

The Concept of Renting Consumer Products

Author: Patrick Wagner
University of Twente
P.O. Box 217, 7500AE Enschede
The Netherlands
p.wagner@student.utwente.nl

Abstract

The trend towards renting has been vastly increasing. This paper presents the central drivers to the *concept of renting consumer products* and examines the characteristics of renting product attributes and personal factors. The research links positioning strategy and target group conditions facing a successful translating of the concept of renting consumer products most important issues. The frameworks about product attributes and personal factors of the targeted respondent group of potential customers showed clear differentiation in which attributes should be attached to rented products, and addressed what personal factors are affecting the potential interest of rent or buy decision.

Key Words: Renting, leasing,

Supervisor:
Mr. Patrick Blik

Second reader:
Mr. Jann W.L. van Benthem

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1. INTRODUCTION

1.1 PREFACE

The trend towards renting has been vastly increasing. Where people used to rent mainly houses and cars in the past, nowadays many other items are for rent including clothing items, furniture, toys, tools, storages, musical instruments, jewelry and many others (Durgee & O'Connor, 1995). Where many goods were owned in the past, many of them have become items that are rented now. It seems as a trend that more and more owned items are increasingly becoming rented items. Although a lack of financial resources may seem an obvious reason to rather rent rather than to purchase, there are also many other factors evident that can make renting more attractive than purchasing. Examples are the increasing demand for convenience, a more-mobile lifestyle, uncertain economic conditions and the growing complexity of products. Many of the former owned products that are nowadays increasingly perceived as rental items are high-technology high-priced items (Dreyfus, 1983). The Trend of '*using instead of owning*' has grown fast during the last years. It began with software or digital use of media and music but also with car sharing businesses in large cities. What about tangible consumer products?

Purpose of this research paper is to find out under which conditions the concept of renting consumer products to end consumers would be of successfully result. Is there a market, measurable interest and demand for renting every-day products? What are the potential needs of a possible customer? In addition it will be researched what the possible success factors are and what other factors have influence on the concept. To contribute to the current literature on renting, this study seeks to examine the possibilities of renting out and using rather than purchasing and owning consumer products. It hereby specifically attempts to complement earlier literature by investigating if and why there is a potential for a renting business model in Germany targeted at students and what the suitable positioning strategy should look like. Because this topic is rather unexplored, the nature of this research is exploratory. Therefore, in the absence of prior academic efforts to assess such a potential in Germany, this research attempts to contribute to a more complete understanding of the German market of renting consumer products.

1.2 RESEARCH QUESTION (S)

How can the concept of *renting consumer products* be successful in the German market?

1. What are *consumer products*?
2. What is *success* in this concept?
3. Which *consumer products* are interesting for renting?
4. Which *personal factors* are influencing the potential customer in rent or buy decisions?
5. What is the suitable *positioning strategy* for the concept of renting consumer goods?

1.3 LITERATURE REVIEW

The existing literature regarding the topic of renting is mainly focused on housing, about leasing of cars or with view on renting in the sector of business-to-business. For a better understanding and appropriate use of existing scientific literature, the historic background will be considered first, followed by the change in lifestyle and attitude towards life and belongings. Furthermore a detailed literature review about the construction of a suitable positioning strategy will be carried out.

In the 1980's most rental activity took place by the young, mobile professionals who had high incomes but saved little (O'Donnell, 1984). They rather made use of the newest items based on their monthly income and exchanged them for newer versions of that items more often. Nowadays the trend for renting seems even more appealing. For instance, regarding to Van den Hoff (2011) the world is undergoing a major change leading to a new way of living, which he refers to as Society 3.0. The pillars of Society 3.0 are the people, he refers to as 'global citizens'. These global citizens, who are becoming increasingly large in number, approach life in a significantly different way. They want to create value instead of growth, and go across borders, unbounded, without any restraint and the business model of renting allows them to be more flexible in this sense. Therefore these citizens organize themselves in a different way. They try to have as little strings attached to one location as possible (Van der Hoff, 2011). Because of the above, consumer renting appears to be a very appropriate, sustainable business model for this society. Transferred to this research paper strings could be referred to as proper, owned by individuals; the global citizen could be referred as the focus group of students as the new upcoming generation. The vision of the global citizen allows them to be creative and energetic, it encourages them to share (for example products items), and to reinvent society by innovating and sustainable ways (Van der Hoff, 2011).

As of yet, most scientific literature concerning renting discusses the advantages and disadvantages of renting, and the dilemma of housing ownership versus renting. Previously, only little and outdated research has been done on consumer rental items in general. According to a study by Miller and Upton from the year 1976 the choice between renting or buying would depend on which method will have the lower nonfinancial costs in the sense of the costs of acquisition, maintenance and disposal. The research target group students aiming to control their monthly costs and hold it transparent. A rented item features a small recurring fixed cost per paying period (for example each month) in comparison with a huge initial payment and maybe hidden costs for maintenance, product failure or replacement for a buying product (Irani & Ramanathan, 1998).

