engage with CFC models, they need to be easily accessible. This phenomenon may also account for the higher prevalence of studies undertaken in urban areas compared to rural areas. While the internet has diminished temporal as well as spatial constraints to some extent, if customers experience excessive delays in obtaining clothing, they may choose readily available substitutes.

Lang and Armstrong (2018) discovered a favourable correlation between fashion leadership and consumers' inclination to engage in apparel renting and exchanging. Materialism has a negative correlation with the inclination to engage in both garment renting and swapping. Therefore, the need for individuality is strongly correlated with the intention to engage in clothes exchanging, but it does not have any connection with garment rental (Lang & Armstrong, 2018). Furthermore, the intention to engage in collaborative consumption is influenced by attitudes, perceived behavioural control, and previous sustainable behavioural. Furthermore, the correlation between

personality and the inclination to engage in collaborative consumption is influenced by attitudes, perceived behaviour control, and previous sustainable behaviour. Consequently, there is insufficient research on the developing country, such as Bangladesh, to determine if consumers from different country contexts hold similar attitudes and intentions towards CFC as those in the developing countries like India, and Pakistan.

Table 6 Consumers' Intention Towards CFC

Construct	Predictors	References
Intention towards CFC	Perceived enjoyment; Social shopping value; Attitude; Subjective norm; Perceived behavioural control; Ease-of-use; Affordability; Fashion leadership; Nostalgia; Fashion involvement; Innovativeness; Sustainability knowledge seeking; Environmental involvement; Self-confidence; Need for uniqueness; Need for status; Frugality; Value consciousness; Environmental proneness; Previous sustainable behaviour	Cervellon et al. (2012); Akbar et al. (2016); Hwang & Griffiths (2017); Becker-Leifhold and Iran (2018); Lang and Armstrong (2018); Lang et al. (2019); Lee and Chow (2020); Brandão and Costa (2021); Campos et al. (2023); Zhang et al. (2023)

This systematic assessment of the literature reveals that, despite the increasing amount of research on CFC, the idea is still scattered and undeveloped in some areas. The definition of CFC is still a significant matter, and it may potentially give rise to a controversy about standards, regarding which modes should be included and excluded (Henninger et al., 2021). Within the framework of developing nations, consumers are progressively recognising the need of environmental sustainability. CFC, which is frequently more affordable based on ownership level and mode of facilitation can become even more significant in the event of a lower income (Henninger et al., 2021). However, there is a potential downside to this, as it may lead to the stigmatisation of these consuming practices, creating the perception that CFC is only accessible to individuals in lower social classes. Nevertheless, CFC is currently undergoing development and progress in the fashion industry, embracing both the suppliers (C2C) and business models (B2C) sides. While individuals have been actively involved in traditional CFC practices for decades, previous research evidence has indicated their engagement in commercial activities.

In relation to RQ1, the authors attempted to investigate the idea of CFC based on evidence from prior studies. Although Iran and Schrader (2017) provide a comprehensive explanation, a prominent question that has arisen in the literature is whether gifting may be classified as a form of CFC. Davlembayeva et al. (2020) provide a thorough examination of the sharing economy and its operations, demonstrating a socio-economic continuum. This study successfully resolves many perspectives by analysing the competing viewpoints of social and economic consumption. In addition, the authors provided a description of the previous research's study methodological overview to identify the research gaps in previous research that pertain to the second research question (RQ2) of the current study. The authors incorporated the country context, theoretical framework, and research methodology (sampling size, and sampling procedure) of the study in the earlier investigations.

