

**Collaborative Green Consumption: The influence of Enjoyment, Reputation, Fashion leadership, need for uniqueness, and Materialism on consumers' adoption of clothing renting and swapping.**

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**Abstract**

*Shared consumption is recommended as an environmentally friendly consumption practice. As a result of overconsumption and a disposable lifestyle, textile waste is becoming a rising environmental issue. Collaborative green consumerism may encourage product reuse while limiting new purchases to prevent excessive textile waste. The goal of this study was to see how personality factors affected consumers' propensity to participate in collaborative green consumption through clothes rental and swapping. Consumer attitudes have altered in recent years, raising concerns about the environmental, social, and developmental consequences. 200 questionnaires were distributed for the survey, and 140 valid responses were obtained. Smart PLS was used to analyze the data. The study's goal was to add to the body of information about collaborative green consumption. This project was also performed to determine whether clients require a new marketing paradigm. As a result, the theory of planned behavior was applied to the study of collaborative green consumption through renting and swapping, with attitude, subjective norms, previous sustainable behavior, and perceived behavioral control selected as moderators.*

**Keywords:** Collaborative green consumption, Enjoyment, Reputation, Fashion leadership, Need for uniqueness

**Introduction**

The purpose of this study is to investigate the effects of shared consumption on the beliefs, attitudes, and actions of consumers in the garment sector, which is a significant component of the global economy and has a significant influence on sustainable development. In other words, the goal of this study is to find out how shared consumption affects consumers' beliefs, attitudes, and actions. More specifically, the focus of this investigation will be on the ways in which consumers' perceptions of the environmental impact of their purchases are impacted by their participation in shared consumption (Markkula & Moisander, 2012). Fast fashion is a trend that encourages frequent purchases, and clothing companies are adopting this trend more and more in order to maintain both their competitiveness and their profitability. Fast fashion is a term that was coined by British fashion designer Christopher Kane. The concept of "fast fashion" refers to a trend that

promotes making frequent purchases (Birtwistle & Moore, 2007). Because an increasing number of consumers are becoming aware of fashion and because of the growing demand for new looks, the role of fashion leaders as trendsetters is becoming an increasingly important component of environmentally responsible clothing consumption. This is a result of the growing number of consumers who are becoming aware of fashion (Ritch & Schroder, 2012). The fashion pioneers who are the first to recognise emerging fashion trends and incorporate them into their collections are the focus of this study (Goldsmith, Freiden, and Kilsheimer, 1993). The beliefs, attitudes, and behaviours of consumers are analysed in terms of how their beliefs, attitudes, and behaviours are influenced by shared consumption, as well as the influence that fashion leaders have on shared consumption. Additionally, shared consumption is analysed in terms of how shared consumption influences shared consumption.

Standards with a variety of possible ways in which they can be interpreted. Encouragement is necessary if we are to see an increase in the number of individuals who choose to engage in activities that are friendlier to the environment (Stern, 2000; Thgersen, 2006). on the basis of the morals, convictions, and feelings of individual obligation that they hold in regard to the wellbeing of the natural world (Ajzen, 1991). This study's objective is to investigate the factors that influence consumers' decisions to engage in environmentally responsible shopping practices, with a particular emphasis on the fashion industry as the primary focus of the investigation. To be more specific, the following is what piques our interest: By providing a more precise definition of sustainable consumption, the purpose of this study is to investigate the relationship between individual personality qualities and CC in the garment industry. Specifically, the investigation will focus on the garment industry. In particular, the purpose of this study is to investigate the connection between individual personality traits and CC in the following domains: (also known as community consumption, or CC). In the following section of this article, the hypothesis will be discussed within an appropriate context as well as a theoretical framework, both of which will be presented in the following section. Additionally, the following section will also present the following section. This is the first study that has investigated whether or not there is a connection between an individual's personality and the level of commitment they have to environmentally responsible consumption within the context of the fashion industry.