This research tries to fill this gap in literature by providing insights into the rental business and uses Germany for its research. Specifically, it aims to investigate if there is potential for rental businesses of household appliances and consumer products among citizens with focus on students. Germany was chosen because of its abilities to present a huge consumer market and easy access for conducting a research, due to the fact of good personal networks among students in Germany.

The shift from physically ownership of a product towards just being able to get access to it is a major key element of the modern society (Van den Hoff, 2011). This means that you simply don not need to own your washing machine, couch or toaster, as long you are able to get access to it and use it. Van den Hoff refers to the fact that people want to get access and use products, but it is not important if the products are their own property.

As theoretical foundation of the research the 4P model by McCarthy (1964) will be used. The model describes a wider area of interest, the complete picture of the marketing mix. A more detailed insight of the marketing mix would give the 7P model by Bitner (1981). "The 7P framework can be applied to consumer goods or marketing situations as well as on products-service mixes and provides a broader insight than the 4p model" (Rafiq and Ahmed, 1995). Because of the research focus the 4P model contributes sufficient descriptive variables and assures of its simple structure to choose for it. The model consists out of the four factors *Product, Price, Place, Promotion*.

Using this model with its different factors, applying them in my research and investigating how their attributes should be like, will give the opportunity to understand and formulate a structured interpretation about the market situation in Germany regarding the concept of renting consumer products. Furthermore it allows going in detail with an underlying fixed structure to collect the needed data and to answer the constructed research questions. First of all the term *consumer products*, also known as consumer goods, is a broader definition for every day products used by end consumers. According to a finance business dictionary¹ consumer products are merchandises or other items of common or daily use, ordinarily bought by individuals or households for private consumption. This answers research question 1. Will a suitable marketing mix also lead to the success of the concept and what is *success* in this regard? The definition of *success*, regarding to this research, aims to be economically successful (making profit) in the market with long-term view, when using the results of this research. The above answers the second research question.

Also this research paper will aim to construct a suitable positioning strategy to the underlying target market. For this purpose the model of *The Key Components of Marketing Positioning Strategy Formulation* by Brooksbank, (1994) will be used. In the words of Doyle (1983): "*Positioning strategy to the choice of target market segment which describes the customer a business will seek to serve and the choice of differential advantage which defines how it will be compete with rivals in the segment.*" Brooksbank (1994) is concluding that this definition shows that a positioning strategy applies only at the level of a particular product and/or service operating within a particular market. Furthermore he mentions that the positioning strategy relates to each individual element of the marketing mix such as a promotional or price strategy. His model consists of three interrelated sub-components: 1. customer targets, 2. competitor targets and 3. competitive advantage. According to Brooksbank, a formulation process of a positioning strategy demands the ability to build up a picture of the market place. This necessitates a thorough understanding of the

strengths, weaknesses, opportunities and threats (SWOT). The sub-component 'competitive advantage' will be defined by assembling an appropriate marketing mix. The four P's Product, Price, Place, Promotion will compromise a set of decision elements which define the concepts offer to the target market (Brooksbank, 1994).

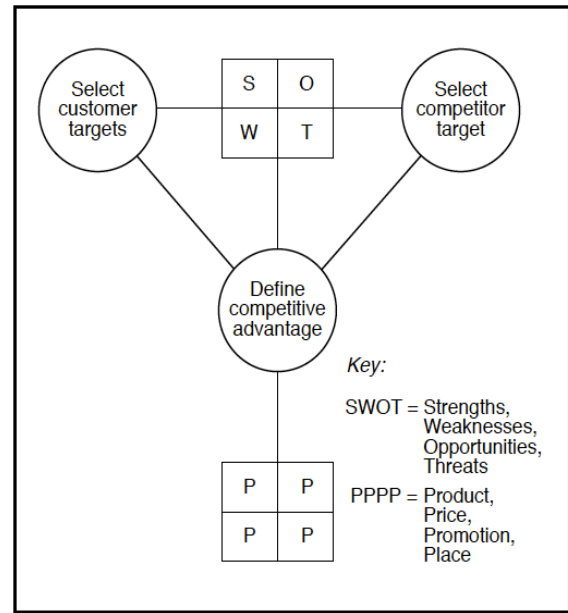


Figure 1. *The Key Components of Marketing Positioning Strategy Formulation by Brooksbank, (1994).*

2. METHODOLOGY

What methods and techniques will be used in order to collect and analyze the necessary data to find answers to the underlying questions? The method of survey as data collection method will be used. Moreover the survey will be an online survey. What are the advantages of online surveys? First of all, the costs are low, they assure and deliver confidentiality and are very time efficient. Moreover online surveys allow easy access to a highly focused, unique population (Wright, 2005). To make sure the survey positioning works with a high amount of precision, the use of personal networks as delivery tool will secure the delivery of the survey to the focus group only.