In addition, the authors examined the factors that drive, hinder, and influence users' willingness to participate in CFC in RQ3. The authors emphasised the problems reported in the prior investigations, as presented in Tables 4, 5, and 6. The authors noted that the researchers classified the drivers of CFC into various categories, including hedonic motivations, economic motivations, critical motivations, convenience motivations, ideological motivations, utilitarian motivations, biospheric motivations, consumer orientations, extrinsic motivations, intrinsic motivations, and consumer-conscious consumption (Becker-Leifhold, 2018; Padmavathy et al., 2019; Park et al., 2020; Won & Kim, 2020). Furthermore, barriers to CFC include worries about hygiene, lack of trust and transparency, perceived risks, the endowment effect, lack of ownership, consumption patterns, and materialism (Akbar et al., 2016; Armstrong et al., 2016; Becker-Leifhold & Iran, 2018; Lang & Armstrong, 2018; Lang & Zhang, 2019). Additionally, the authors have found several

factors that affect the users' inclination to participate in CFC. Perceive enjoyment, social shopping value, frugality, need for uniqueness, fashion involvement, fashion leadership, environmental knowledge, and others (Akbar et al., 2016; Brandão & Costa, 2021; Campos et al., 2023). In Table 6, the authors showed the details of the references. Given that individuals have had sufficient time to reflect on their consumption patterns and actively seek out less detrimental alternatives, the CFCs may increase as a result of conscientious consumption (Brydges, 2021). Thus, consumers' interest in CFC has been observed (Abutaleb et al., 2023; Amasawa et al., 2023; Jain & Mishra, 2020), but reports also show that the lack of viable business models makes it a tough endeavour (Armstrong et al., 2015).

To establish CFC as a widely accepted and adopted concept, it is crucial to ensure the accessibility of the supporting infrastructure. Although swap shops, rental platforms, and second-hand stores are available in many countries, their locations may not always be conveniently located (Henninger et al., 2019). The researchers presented recent evidence indicating that the evolving business models have been altering users' perceptions of CFC, particularly in developed countries (Baek & Oh, 2021; Brandão & Costa, 2021; Campos et al., 2023; Chi et al., 2023). The authors expect that by applying similar business model characteristics, it will be possible to comprehend the perspectives and real purchasing behaviour of people in developing nations.

5. CONCLUSION AND LIMITATIONS

In conclusion, this SLR is innovative because it not only clearly presented the current state of CFC in the literature, but also suggested multiple directions for future research. Different conflicts were identified in the area of CFC usage, particularly the main concern of formulating a comprehensive definition that incorporates all unique items and services offered within the fashion domain. In this work, the authors aim to provide a thorough summary of previous research on CFCs by providing the findings of a systematic evaluation of 46 articles published between 2010 and 2023. The results were provided in terms of several essential factors, including the country setting, frequently used keywords, theoretical framework, methodology, targeted respondents, sample size, motives, barriers, and intention of CFC, research questions, and future research directions. By offering information on the essential areas of CFC and how it is being accepted globally, our primary goal in performing the analysis was to create a valuable and practical resource for upcoming academics. Our research indicates that several publications feature studies on CFCs, with contributions from various regions worldwide. Nonetheless, the predominant proportion of scholars in this particular domain hail from the United States of America, North America, Scandinavia, and Europe. There is still a lot of researcher involvement, refinement, and extensive expansion of CFC services. Hence, there are several prospects for researchers from different geographical areas to undertake studies of CFC adoption.

This study utilised a SLR methodology to investigate various CFC methods. However, this strategy also possesses constraints, thereby necessitating additional investigation. In line with the review objectives, the authors conducted a literature search using terms related to collaborative consumption within the context of 'apparel/textile/fashion industry', 'environmental sustainability', 'sustainable fashion consumption', 'circular economy', 'circular fashion', 'sharing economy', 'swapping', 'lending or borrowing', 'renting', 'reused', 'resale', 'second-hand', 'thrift-shopping', 'exchanging', 'gifting', 'peer-to-peer', 'business-to-peer'. However, the search did not include terms such as 'CFC business models', and 'CFC actual behaviour', which could have resulted in an inadvertent lapse of research. We conducted a literature search using a restricted number of bibliographic databases, specifically Google Scholar and Scopus, which are extensively used globally. The study's efficacy may not accurately reflect that of the evolved CFC in various situations. In Bangladesh, there are few well-established business models of CFC, but the ongoing CFC operations are having a transformative impact on the societal and economic environments. Consequently, this review did not contain advantageous and effective business models of CFC due to the poor quality of the relevant studies.