## **Literature Review**

Consumers gain from CC as well. The concept of collaboration provides people with the benefit of sharing product costs and decreasing the burden of ownership. For example, someone who cannot buy luxury items can readily share or rent them from others. Renting is the occupation or use of (another's property) in exchange for recurring payments. There is also no change in ownership. Swapping is the exchange of items with those that are no longer in use. Overconsumption was addressed through renting and swapping.

One's level of interest in and enjoyment of an activity is highly dependent, to a large extent, on the level of intrinsic motivation that one possesses to take part in that activity. This is because one's level of interest in and enjoyment of an activity is highly dependent on one's level of intrinsic motivation. One of the most important aspects of intrinsic motivation is the enjoyment that one gets from the activity itself. This aspect of the activity is referred to as the autotelic quality of the activity (Deci & Ryan, 1985; Lindenberg, 2001). It has been found that participating in activities

that bring joy to others increases the value of other forms of sharing as well. As a consequence of this, the model that is going to be presented here incorporates pleasure as a second intrinsic motive in order to improve its ability to forecast attitudes as well as behavioural intentions with regard to communal consumption (CC).

It has been demonstrated that a person's reputation is a powerful motivator for participation in community activities and other forms of collaborative endeavors. It has been demonstrated that one of the most important factors in fostering community sharing is cultivating a positive reputation among people who share similar values. This is one of the most important factors in fostering community sharing (Parameswaran & Whinston, 2007). All three candidates, Anthony, Smith, and Williamson, place a significant amount of weight on the significance of actively contributing to one's community and preserving a good reputation for oneself (2009). According to the findings of research conducted by Hars and Ou (2001), the most significant predictors of a willingness to collaborate are self-promotion and the growth of one's reputation. In a manner parallel to this, active participation in a community that engages in community consumption (CC) can result in intangible benefits such as an improved standing within the CC community.

We refer to a customer as a "fashion leader" when that customer is able to purchase new fashion goods before other customers and when that customer serves as an example for other customers. The phrase "fashion leadership," which describes the significant role that fashion leaders play in the introduction of new fashion trends, is an essential one in the fashion industry. It refers to the significant role that fashion leaders play in the introduction of new fashion trends. The establishment of fresh fashion tendencies is in large part due to the contributions of various influential fashionistas (Goldsmith et al., 1993). Those who are considered to be leaders in the fashion industry are typically the first to recognize and adopt new fashion styles, and they are also the first to purchase the most recent fashion products as soon as they become available. This is because those who are considered to be leaders in the fashion industry are the first to recognize and adopt new fashion styles. This is due to the fact that individuals who are regarded as leaders in the fashion industry are the ones who are the first to recognize and adopt new fashion styles. This is because the people who are considered to be leaders in the fashion industry are the ones who are the first to recognize and adopt new fashion styles. This is one of the reasons why this is the case.

The ability to stand out from the crowd by wearing distinctive apparel. It aids in attracting others and, as a result, has a negative impact on collaborative green consumptions through clothing rental and exchanging because distinctiveness indicates originality and separates oneself from others. Materialism is a predisposition to favor material belongings and bodily comfort over spiritual values. As a result, they are more reluctant and conscious of garment rental and exchanging. The theory of planned behavior, also known as TPB for short, is an all-encompassing theoretical framework that elucidates the reasons behind why people choose to behave in a particular manner. The theory was developed by psychologists A. B. F. Skinner and J. B. F. Skinner in the 1950s. The theory of intentional behavior is another name for the theory of predictive behavior. Attitude, belief, subjective norms, and perceived behavioral control are the four primary factors that determine an individual's intentions, according to the theory that Ajzen and Fishbein developed in 1980. This theory was published in the journal *Personality and Individual Differences* in 1980. These four factors were found to be the most important ones in determining an individual's