The demographical focus will be students, geographically targeted on studying in the German federal state of North Rhine Westphalia (NRW). As the biggest federal state in Germany and with a percentage of 25,8 percent of all students in Germany, NRW provides a significant geographical focus (Federal Statistical Office Germany, 2012). Therefore the surveys will be send to students in NRW by email or using social networks. For reaching also international students, the questionnaire will be published bilingual in German and English. The research focus group will be students in the age between 18 and 30 years.

¹ Web Finance Dictionary
 (<http://www.businessdictionary.com/>)

The research focus group was chosen, because in general students need to be highly flexible in modern times (Furlong & Cartmel, 1997). Different study locations or work places in a short time are no curiosity (Harvey, Moon, Geall & Bower, 1997). Because of this lifestyle this focus group has different needs than the average person and outstands as possible positioning target group for the business concept of renting consumer products. Data about the personal lifestyle of students is needed. To make the kind of lifestyle measurable the variable *lifestyle* will be compared with previous scientific research about the changing lifestyle and will be fragmented into describing sub-variables. It will be assumed that students nowadays live a lifestyle comparable to the lifestyle of the global citizen, Van den Hoff describes with his work about the society 3.0. The global citizen, referred to Van den Hoff wants to go across borders, unbounded, without any restraint and try to have as little strings attached to one location as possible (Van den Hoff, 2011). Freedom and flexibility describe the fact to go across borders, being unbounded and not want to have any strings attached to the life of the global citizen. The strings would be property, which is connected to uncertainties in terms of worth loss, damage, or total loss of the products due to product failure or damage. With other words the global citizen, thus the students are unsettled and want to take as less risk as possible. Therefore the factors of *settledness* and *risk-taking* are also important character traits. To get information about the personal lifestyle of the research target group, the respondents will be asked to give answer of how important the factors of *freedom*, *flexibility*, *safety*, *risk-taking* and *settledness* are to them. The answer possibilities will be given in form of a scale from very important to very unimportant.

How will the underlying theoretical model be positioned and connected to the research practice of a questionnaire? To collect usable data in order to answer the research questions and show findings, the 4p model will provide a raw conceptualization and theoretical foundation. Brookbanks model about The Key Components of Marketing Positioning Strategy Formulation will be used as addition to the 4P model, which is already part of it. To describe and investigate a possible positioning strategy, Brookbanks model will be analyzed in its three sub components: 1. customer targets, 2. competitor targets and 3. competitive advantage. These sub-components in Brooksbanks model contain describing elements like the 4P model and a SWOT analysis. Due to limitations in time the main focus will be the components of the customer targets and the competitive advantage. This will help creating the right questions in order to gain the right information to give statement how the concept of renting consumer products can be successful. Nevertheless the 4p model by McCarthy (1964) will be used as main describing framework. It describes the customer target group as well as the competitive advantage. Resulting from the above the following model was developed (Figure 2).

This model assures with its simple structure and is specifically suiting to this research. Unfortunately it cannot give a complete picture of the total positioning strategy, because the aspects of the strengths, weaknesses, opportunities and threats (SWOT) and the competitor target are not given. Because the concept of renting consumer products stands in its early beginning, there is no direct competition yet. Also the internal analysis described

by SWOT depends on much more practical information and may can be conducted after this research with combining the research results.

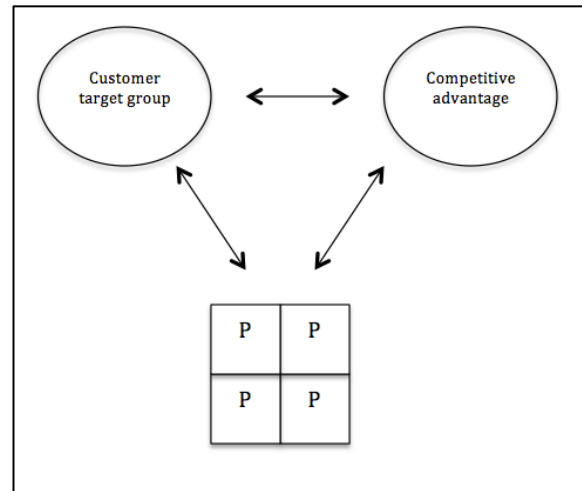


Figure 2. Positioning of the concept of renting consumer products by Patrick Wagner (2013).

For a complete picture of the most important objectives, information about the four P's needed to be collected.