ACKNOWLEDGEMENTS

The first author received the Prime Minister's Education Assistance Trust (PMEAT) Government of the People's Republic of Bangladesh PhD fellowship in FY 2023-2024 to complete this research project. The authors acknowledge the editor, anonymous reviewers for their valuable comments, and for all the support administrators in publishing procedures.

REFERENCES

- Abbes, I., Hallem, Y., & Taga, N. (2020). Second-hand Shopping and Brand Loyalty: The Role of Online Collaborative Redistribution Platforms. *Journal of Retailing and Consumer Services*, 52, 101885. <https://doi.org/10.1016/j.jretconser.2019.101885>
- Abutaleb, S., El-Bassiouny, N., & Hamed, S. (2021). Exploring the Notion of Collaborative Consumption in an Emerging Market: The Use of Netnography. *International Review on Public and Nonprofit Marketing*, 18(4), 599-627.
- Abutaleb, S., El-Bassiouny, N., & Hamed, S. (2023). Using Norm Activation Theory to Understand Intentions for Collaborative Consumption. *International Review on Public and Nonprofit Marketing*, 20(1), 245-268. <https://doi.org/10.1007/s12208-022-00339-1>
- Akbar, P., Mai, R., & Hoffmann, S. (2016). When do Materialistic Consumers Join Commercial Sharing Systems. *Journal of Business Research*, 69(10), 4215-4224. <https://doi.org/10.1016/j.jbusres.2016.03.003>
- Amasawa, E., Brydges, T., Henninger, C. E., & Kimita, K. (2023). Can Rental Platforms Contribute to More Sustainable Fashion Consumption? Evidence From a Mixed-Method Study. *Cleaner and Responsible Consumption*, 8, 100103. <https://doi.org/10.1016/j.clrc.2023.100103>
- Amasawa, E., Shibata, T., Sugiyama, H., & Hirao, M. (2020). Environmental Potential of Reusing, Renting, and Sharing Consumer Products: Systematic Analysis Approach. *Journal of Cleaner Production*, 242, 118487. <https://doi.org/10.1016/j.jclepro.2019.118487>
- Anwar, S. T. (2023). The Sharing Economy and Collaborative Consumption: Strategic Issues and Global Entrepreneurial Opportunities. *Journal of International Entrepreneurship*, 21(1), 60-88. <https://doi.org/10.1007/s10843-022-00323-0>
- Armstrong, C. M., Niinimäki, K., Kujala, S., Karell, E., & Lang, C. (2015). Sustainable Product-Service Systems for Clothing: Exploring Consumer Perceptions of Consumption Alternatives in Finland. *Journal of Cleaner Production*, 97, 30-39. <https://doi.org/10.1016/j.jclepro.2014.01.046>
- Armstrong, C. M., Niinimäki, K., Lang, C., & Kujala, S. (2016). A Use-Oriented Clothing Economy? Preliminary Affirmation for Sustainable Clothing Consumption Alternatives. *Sustainable Development*, 24(1), 18-31. <https://doi.org/10.1002/sd.1602>
- Armstrong, C. M. J., & Park, H. (2020). Online Clothing Resale: A Practice Theory Approach to Evaluate Sustainable Consumption Gains. *Journal of Sustainability Research*, 2(2), e200017, Article e200017. <https://doi.org/10.20900/jsr20200017>
- Athwal, N., Wells, V. K., Carrigan, M., & Henninger, C. E. (2019). Sustainable Luxury Marketing: A Synthesis and Research Agenda. *International Journal of Management Reviews*, 21(4), 405-426. <https://doi.org/10.1111/ijmr.12195>
- Bączyk, M., Tunn, V., Corona, B., & Worrell, E. (2023). Rebound Effects of Circular Business Models on the Consumer Level: A Review. Proceedings 5th PLATE Conference,
- Baek, E., & Oh, G.-E. (2021). Diverse Values of Fashion Rental Service and Contamination Concern of Consumers. *Journal of Business Research*, 123, 165-175. <https://doi.org/10.1016/j.jbusres.2020.09.061>
- Battle, A., Ryding, D., & Henninger, C. E. (2018). Access-Based Consumption: A New Business Model for Luxury and Secondhand Fashion Business? *Vintage Luxury Fashion: Exploring the Rise of the Secondhand Clothing Trade*, 29-44.