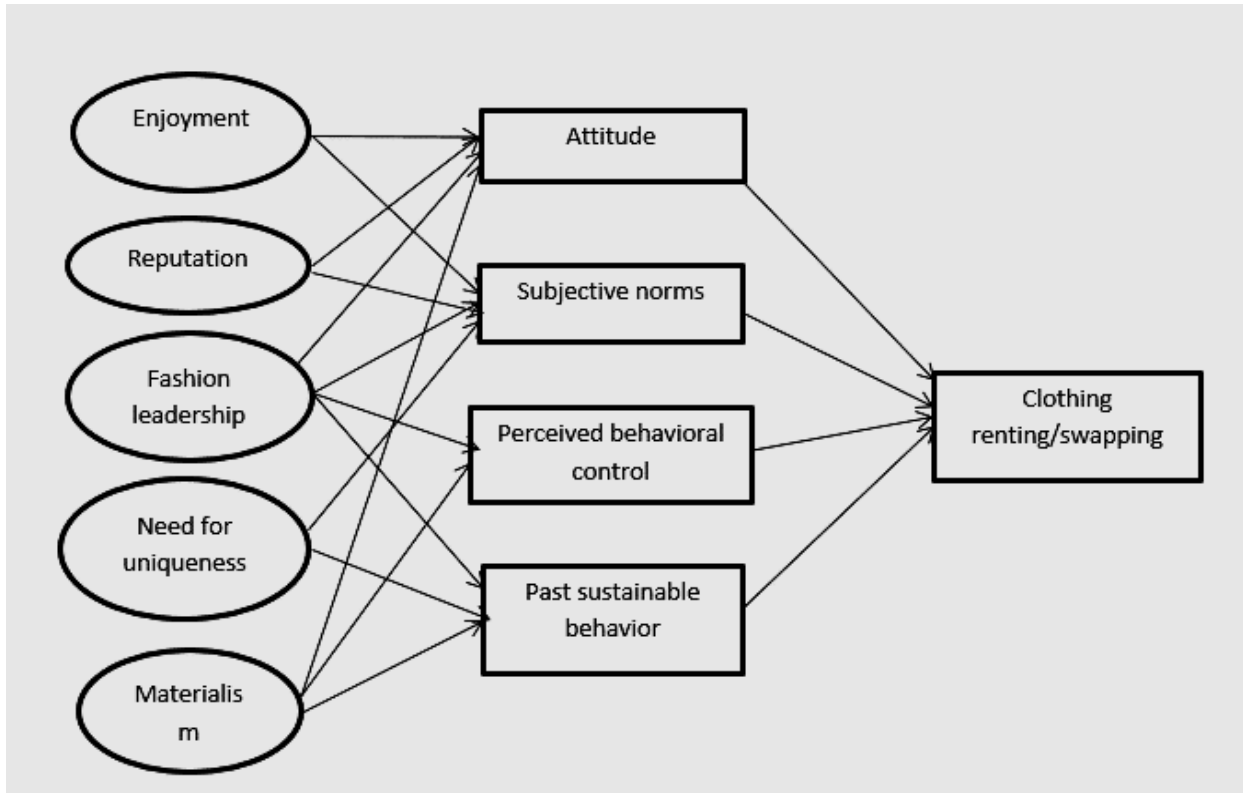
intentions. A person's attitude can be defined as the manner in which they give something a positive or negative evaluation based on their own distinct set of experiences and thoughts about the world. Extremely optimistic or pessimistic perspectives can characterize an individual's attitude. On the other hand, the degree to which a person believes something is inversely proportional to both their sense of what constitutes reality and their perception of the world around them. Subjective norms are defined as standards of behavior that are generally accepted to be imposed by the culture in which an individual lives. Subjective norms can also be defined as culturally determined standards of behavior. Subjective norms are another name for culturally determined standards of behavior, which is another definition of the term. The process by which an individual arrives at a decision can shed light on the extent to which significant others have an impact on the actions exhibited by that individual. A person's sense of mastery over their own actions and decisions is referred to as "perceived behavioural control," and the term "perceived behavioural control" is also used to describe this sense of mastery over one's own actions and decisions. The term "perceived behavioural control" is used interchangeably in both of these contexts. For the purpose of conducting research on human behaviour, the TPB framework has been applied in a diverse range of contexts and industries. This is because it offers a strategy that is both methodical and empirical for the investigation of the factors that influence behaviour. This is the primary reason for its popularity. In addition to that, the framework provided by the TPB was utilized. When applied to the world of high-end apparel, TPB enables a more nuanced and accurate assessment of consumers' intentions to make a purchase. This is particularly useful for retailers. One can get a better understanding of the reasons why people choose to buy luxury fashion items by analysing how these four primary aspects interact with one another. The idea that this is something that can be accomplished through research is the concept that underpins this idea. For luxury fashion brands that want to develop specific marketing strategies and increase customer satisfaction, the first and most important step is to gain an understanding of these drivers. The satisfaction of the clientele is going to be improved through this step. The TPB framework provides a method that is both systematic and methodical, making it possible to gain a comprehensive understanding of the factors that contribute to consumer behaviour through the use of a method that can be described as both systematic and methodical. It is necessary to investigate the concepts and convictions that lead people to purchase expensive clothing in order to gain a better understanding of consumer behaviour and to develop marketing strategies that have a greater likelihood of being successful. This will allow for the development of marketing strategies that are more likely to be successful. Companies are able to develop targeted marketing strategies that encourage and push customers towards making purchases by, for example, analysing the degree to which perceived behavioural control and subjective standards influence buy intention. This allows the companies to develop strategies that encourage and push customers towards making purchases. Because of this, the companies are able to direct their marketing efforts more precisely. In addition, a company can better serve its clientele by catering to the values and priorities of its clients by investing in research into the beliefs and attitudes of its clientele. This allows the company to better understand its clientele. This enables the company to have a deeper understanding of its customer base.