First: *product* - Brand, quality, age, functionality and the amount of service, which is fulfilling the potential customer needs, stand in the main focus of interest. Also the renting *price*, a potential customer is willing to pay, is highly interesting. Even details about contracting, selling strategy and the distribution channel as well as selling promotions are needed and will be aimed to gain to answer the research questions properly (*place*, *promotion*). In addition to the 4p model I argue that also factors in the personal (living) situation will have effect on the decision whether to rent or to buy a product. This could be the fact that the respondents are living alone or in a student flat and if the product is a shared or a personal used one, how long you are living at one place or how much money you have available per month. All of this will be considered as theoretical foundation and framing the questionnaire when constructing the questions. To find the market target group to this concept, the answers that reflect the meaning of this potential target group to all of these four P-categories mentioned above and its attributes will result in a complete picture of the suitable marketing mix and consequently answering my research question(s). In other words: *How can the concept of renting consumer products be successful in the market?*

The survey structure aims to construct only closed questions to make it easy, fast and uncomplicated to answer and measurable and comparable for later analysis. In total there will be 16 questions structured into general questions about personal issues like age, origin, profession, income or living situation and questions about factors that describe the personal lifestyle. Data about the personal living situation and number of flat mates are standing in closer focus of the research as well as the question whether cost sharing could make it more interesting to rent. Aside of this personal information, the question about the general interest of renting consumer

products stands in focus and will be of high interest for the research. Also information about the kind of products and what attributes these products should embody will be investigated. The respondents will be asked how important issues like service, quality, brand, age, functionality or contracting are and how much money they would be willing to pay. The last section of the questionnaire will consist of questions regarding the fact of living only for limited amount of time at one place, for instance for the time of the study only. Also the opportunity to share costs with for example housemates stands in direct focus.

Due to research relevant issues, the term consumer products will be specialized in different product categories, which could be interesting for renting. This will be: *large household appliances* think about washing machines or dryer, *small household appliances* for example coffee machine or hairdryer, *consumer electronics* (Laptop, TV, mobile phone), *furniture* and *decoration items*. The underlying theoretical structure of the 4p model will be applied as followed: What kinds of products are interesting for renting to the customers and what other attributes should be attached to the product? How is the price influencing the potential customer and how much is the customer willing to pay? What distribution (place) is needed to fulfill the customer needs? And which aspects of promotion are important?

Regarding to explanations by Pratt et al.'s (1979), consumer product prices are directly connected with the human subconscious, he calls it psychophysics-of-price heuristic which reduce consumers' search for more expensive items and thus would have important economic consequences (Pratt, 1979). In result of these previous scientific findings the assumption that price plays a major role for customers in any kind of buying or renting decision can be made. It will be argued that the price a potential customer needs to pay for a consumer product is crucial and even more the price should reflect the value proposition the customer is receiving from the product or service. The matter of fact that students often live in student housing or in shared flats offers the opportunity for cost sharing for shared used products or services. Resulting from the above, it can be assumed, that *the possibility of cost sharing has positive influence on the general interest of renting shared consumer goods*. In this research case shared consumer goods tend to be large consumer goods, like washing machines or furniture. According to Van den Hoff sharing products will lead to collective ownership. This enlarges the possibilities of use of more items for the whole society. In our case the society will be a living community in form of a student flat or other kinds of shared living.

Moreover it is thinkable that the condition and time of living at one place affects the willingness of renting. Thinking about international students from other countries, who only live a limited amount of time at one place and only follow academic educational purposes in Germany. They possess no long-term oriented buying behavior for products they cannot take back home at the end of their stay because they are too large. Especially the purchasing of large and hence expensive consumer products (large household appliances or furniture) is a long-term decision. It will be researched if there is indeed a higher interest among international students or people who know to live only limited amount of time at one place. It will be

assumed that *the time of living at one place directly affects the general interest of renting large consumer products*.