- Becker-Leifhold, C., & Iran, S. (2018). Collaborative Fashion Consumption – Drivers, Barriers and Future Pathways. *Journal of Fashion Marketing and Management: An International Journal*, 22(2), 189-208.
- Becker-Leifhold, C. V. (2018). The role of Values in Collaborative Fashion Consumption - A Critical Investigation Through the Lenses of the Theory of Planned Behaviour. *Journal of Cleaner Production*, 199, 781-791. <https://doi.org/10.1016/j.jclepro.2018.06.296>
- Belk, R. (2014). You are What You Can Access: Sharing and Collaborative Consumption Online. *Journal of Business Research*, 67(8), 1595-1600. <https://doi.org/10.1016/j.jbusres.2013.10.001>
- Berg, A., Magnus, K.-H., Kappelmark, S., Granskog, A., Lee, L., Sawers, C., Polgampola, P., Lehmann, M., Syrett, H., & Arici, G. (2020). Fashion on Climate: How the Fashion Industry can Urgently Act to Reduce its Greenhouse Gas Emissions. *McKinsey & Company*.
- Botsman, R., & Rogers, R. (2010). What's Mine is Yours. *The Rise of Collaborative Consumption*, 1. Harper Business.
- Brandão, A., & Costa, A. G. d. (2021). Extending the Theory of Planned Behaviour to Understand the Effects of Barriers Towards Sustainable Fashion Consumption. *European Business Review*, 33(5), 742-774.
- Brydges, T. (2021). Closing the Loop on Take, Make, Waste: Investigating Circular Economy Practices in the Swedish Fashion Industry. *Journal of Cleaner Production*, 293, 126245. <https://doi.org/10.1016/j.jclepro.2021.126245>
- Bucher, E., Fieseler, C., & Lutz, C. (2016). What's Mine is Yours (For A Nominal Fee) – Exploring The Spectrum of Utilitarian to Altruistic Motives for Internet-Mediated Sharing. *Computers in Human Behaviour*, 62, 316-326. <https://doi.org/10.1016/j.chb.2016.04.002>
- Cai, Y.-J., & Choi, T.-M. (2020). A United Nations' Sustainable Development Goals Perspective for Sustainable Textile and Apparel Supply Chain Management. *Transportation Research Part E: Logistics and Transportation Review*, 141, 102010. <https://doi.org/10.1016/j.tre.2020.102010>
- Campos, P. D. O., Costa, C. S. R., & Costa, M. F. D. (2023). Relationship between Personality Traits and Consumer Rationality Regarding the Intention to Purchase Collaborative Fashion. *Journal of Fashion Marketing and Management: An International Journal*, 27(1), 42-60.
- Catulli, M. (2012). What Uncertainty? Further Insight into Why Consumers Might be Distrustful of Product Service Systems. *Journal of Manufacturing Technology Management*, 23(6), 780-793.
- Catulli, M., Lindley, J. K., Reed, N. B., Green, A., Hyseni, H., & Kiri, S. (2013). What is Mine is Not Yours: Further Insight on What Access-Based Consumption Says about Consumers. In *Consumer Culture Theory* (Vol. 15, pp. 185-208). Emerald Group Publishing Limited.
- Cervellon, M. C., Carey, L., & Harms, T. (2012). Something Old, Something Used. *International Journal of Retail & Distribution Management*, 40(12), 956-974.
- Chi, T., Adesanya, O., Liu, H., Anderson, R., & Zhao, Z. (2023). Renting than Buying Apparel: U.S. Consumer Collaborative Consumption for Sustainability. *Sustainability*, 15(6), 4926.
- Davlembayeva, D., Papagiannidis, S., & Alamanos, E. (2020). Mapping the Economics, Social and Technological Attributes of the Sharing Economy. *Information Technology & People*, 33(3), 841-872.
- Denyer, D., & Tranfield, D. (2009). Producing a Systematic Review. *The Sage Handbook of Organisational Research Methods*. (pp. 671-689). Sage Publications Ltd.
- Ertz, M., Boily, É., Sun, S., & Sarigöllü, E. (2022). Role Transitions at the Prosumer Level: Spillover Effects in the Collaborative Economy from an Interactive Marketing Perspective. *European Journal of Marketing*, 56(10), 2721-2748.
- Ertz, M., Durif, F., & Arcand, M. (2016). Collaborative Consumption: Conceptual Snapshot at a Buzzword. *Journal of Entrepreneurship Education*, 19(2), 1-23.
- Felson, M., & Spaeth, J. L. (1978). Community Structure and Collaborative Consumption: A Routine Activity Approach. *American Behavioural Scientist*, 21(4), 614-624. <https://doi.org/10.1177/000276427802100411>