In conclusion, the theory of planned behaviour provides a helpful framework for studying the motivations behind purchasing high-end clothing and accessories. This can be done by looking at the reasons people plan to buy something in the future. One way to accomplish this is to investigate the factors that influence people's decisions to make future purchases. Investigating the factors that people consider important when deciding whether or not to make future purchases is one method

for achieving this goal. The paradigm provides a holistic approach to the study of consumer behaviour, an approach that not only takes into account the surface-level indicators of consumer behaviour but also the more fundamental motivations and points of view of consumers. Specifically, the paradigm takes into account the following: To phrase it another way, the paradigm offers an all-encompassing approach to the study of the behaviour of consumers. If companies in the high-end fashion industry use the TPB model as a guide, they will be able to improve their marketing strategies and gain a more in-depth understanding of the behaviour of their customers. As a direct result of this, companies will be in a position to provide an even higher level of service to the customers that they currently cater to; this is one of the many direct consequences of the change.

Attitudes are important in predicting behavior (Ajzen, 1991). When the relationship between attitudes and behavior is unclear, it is critical to analyze each independently. The disparity between beliefs and behavior could be attributed to a number of causes, including cost, lack of recognition, or a lack of understanding regarding sustainable consumption. For example, studies have shown that when people observe others engaging in sustainable behavior, they are more likely to do the same (Goldstein, Cialdini, & Griskevicius, 2008). Furthermore, attitudes' long-term influence on behavior is not always consistent. These several aspects must be considered in order to completely comprehend the relationship between attitudes and behavior.

A conceptual framework is a map that a researcher creates by synthesizing literature. The developed conceptual models are based on the outstanding theory of planned behavior (Ajzen, 1991). Attitude, Perceived Behavioral Control, and Subjective Norms are independent variables, whereas enjoyment, reputation, fashion leadership, and the need for uniqueness are dependent variables. Clothing renting and swapping are dependent variables, and pas' sustainable behavior is a mediator variable. Figure 1 shows the framework.



### Conceptual Frame work

**H1:** There is positive relationship between Enjoyment and intention to participate in clothing renting and swapping.

**H2:** There is positive relationship between Reputation and intention to participate in clothing renting and swapping

**H3:** There is positive relationship between Fashion Leadership and intention to participate in clothing renting and swapping

**H4:** There is positive relationship between Need for uniqueness and intention to participate in clothing renting and swapping

**H5:** There is negative relationship between materialism and intention to participate in clothing renting and swapping

**H6:** There is positive relationship between attitude and intention to participate in clothing renting and swapping

**H7:** There is positive relationship between Subjective Norms and intention to participate in clothing renting and swapping

**H8:** There is positive relationship between Perceived Behavioral Control and intention to participate in clothing renting and swapping

**H9:** There is positive relationship between Past sustainable Behavior and intention to participate in clothing renting and swapping.