Under which aspects and with which methods will the collective data be analyzed? First of all it will be an exploratory research, which requires suitable analysis tools. For this the data needs to be transformed into descriptive data, to compare and give answer to underlying research questions. Thus the tool of descriptive statistics will be used (De Veaux, 2007). Technical solutions of achieving this will be the computer program SPSS statistics by IBM.² Main focus will be on performing comparative tests for better description of the chosen variables and attributes suited to the regarding theoretical basis. With regards to the analysis, desk research is the main non-explanatory tool, what will be used to get to know as well theoretical connection but also scientific relevance. In order to give statistically valuable and correct statements about the target population, information about a minimum of respondents should be collected. The actual number of student studying in NRW is 528.700 students (German statistical office), which is the total population of the research, thus the target population. Because of limitations in personal knowledge of conducting a research and due to the fact of not controlling with one hundred percent confidence who is doing the survey with what amount of reliability the confidence interval (margin of error) was chosen higher than common with 10%. The research sample size target is at least at around 200 respondents (n=200). This sample size gives valid a reliable statement under a statistical relevance with a confidence level of 90% about the whole population (students studying in NRW). I aim to raise more respondents than necessary in order to avoid so many missing values in the answers or not complete filled in questionnaires as possible. A side objective regarding the sample size is the collection of data about international students. The targeted respondent number of foreign students, who are studying in North Rhine Westphalia, would be determined with approximately 25 percent of all respondents. This will offer the opportunity to compare the two groups. Therefore in addition to the research channel of sending the survey via Internet, I will also ask the questionnaire to people of the research target group personally to avoid unnecessary errors and to reach the purposed total sample size of 200 people. Another reason for personal survey taking in form of face-to-face interviews is to collect especially information about foreign students, studying in NRW in order to compare the collected data with the data of local, German students. Face-to-face interviews allow making pre-selection.

2.1 LIMITATIONS

The used methods of surveys also contain some limitations. When conducting online research, investigators can encounter problems as regards sampling (Andrews et al., 2003; Howard, Rainie, & Jones, 2001). For example, relatively little may be known about the characteristics of people in online communities, aside from some basic demographic variables, and even this information may be questionable (Dillman, 2000; Stanton,

1998). Participants could not be interested and motivated to answer the survey or joining a short personal interview. Limitations like this could reduce the targeted sample size or could lead to a lack of accuracy of the data. To date, few studies have discussed the reliability and effectiveness of using online data collection. One factor having to do with the reliability of survey studies is that of response rates. Comley (2000) names three factors that affect response rates in online surveys: (1) style of the first page of the survey, (2) relationship with the website/brand and (3) respondent interest or relevance of the survey. Response rates as low as 30% have been considered reasonable in self-completed postal or mail surveys (Saunders, Lewis & Thornhill, 1997) but according to Comley (2000), most virtual surveys in 1999 showed a response rate between 15 and 29% (Lefever, Dal, Matthíasdóttir, 2007). This could, with view on this research, result in the limitation of a too small sample size with a N less than the necessary respondents to give valid statement about the target population (Students in North Rhine Westphalia). Due to this limitation it is only possible to give statements about the population with 90% confidence. Further, personal limitations are time, the possibility to travel and limitations in other resources like money. The projected target group, sample size and also the geographical specialization neutralize most of these personal limitations, but cause to limited explanatory power regarding the whole population. In a result, the limitations in resources like time and money causes no other possibility in collecting more than the planned respondent answers. In result of the low amount of time and the early stage of the idea of renting consumer product, the positioning strategy can only be described partly. Important information about internal is missing and also the competitor focus could not be analyzed yet, because the concepts details are not known.

3. RESULTS

In the following section the collected data gathered out of the online surveys and the face-to-face interviews will be analyzed and interpreted, connected to the literature, the underlying theory and will be compared to the earlier made assumptions. First an overview of the findings will be provided, followed by in-depth analysis, splitted-off by research question sub topics.

3.1 GENERAL FINDINGS

The questionnaire was asked to 206 students, studying in the federal state of North Rhine Westphalia (Appendix 1). Right at the beginning section of the questionnaire, a question about the general interest of renting instead of buying consumer products was asked, without providing more information about this concept. About 31 percent of all respondents actually had general interest in renting consumer products. 32,8 percent of the students may be interested in renting and 36% were not interested to rent consumer products in general. With a percentage of 42 percent the most wanted product types to rent are huge household appliances, followed by furniture (26%) and consumer electronics (18%), (figure 3). These

findings are answering research question 3. concerning what kind of consumer products are interesting for renting. The average age of the student respondents was between 21-23 years (53%), 18 percent of them were between 18 and 20 years old and 23 percent between 24 and 26 years old. Also very interesting was the fact that about 24 percent of all respondents were foreigners, who were studying in North Rhine Westphalia, what was a direct research side aim.

More general findings regarding the profession of the respondents revealed that 90 percent of all respondents were students, around 8 percent were already working and two percent were work seeking. With view on the marital status 49 percent of the respondents said they were single and also 49 percent mentioned that they were in a relationship. But only 10 percent of the respondents were living together with their partners. Although the research target group was students, it was already calculated with a higher margin of error and also mentioned in the limitations that the possibility that not 100 percent of all respondents are actually students could be apparent. Still 90 percent students is a valid sample size and the employed respondents were working with a high probability at the university or are PhD students, because the research target group was chosen with a high amount of accuracy.