- Fisher, T., Cooper, T., Woodward, S., Hiller, A., & Goworek, H. (2008). *Public Understanding of Sustainable Clothing: A Report to the Department for Environment, Food and Rural Affairs*. Defra, London.
- Guillen-Royo, M. (2023). I Prefer to Own What I Use: Exploring The Role of Emotions in Upscaling Collaborative Consumption Through Libraries in Norway. *Cleaner and Responsible Consumption*, 8, 100108. <https://doi.org/10.1016/j.clrc.2023.100108>
- Guiot, D., & Roux, D. (2010). A Second-hand Shoppers' Motivation Scale: Antecedents, Consequences, and Implications for Retailers. *Journal of Retailing*, 86(4), 355-371. <https://doi.org/10.1016/j.jretai.2010.08.002>
- Gyde, C., & McNeill, L. S. (2021). Fashion Rental: Smart Business or Ethical Folly? *Sustainability*, 13(16).
- Hamari, J., Sjöklint, M., & Ukkonen, A. (2016). The Sharing Economy: Why People Participate in Collaborative Consumption. *Journal of the Association for Information Science and Technology*, 67(9), 2047-2059. <https://doi.org/10.1002/asi.23552>
- Hartl, B., Hofmann, E., & Kirchler, E. (2016). Do we Need Rules for "What's Mine is Yours"? Governance in Collaborative Consumption Communities. *Journal of Business Research*, 69(8), 2756-2763. <https://doi.org/10.1016/j.jbusres.2015.11.011>
- Henninger, C. E., Brydges, T., Iran, S., & Vladimirova, K. (2021). Collaborative Fashion Consumption – A Synthesis and Future Research Agenda. *Journal of Cleaner Production*, 319, 128648. <https://doi.org/10.1016/j.jclepro.2021.128648>
- Henninger, C. E., Bürklin, N., & Niinimäki, K. (2019). The Clothes Swapping Phenomenon – When Consumers Become Suppliers. *Journal of Fashion Marketing and Management: An International Journal*, 23(3), 327-344.
- Hwang, J., & Griffiths, M. A. (2017). Share More, Drive Less: Millennials Value Perception and Behavioural Intent in Using Collaborative Consumption Services. *Journal of Consumer Marketing*, 34(2), 132-146.
- Ikram, M. (2022). Transition Toward Green Economy: Technological Innovation's Role in the Fashion Industry. *Current Opinion in Green and Sustainable Chemistry*, 37, 100657. <https://doi.org/10.1016/j.cogsc.2022.100657>
- Iran, S., Geiger, S. M., & Schrader, U. (2019). Collaborative Fashion Consumption – A Cross-Cultural Study between Tehran and Berlin. *Journal of Cleaner Production*, 212, 313-323. <https://doi.org/10.1016/j.jclepro.2018.11.163>
- Iran, S., & Schrader, U. (2017). Collaborative Fashion Consumption and its Environmental Effects. *Journal of Fashion Marketing and Management: An International Journal*, 21(4), 468-482.
- Jain, S., & Mishra, S. (2020). Luxury Fashion Consumption in Sharing Economy: A Study of Indian Millennials. *Journal of Global Fashion Marketing*, 11(2), 171-189. <https://doi.org/10.1080/20932685.2019.1709097>
- Joanes, T. (2019). Personal Norms in a Globalised World: Norm-Activation Processes and Reduced Clothing Consumption. *Journal of Cleaner Production*, 212, 941-949. <https://doi.org/10.1016/j.jclepro.2018.11.191>
- Johnson, K. K. P., Mun, J. M., & Chae, Y. (2016). Antecedents to Internet Use to Collaboratively Consume Apparel. *Journal of Fashion Marketing and Management: An International Journal*, 20(4), 370-382.
- Karaosman, H., Morales-Alonso, G., & Brun, A. (2017). From a Systematic Literature Review to a Classification Framework: Sustainability Integration in Fashion Operations. *Sustainability*, 9(1).
- Kim, N. L., & Jin, B. E. (2021). Addressing the Contamination Issue in Collaborative Consumption of Fashion: Does Ownership Type of Shared Goods Matter? *Journal of Fashion Marketing and Management: An International Journal*, 25(2), 242-256.
- Koberg, E., & Longoni, A. (2019). A Systematic Review of Sustainable Supply Chain Management in Global Supply Chains. *Journal of Cleaner Production*, 207, 1084-1098. <https://doi.org/10.1016/j.jclepro.2018.10.033>