**H10:** Consumers' (a) attitudes, (b) subjective norms, (c) perceived behavioral control, and (d) past sustainable behavior are significantly influenced by enjoyment, reputation, fashion leadership's drive for distinctiveness, and materialism.

### **Research Methodology**

This research is also descriptive because it discusses the challenges that are associated with collaborative green consumption, as well as renting and exchanging goods and services with one another. The study is also correlational in the sense that it investigates the relationship between variables as depicted in the theoretical framework. This aspect of the study makes the study both correlational and quantitative. Because of this component of the research, the study can be categorized as both correlational and quantitative. The study is cross-sectional in terms of the time frame because that best describes its overall design. It was decided that the survey approach would be used. Research was conducted at a wide range of educational establishments, such as universities, schools, hostels, shopping malls, and offices.

The questionnaire is a revised and updated version of one that was used in previous research. For the purpose of obtaining information for the section of the questionnaire that was devoted to the theory of planned behavior, Swidi et al. (2014) as well as Lu, Chou, and Ling (2014). This study uses numeric scales of the 7-point Likert type for all of the questions. On these scales, a score of 1 indicates full agreement with the descriptive statement pertinent to the construct being measured, a score of 7 indicates full disagreement with the statement, and a score of 4 indicates neutrality or indifference towards the statement. The process of measurement is going to be kept consistent as well as streamlined thanks to this study's findings.

As a direct result of the process of filtering and cleaning the data, the design and development of two hundred functional questionnaires was carried out. The technique known as Partial Least Squares-Structural Equation Modelling (PLS-SEM) was applied in order to perform an analysis on the data collected for the purpose of this study. When it comes to conducting research in the fields of strategic management and the social sciences, this methodology comes extremely recommended. Utilizing Smart PLS 3 allowed us to conduct an analysis of the data that was both descriptive and inferential in nature. It included tests for data screening, the detection of outliers, normality and multicollinearity of data, moderation, validity, and reliability, in addition to direct relationship analysis. Direct relationship analysis was one of the tests. The subsequent section contains a presentation and discussion of the findings derived from the data analysis.

## Findings and Result

### Demographic Profile

As previously stated, a total of 280 questionnaires were sent, with 200 of them deemed suitable for advanced multivariate analysis. There were 30% males and 70% females among the 200 responses. The majority of respondents (30%) had monthly family income levels ranging from Rs. 15000 to 30,000, with 15% earning more than Rs.100,000. The bulk of responders (70%) are between the ages of 18 and 25, with 14% being between the ages of 26 and 35. As seen in table 1, the respondents had a diverse educational and employment background.

**Table 1: Demographic results**

<b>GENDER</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	29	14.5	14.5	14.5
Valid female	171	85.5	85.5	100.0
Valid Total	200	100.0	100.0	

<b>AGE</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18to25	162	81.0	81.0	81.0
Valid 26to35	27	13.5	13.5	94.5
Valid 36to45	8	4.0	4.0	98.5
Valid 46to55	2	1.0	1.0	99.5
Valid 56to65	1	.5	.5	100.0
Valid Total	200	100.0	100.0	



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**OCCUPATION**

	Frequency	Percent	Valid Percent	Cumulative Percent
unemployed	29	14.5	14.5	14.5
student	121	60.5	60.5	75.0
Private sector employee	22	11.0	11.0	86.0
Valid Public sector employee	23	11.5	11.5	97.5
Self-employed & own business	5	2.5	2.5	100.0
Total	200	100.0	100.0	

**EDUCATION**

	Frequency	Percent	Valid Percent	Cumulative Percent
high school	38	19.0	19.0	19.0
certificated diploma	3	1.5	1.5	20.5
Valid undergraduate	44	22.0	22.0	42.5
postgraduate	115	57.5	57.5	100.0
Total	200	100.0	100.0	