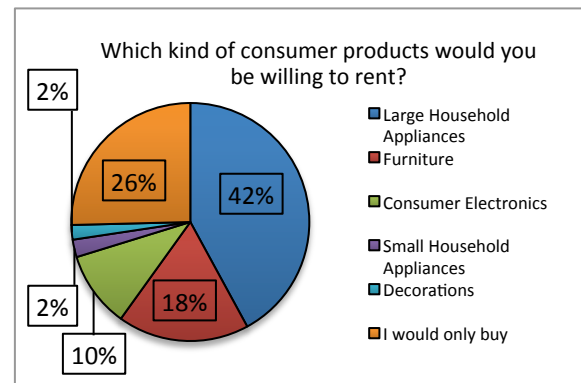


Figure 3. Research output of which kind of consumer products would be willing to rent (question 10).

3.2 SIZE, SERVICE & COST SHARING MATTERS

Furthermore it was found out, that 29 percent of all respondents said that they would find it interesting to rent consumer products, if the costs can be shared, 32 percent even stated it as very important. When asked about the amount and kind of service, 37 percent of the asked students said that a delivery and pick-up service would be very important for them, for 43 percent delivery and pick-up service was even very important. Along with that findings from above came the fact that the importance of a good service regarding quick and easy replacement in case of problems or product failure was shared with among two third of the respondents, 62% answered with very important, 32% with important.

When analyzing these first findings it was conspicuous how the respondents chose for the type of product, which were interesting for renting. As already mentioned above the most wanted consumer product to rent was the group of the large household appliances. Why were especially the large household appliances and furniture items interesting for renting? The product details can give evidence. Next to the size of the products, which has apparently an influential character when deciding to rent, also the price seemed to be important. Large consumer products like washing machines or furniture are mostly very expensive. The permanent acquisition of especially large and expensive products is attached with a high potential for risk in form of extra costs for problem solving, maintenances or damage. The modern, young society of students is not interested in financial risk-taking like this and in a result students nowadays wanted to be free and flexible with an high potential of moving fast from city to city without much property as strings attached to them (Van den Hoff). This explains the fact why renting in general was this interesting for students and especially the ability of cost sharing was very interesting. Furthermore in fact of shared using of a renting product is a reason for cost sharing as well. Shared using in this context means that more than just one person is using the product regularly.

But it is not only a question about the type of product; much more other attributes were important. Namely the fact that couches and washing machines are large in size and not easy to transport, it could make them more interesting for renting in combination with an included delivery and pick-up service. Especially such service might be very interesting and helpful for customers which have no own car or are not willing, or able to carry such large and heavy products. This could be women or customer that are not willing to spend much time and effort in the process of physically bringing a large product to their homes. This confirms the assumption that size in this case really does matter. In comparison only four percent was interested in renting small household appliances and decorations.

3.3 PERSONAL FACTORS & CUSTOMER TARGETS

With closer view on the data it turned out that, referred to all respondents, men had actually more general interest in renting consumer products than women. 42 percent of all male respondents had actual general interest, while only 28 percent of the female respondents had shown general interest in renting consumer products. About one third each, mentioned no general interest in renting and respectively the answer of maybe interest, differs between male and female respondents. More women than men are obviously not sure whether they have interest in renting and answered with maybe (Table 1).

When comparing the general interest of *renting consumer products* of foreign students, studying in NRW with German students, I found out that foreigners are more interested in renting consumer products than German

students. Almost two third (59%) of the foreign students had general interest in renting consumer goods. On the German side, only just little more than one third (35%) of the students from NRW were interested in renting consumer goods (Appendix 2a).

Table 1. General Interest of renting consumer products compared by gender.

Report			
Sex			
Sex	General Interest	N	% of Total N
Male	Yes	34	42.5%
	No	26	32.5%
	Maybe	20	25.0%
	Total	80	100.0%
Female	Yes	35	27.8%
	No	44	34.9%
	Maybe	47	37.3%
	Total	126	100.0%

When given the situation of *living only for limited amount of time at one place* (for instance for the study only), about 39 percent of the respondents answered that renting a washing machine would be more interesting under this conditions and 24 percent even said it would make renting very important for them. In direct comparison with the question of how interesting the concept of renting would be, *if known to live longer at one place*, only eight percent were still interested in renting the washing machine (interesting + very interesting), 15 % were neutral and the majority of 77 percent were not interested (not interesting + not interesting at all), (Appendix 2b1 and 2b2).