- Lang, C. (2018). Perceived Risks and Enjoyment of Access-Based Consumption: Identifying Barriers and Motivations to Fashion Renting. *Fashion and Textiles*, 5(1), 23. <https://doi.org/10.1186/s40691-018-0139-z>
- Lang, C., & Joyner Armstrong, C. M. (2018). Collaborative Consumption: The Influence of Fashion Leadership, Need for Uniqueness, and Materialism on Female Consumers' Adoption of Clothing Renting and Swapping. *Sustainable Production and Consumption*, 13, 37-47. <https://doi.org/10.1016/j.spc.2017.11.005>
- Lang, C., Seo, S., & Liu, C. (2019). Motivations and Obstacles for Fashion Renting: A Cross-Cultural Comparison. *Journal of Fashion Marketing and Management: An International Journal*, 23(4), 519-536.
- Lang, C., & Zhang, R. (2019). Second-hand Clothing Acquisition: The Motivations and Barriers to Clothing Swaps for Chinese Consumers. *Sustainable Production and Consumption*, 18, 156-164. <https://doi.org/10.1016/j.spc.2019.02.002>
- Lee, S. E., Jung, H. J., & Lee, K.-H. (2021). Motivating Collaborative Consumption in Fashion: Consumer Benefits, Perceived Risks, Service Trust, and Usage Intention of Online Fashion Rental Services. *Sustainability*, 13(4), 1804.
- Lee, S. H. N., & Chow, P.-S. (2020). Investigating Consumer Attitudes and Intentions Toward Online Fashion Renting Retailing. *Journal of Retailing and Consumer Services*, 52, 101892. <https://doi.org/10.1016/j.jretconser.2019.101892>
- Lindblom, A., & Lindblom, T. (2018). Applying the Extended Theory of Planned Behaviour to Predict Collaborative Consumption Intentions. *Collaborative Value Co-creation in the Platform Economy*, 167-182.
- McNeill, L., & Moore, R. (2015). Sustainable Fashion Consumption and the Fast Fashion Conundrum: Fashionable Consumers And Attitudes to Sustainability in Clothing Choice. *International Journal of Consumer Studies*, 39(3), 212-222. <https://doi.org/10.1111/ijcs.12169>
- Michalak, S., Bartkowiak, P., Ankiel, M., Olejniczak, T., & Stachowiak-Krzyżan, M. (2022). Motives for the Usage of Collaborative Fashion Consumption Online Platforms. *Marketing of Scientific and Research Organisations*, 44(2), 41-66. <https://doi.org/10.2478/minib-2022-0008>
- Miotto, G., & Youn, S. (2020). The Impact of Fast Fashion Retailers' Sustainable Collections on Corporate Legitimacy: Examining the Mediating Role of Altruistic Attributions. *Journal Of Consumer Behaviour*, 19(6), 618-631. <https://doi.org/10.1002/cb.1852>
- Mohamed Shaffril, H. A., Samsuddin, S. F., & Abu Samah, A. (2021). The ABC of Systematic Literature Review: The Basic Methodological Guidance for Beginners. *Quality & Quantity*, 55(4), 1319-1346.
- Möhlmann, M. (2015). Collaborative Consumption: Determinants of Satisfaction and the Likelihood of Using a Sharing Economy Option Again. *Journal of Consumer Behaviour*, 14(3), 193-207. <https://doi.org/10.1002/cb.1512>
- Mukendi, A., & Henninger, C. E. (2020). Exploring the Spectrum of Fashion Rental. *Journal of Fashion Marketing and Management: An International Journal*, 24(3), 455-469.
- Netter, S., & Pedersen, E. R. G. (2019). Motives of Sharing: Examining Participation in Fashion Reselling and Swapping Markets. In S. S. Muthu (Ed.), *Sustainable Fashion: Consumer Awareness and Education*, Springer Singapore, 37-52.
- Padmavathy, C., Swapana, M., & Paul, J. (2019). Online Second-Hand Shopping Motivation – Conceptualisation, Scale Development, and Validation. *Journal of Retailing and Consumer Services*, 51, 19-32. <https://doi.org/10.1016/j.jretconser.2019.05.014>
- Park, H., & Joyner Armstrong, C. M. (2019). Is Money the Biggest Driver? Uncovering Motives for Engaging in Online Collaborative Consumption Retail Models for Apparel. *Journal of Retailing and Consumer Services*, 51, 42-50. <https://doi.org/10.1016/j.jretconser.2019.05.022>
- Park, H., & Kim, Y.-K. (2016). Proactive Versus Reactive Apparel Brands in Sustainability: Influences on Brand Loyalty. *Journal of Retailing and Consumer Services*, 29, 114-122. <https://doi.org/10.1016/j.jretconser.2015.11.013>