**INCOME**

	Frequency	Percent	Valid Percent	Cumulative Percent
lessthan15000	33	16.5	16.5	16.5
15001to30000	49	24.5	24.5	41.0
Valid 30001to50000	46	23.0	23.0	64.0
50001to100000	40	20.0	20.0	84.0
morethan100000	32	16.0	16.0	100.0
Total	200	100.0	100.0	

**Table 2: Discriminant validity**

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Discriminant validity										
	Attitude	Clothing r	Enjoymen	Fashion le	Materialis	Need for	Perceived	Reputatio	Subjective	past sustainable behavior
Attitude	0.798									
Clothing r	0.137	0.742								
Enjoymen	0.402	0.267	0.441							
Fashion le	-0.127	0.121	0.099	0.776						
Materialis	-0.281	-0.121	-0.135	0.011	0.393					
Need for	-0.272	-0.004	-0.042	0.148	0.141	0.535				
Perceived	-0.096	-0.001	-0.066	0.234	0.124	0.074	0.843			
Reputatio	0.25	0.254	0.344	0.028	-0.072	-0.066	-0.2	0.73		
Subjective	0.206	0.346	0.125	-0.015	-0.058	0.087	-0.086	0.034	0.926	
past susta	-0.105	0.347	0.039	0.12	0.038	0.219	-0.036	0.238	0.151	0.732

**Table 3: Reliability**

Case Processing Summary			
	N	%	
Cases	Valid	198	99.0
	Excluded <sup>a</sup>	2	1.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.154	47