It seemed that the amount of money available per month is directly influencing the interest of renting. The level of interest was actually rising with the available amount of money per month, but dropped again, when reaching the more than 1000 Euro per month answer. About one third of the respondents with less than 500 Euro available per month had interest renting consumer goods, 41 percent of the group between 501 and 800 Euro and even more than the half of the respondents with 801-1000 Euro available per month answered to had interest in renting consumer goods. But with view on the last income group of the more than 1000 Euro per month, it turned out that within this specific group only 20 percent had general interest in renting consumer products (Table 3). In addition to this fact, it was found out that also the personal factors of living status seems to have influence on the renting behavior of consumer goods. Respondents, who are living in a shared student flat or in student housing had higher interest in renting consumer products than students, who are living alone, or at the parents home (Table 4). The interest of renting consumer products of alone living respondents was with 29 percent relatively low, respondents, who were living at their parents house had also only very low interest in renting CP's (21%). Respondents, living together with their partner had an interest of 31 percent towards renting consumer products, which is slightly higher than the interest of alone living and students, who are living at their parents house. The more people, the more interest in renting CP's? Earlier it was found out that the attribute of shared products could be a trigger in rent or buy decisions. Do students, living in shared student flats have higher interest than those living alone or living at their parents' house?

Table 2. General interest in renting consumer products, compared to money available per month.

Report			
Money			
Money	General Interest	N	% of Total Sum
<500 Euro	Yes	22	31.0%
	No	22	31.0%
	Maybe	27	38.0%
	Total	71	100.0%
501–800 Euro	Yes	35	41.7%
	No	23	27.4%
	Maybe	26	31.0%
	Total	84	100.0%
801–1000 Euro	Yes	16	50.0%
	No	5	15.6%
	Maybe	11	34.4%
	Total	32	100.0%
> 1000 Euro	Yes	5	25.0%
	No	7	35.0%
	Maybe	8	40.0%
	Total	20	100.0%

Table 3. General interest of renting consumer products, compared with living status.

Report			
Living_Status			
Living_Status	General Interest	N	% of Total Sum
alone	Yes	5	29.4%
	No	5	29.4%
	Maybe	7	41.2%
	Total	17	100.0%
with a partner	Yes	7	31.8%
	No	8	36.4%
	Maybe	7	31.8%
	Total	22	100.0%
flat share (1–3 persons)	Yes	21	35.0%
	No	14	23.3%
	Maybe	25	41.7%
	Total	60	100.0%
flat share (4–6 persons)	Yes	27	58.7%
	No	7	15.2%
	Maybe	12	26.1%
	Total	46	100.0%
flat share (more than 6 persons)	Yes	9	45.0%
	No	4	20.0%
	Maybe	7	35.0%
	Total	20	100.0%
at parents house	Yes	9	21.4%
	No	19	45.2%
	Maybe	14	33.3%
	Total	42	100.0%

In connection with the flat size it needs to be distinguished between small student flats (1-3 people), medium shared housing (4-6 people) and large flats with more than 6 people. With view on the small flats the general interest in renting CP's was with 35 percent moderate and comparable to the general interest of respondents living together with a partner. The group of the medium sized flats in contrast displayed with a general interest of almost 60 percent (58,7%) a much higher interest in renting CP's. With exactly 45 percent the group of the large shared student flats scored in terms of general interest the second highest (Table 3).

Furthermore the research determined a difference in the use of the products. Products that are used and paid shared, with for example the housemates, are more likely wanted to rent than personal used products. In numbers 29 percent of all respondents said the possibility of cost sharing would be interesting, 32 percent even said it would be very important (Appendix 2c). To confine a potential target group also the lifestyle could have impact on the general need of renting CP's. It was asked to give answer on the personal importance of different lifestyle factors including flexibility, safety, freedom, risk-taking and settledness. Conspicuous was the positive correlation between high scores in flexibility, freedom and safety and a positive general interest in renting. Risk-taking was assessed as neutral and showed a normal curve of distribution. The factor of settledness also had a normal distribution, but analyzed the connection of settledness towards general interest; slightly more people who are answered to be more unsettled had interest in renting CP's. But because the difference towards the more settled respondents was too less, no valid relevance can be measured.

To give advice to a suitable positioning strategy and answer the underlying research question, the sub-component customer target is worth to be analyzed in more detail. In general a trend towards high importance in safety, freedom and flexibility was seen among the student respondents. Referred to Van den Hoff's global citizens, who want to go across borders, unbounded, without any restraint and try to have as little strings attached to one location as possible (Van den Hoff, 2011) the high scores measured among the students in flexibility, freedom and safety can be compared to the character traits the global citizen have. So the findings about students in terms of personal lifestyle, can be used as basis to compare the students with the global citizen. What about shared housing and shared using of products, thus the use of one product of more than one person? Often students share a flat or even a room with other students. In this kind of flats products, which will be used by everybody, are necessary. Thinking about a washing your clothes in a student flat of 6 students; it seems to be very impractical and even very expensive, if each housemate has its own washing machine. Therefore the students will share one washing machine. When common used, you could argue the product of course is paid in common as well. This fact would make the personal costs less expensive, what should let the interest of renting rise and according to Van de Hoff (2012) also enlarge the possibilities of use of more items for the whole society. The six-person student flat could also rent a dryer and a dishwasher and still the costs per person will be lower, compared to the alternative of buying it as individual person. Close to the prior findings the factor of money available per month played a major role. It seems to give a reason that respondents with more money available than the average student in NRW had in general more interest in owning instead of renting consumer products. This can have correlation with the earlier mentioned findings that long-term orientated people have less interest in renting.