- Park, H., Kwon, T. A., Zaman, M. M., & Song, S. Y. (2020). Thrift Shopping for Clothes: To Treat Self or Others? *Journal of Global Fashion Marketing*, 11(1), 56-70. <https://doi.org/10.1080/20932685.2019.1684831>
- Pedersen, E. R. G., & Netter, S. (2015). Collaborative Consumption: Business Model Opportunities and Barriers for Fashion Libraries. *Journal of Fashion Marketing and Management*, 19(3), 258-273.
- Perlacia, A. S., Duml, V., & Saebi, T. (2017). Collaborative Consumption: Live Fashion, Don't Own It. *Beta*, 31(1), 6-24. <https://doi.org/10.18261/issn.1504-3134-2017-01-01>
- Petersen, T. B., & Riisberg, V. (2017). Cultivating User-ship? Developing a Circular System for the Acquisition and Use of Baby Clothing. *Fashion Practice*, 9(2), 214-234. <https://doi.org/10.1080/17569370.2017.1313600>
- Philip, H. E., Ozanne, L. K., & Ballantine, P. W. (2019). Exploring Online Peer-to-Peer Swapping: A Social Practice Theory of Online Swapping. *Journal of Marketing Theory and Practice*, 27(4), 413-429. <https://doi.org/10.1080/10696679.2019.1644955>
- Ranjbari, M., Morales-Alonso, G., & Carrasco-Gallego, R. (2018). Conceptualising the Sharing Economy through Presenting a Comprehensive Framework. *Sustainability*, 10(7), 2336.
- Razzaq, A., Ansari, N. Y., Razzaq, Z., & Awan, H. M. (2018). The Impact of Fashion Involvement and Pro-Environmental Attitude on Sustainable Clothing Consumption: The Moderating Role of Islamic Religiosity. *Sage Open*, 8(2). <https://doi.org/10.1177/2158244018774611>
- Rexfelt, O., & Hiort af Ornäs, V. (2009). Consumer Acceptance of Product-Service Systems. *Journal of Manufacturing Technology Management*, 20(5), 674-699.
- Roos, D., & Hahn, R. (2017). Does Shared Consumption Affect Consumers' Values, Attitudes, and Norms? A Panel Study. *Journal of Business Research*, 77, 113-123. <https://doi.org/10.1016/j.jbusres.2017.04.011>
- Ruan, Y., Xu, Y., & Lee, H. (2022). Consumer Motivations for Luxury Fashion Rental: A Second-Order Factor Analysis Approach. *Sustainability*, 14(12), 7475.
- Saunders, M. N., Bristow, A., Thornhill, A., & Lewis, P. E. T. (2015). *Understanding Research Philosophy and Approaches to Theory Development*. Pearson Education.
- Shirvanimoghaddam, K., Motamed, B., Ramakrishna, S., & Naebe, M. (2020). Death by Waste: Fashion and Textile Circular Economy Case. *Science of The Total Environment*, 718, 137317. <https://doi.org/10.1016/j.scitotenv.2020.137317>