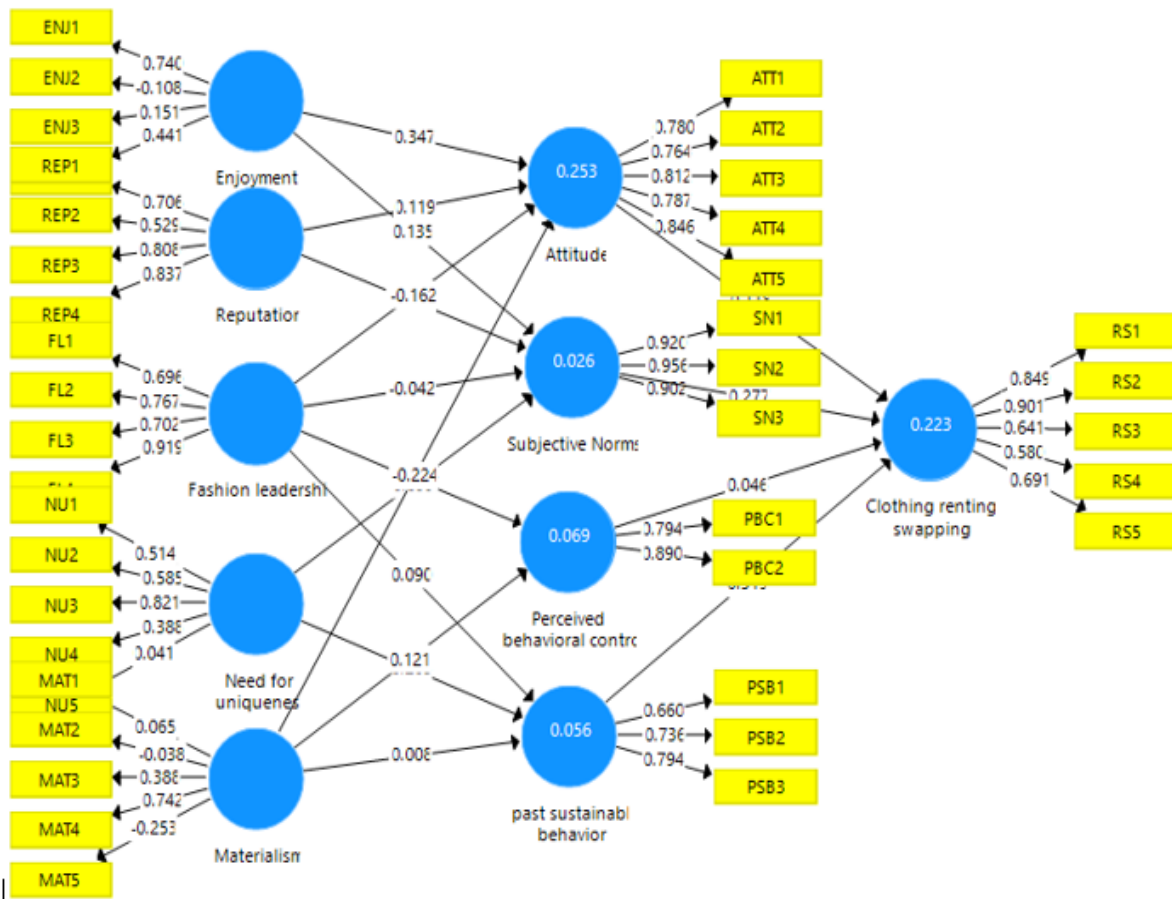
**Measurement Model (Outer Model):**

**Table 4: Convergent Validity**

Construct reliability and validity				
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
<b>Attitude</b>	0.86	0.87	0.898	0.638
<b>Clothing renting/ swapping</b>	0.791	0.819	0.857	0.551
<b>Enjoyment</b>	0.878	- 2.135	0.317	0.194
<b>Fashion leadership</b>	0.829	1.402	0.857	0.602

<b>Materialism</b>	0.64	-	0.162	0.154
<b>Need for uniqueness</b>	0.613	0.17	0.607	0.286
<b>Perceived behavioral control</b>	0.601	0.633	0.831	0.711
<b>Reputation</b>	0.818	0.283	0.816	0.533
<b>Subjective Norms</b>	0.917	0.931	0.948	0.858
<b>past sustainable behavior</b>	0.593	0.602	0.775	0.536

**Table 5: Factor Analysis**



**Figure 2: Structural Model (Inner Model)**

**Table 6: Hypothesis Results**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Attitude -> Clothing renting/ swapping					
Enjoyment -> Attitude					
Enjoyment -> Clothing renting/ swapping	0.079	0.034	0.073	1.071	0.142
Enjoyment -> Subjective Norms					
Fashion leadership -> Attitude					
Fashion leadership -> Clothing renting/ swapping	0.008	0.016	0.048	0.174	0.431
Fashion leadership -> Perceived behavioral control					
Fashion leadership -> Subjective Norms					
Fashion leadership -> past sustainable behavior					
Materialism -> Attitude					
Materialism -> Clothing renting/ swapping	-0.018	0.026	0.046	0.401	0.344
Materialism -> Perceived behavioral control					
Materialism -> past sustainable behavior					
Need for uniqueness -> Clothing renting/ swapping	0.093	0.075	0.074	1.257	0.104
Need for uniqueness -> Subjective Norms					
Need for uniqueness -> past sustainable behavior					
Perceived behavioral control -> Clothing renting/ swapping					
Reputation -> Attitude					
Reputation -> Clothing renting/ swapping	0.013	0.024	0.034	0.365	0.358
Reputation -> Subjective Norms					
Subjective Norms -> Clothing renting/ swapping					
past sustainable behavior -> Clothing renting/ swapping					

Path value	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
<b>Attitude -&gt; Clothing renting/ swapping</b>	0.118	0.113	0.075	1.579	0.057
<b>Enjoyment -&gt; Attitude</b>	0.347	-0.011	0.287	1.208	0.114
<b>Enjoyment -&gt; Subjective Norms</b>	0.135	0.092	0.141	0.961	0.168
<b>Fashion leadership -&gt; Attitude</b>	-0.162	-0.128	0.11	1.471	0.071