- Shrivastava, A., Jain, G., Kamble, S. S., & Belhadi, A. (2021). Sustainability through Online Renting Clothing: Circular Fashion Fueled by Instagram Micro-Celebrities. *Journal of Cleaner Production*, 278, 123772. <https://doi.org/10.1016/j.jclepro.2020.123772>
- Stringer, T., Mortimer, G., & Payne, A. R. (2020). Do Ethical Concerns and Personal Values Influence the Purchase Intention of Fast-Fashion Clothing? *Journal of Fashion Marketing and Management: An International Journal*, 24(1), 99-120.
- Thorisdottir, T. S., & Johannsdottir, L. (2020). Corporate Social Responsibility Influencing Sustainability within the Fashion Industry. A Systematic Review. *Sustainability*, 12(21).
- Vehmas, K., Raudaskoski, A., Heikkilä, P., Harlin, A., & Mensonen, A. (2018). Consumer Attitudes and Communication in Circular Fashion. *Journal of Fashion Marketing and Management: An International Journal*, 22(3), 286-300.
- Won, J., & Kim, B.-Y. (2020). The Effect of Consumer Motivations on Purchase Intention of Online Fashion-Sharing Platform. *The Journal of Asian Finance, Economics and Business*, 7(6), 197-207.
- Woodside, A. G., & Fine, M. B. (2019). Sustainable Fashion Themes in Luxury Brand Storytelling: The Sustainability Fashion Research Grid. *Journal of Global Fashion Marketing*, 10(2), 111-128. <https://doi.org/10.1080/20932685.2019.1573699>
- Xu, Y., Chen, Y., Burman, R., & Zhao, H. (2014). Second-Hand Clothing Consumption: A Cross-Cultural Comparison between American and Chinese Young Consumers. *International Journal of Consumer Studies*, 38(6), 670-677. <https://doi.org/10.1111/ijcs.12139>
- Yang, S., Song, Y., & Tong, S. (2017). Sustainable Retailing in the Fashion Industry: A Systematic Literature Review. *Sustainability*, 9(7).

- Zaman, M., Park, H., Kim, Y.-K., & Park, S.-H. (2019). Consumer Orientations of Second-Hand Clothing Shoppers. *Journal of Global Fashion Marketing*, 10(2), 163-176.
- Zhang, B., Zhang, Y., & Zhou, P. (2021). Consumer Attitude towards Sustainability of Fast Fashion Products in the UK. *Sustainability*, 13(4).
- Zhang, Y., Liu, C., & Lyu, Y. (2023). Profiling Consumers: Examination of Chinese Gen Z Consumers' Sustainable Fashion Consumption. *Sustainability*, 15(11).