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Fashion leadership -> Perceived behavioral control	0.232	0.221	0.091	2.552	0.005
Fashion leadership -> Subjective Norms	-0.042	-0.033	0.094	0.454	0.325
Fashion leadership -> past sustainable behavior	0.09	0.09	0.081	1.112	0.133
Materialism -> Attitude	-0.224	0.042	0.214	1.046	0.148
Materialism -> Perceived behavioral control	0.121	0.087	0.14	0.869	0.193
Materialism -> past sustainable behavior	0.008	0.047	0.116	0.067	0.473
Need for uniqueness -> Subjective Norms	0.099	0.064	0.135	0.731	0.232
Need for uniqueness -> past sustainable behavior	0.205	0.178	0.141	1.456	0.073
Perceived behavioral control -> Clothing renting/ swapping	0.046	0.043	0.073	0.63	0.264
Reputation -> Attitude	0.119	0.212	0.094	1.266	0.103
Reputation -> Subjective Norms	-0.005	0	0.099	0.053	0.479
Subjective Norms -> Clothing renting/ swapping	0.277	0.279	0.06	4.598	0
past sustainable behavior -> Clothing renting/ swapping	0.319	0.328	0.067	4.757	0

**Assessment of Variance Explained in the Endogenous Latent variable**

**Table 7: Variance explained in the Endogenous Latent variable**

	R Square	R Square Adjusted
Attitude	0.253	0.238
Clothing renting/ swapping	0.223	0.207
Perceived behavioral control	0.069	0.06
Subjective Norms	0.026	0.006
past sustainable behavior	0.056	0.041

**Assessment of Predictive Relevance**

The Q-Square for the Endogenous latent variable, according to Chin (1998) and Henseler, Ringle, and Sinkovics (2009), should be bigger than zero.

Table: 8. *Construct Cross-validated Redundancy*

	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
<b>Attitude</b>	1,000.00	878.235	0.122
<b>Clothing renting/ swapping</b>	1,000.00	893.701	0.106
<b>Enjoyment</b>	800	800	
<b>Fashion leadership</b>	800	800	
<b>Materialism</b>	1,000.00	1,000.00	
<b>Need for uniqueness</b>	1,000.00	1,000.00	
<b>Perceived behavioral control</b>	400	390.889	0.023
<b>Reputation</b>	800	800	
<b>Subjective Norms</b>	600	601.513	-0.003
<b>past sustainable behavior</b>	600	601.486	-0.002

## Discussion and Conclusion

The study sought to ascertain the necessity of a new marketing paradigm. This study has provided insights into the current level of collaborative green consumption via renting and exchanging. The study's purpose was to contribute to the body of knowledge about collaborative green consumption. This initiative was also undertaken to ascertain whether clients require a new marketing paradigm. As a result, the theory of planned behavior was utilized to investigate collaborative green consumption via renting and swapping, with attitude, subjective norms, past sustainable behavior, and perceived behavioral control chosen as moderators. The study is crucial for both the literature and marketers looking to target the world's emerging economies. Furthermore, the data revealed that a new paradigm is required since attitude, subjective standards, previous sustainable behavior, and perceived behavioral control appear to have a significant impact on the renting and swapping partnership.

As was mentioned before, there is a significant increase in the quantity of qualitative research being carried out in the subject of collaborative green consumption; on the other hand, there is an extremely dearth of empirical evidence. This research intended to address this knowledge gap by carrying out an empirical investigation into the ways in which consumers' lives are affected by collaborative green consumption. Second, the research highlights the importance of defining collaborative green consumption in terms of consumer wants, which is significant given that marketing is, ultimately, driven by the requirements and wishes of consumers.

Previous studies have demonstrated, among other things, that materialism does not have a significant impact. In the past, all of the respondents were females; however, males have since been included, and other factors, in addition to enjoyment and repute, have been included. These findings are intriguing and different from what has been found in previous study. These data suggest that people care less about what other people think. [Citation needed] They are more concerned with the attitudes and perspectives that they bring to the shopping experience.

On the other hand, there is a need for additional research to be conducted in order to learn about the effects of collaborative green consumption on the lives of consumers. This study does not

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provide sufficient evidence to determine whether or not we have a pressing requirement for collaborative green consumption. Nonetheless, it has sparked scholarly debates and empirical studies on the topic of combining collaborative green consumption and trading... In order to have a deeper understanding of the topic, researchers of the future can broaden their investigations to include studies of a variety of items and markets.

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