Furthermore the findings of this section appear to confirm the prior assumption and indicate a positive correlation between living only a short amount of time at one place and the positive general interest in renting consumer products, with focus on large household appliances. In this interrelation the long vs. short-term orientation can take a

major role. While local, German students are more often oriented more long-term and with fixed geographically orientation it could be more meaningful for them to buy CP's rather to rent them. But internationals, which are just coming to NRW for educational purposes and stay between one semester and four years (time of the study), are clearly short-term oriented. So probably the most effecting personal factor emerged from the research is the factor of how long the potential customers are living at one place. The fact of living only a short time at one place seemed to have high influence on the general interest of renting.

3.4 BRAND, QUALITY, AGE, FUNCTIONALITY

Asked about what characteristics would be important to the prospective renter, the brand of the rented products was seen as neutral for 37,7 percent. Only 2,3 percent said that the brand was very important for them. Half of the respondents saw the age on the products as "important" (49,5%). Quality was for 63 percent of the respondents very important and the factor of functionality even for 66% very important. On a scale from 5, known as very important to 1 very unimportant, the variables very important and important earned 97 percent each for quality and functionality. Summarized the importance of the factors were for most people rising from neutral for the brand of the product, to important for the age till very important for the quality and the functionality of the products (Appendix 2d).

The respondents were asked what they are willing to pay for different types of large household appliances in different products conditions. Fifty percent of all respondents would pay 10-20 euro per person for a new washing machine of high quality and 5-15 euro for a used machine from high quality (53%). Low quality products are only considered to pay 5-10 euro for, answered the respondents (29%). If the low quality machines even would be used instead of new, 67% would not at all rent this type of products (vs. 53% for the new, low quality machines).

As partly analyzed in the previous section, the highest general interest was seen by the group of respondents with between 800 and 1000 Euro available per month. Fifty percent had general interest in renting consumer products. Followed by respondents with between 501 and 800 Euro (41,7%). People with fewer than 500 Euro available per month only showed general interest of thirty percent. Surprisingly the respondents with more than 1000 Euro available per month showed least interest in renting CP's with 25 percent (Table 2). As we found out, service tends also to be very important for prospective customers. The most important service, which is valued with very important by 60,5 percent is a quick service of exchange in cases of product failure. Followed by an easy contract termination and short contract times (very important for 58%), delivery and pick-up service (very important for 42,5%) and easy online ordering and online support which only one third of all respondents value with very important. Interesting is the fact that this four service

options are for a significant majority more important than neutral (69-93%), (Appendix 2e1, 2e2, 2e3, 2e4).

With analyzing view, the findings of this section show the high interest in the product abilities of functionality and quality and the potential need for the renting of high quality products. With other words, students have high expectations in the product, with exception of the brand and age. But on the other hand the average price they are willing to pay is relatively low. In addition the respondents want to receive the 'full-service' with delivery and fast exchange in case of product failure. These conditions are the competitive advantages compared to purchasing or leasing a consumer product. In these terms the high level of service and the relative low price must be offered to the potential customers. Furthermore, the products should feature high quality and functionality. The brand and the age were not important to the respondents, but in the case of rising competition in the renting sector the factors of brand and age should be kept in mind for later scenarios.

4. RECOMMENDATIONS & DISCUSSION

The concept of renting consumer products is an interesting and upcoming new business structure which describes the overall trend of the target group of students to the fact that using is much more important than owning certain products. This research paper provided an insight into the concepts success factors; most wanted products attributes, the potential target group and personal factors with influential character and attempts to formulate a positioning strategy. Although it turned out that the positioning strategy formulation is an extremely time-consuming and difficult task. Brooksbank (1994) describes the process as 'trying to make sense of a 100-piece jigsaw puzzle without the benefit of the picture box'

The research showed that there is a high demand of renting every-day products in an economically successful manner on long-term view. As matter of fact renting produces the same utility as owning does (Varian, 2000). The permanent acquisition of especially large and expensive products is attached with a high potential for risk in form of extra costs for problem solving, maintenances or damage. The modern, young society of students is not interested in financial risk-taking like this and in a result students nowadays want to be free and flexible with an high potential of moving fast from city to city without much property as strings attached to them (Van den Hoff). The positioning strategy can be divided into a *customer target group* and the *competitive advantage*, which will be described by the 4P model. To answer research question 5. concerning the possible targeting strategy, in this section the findings about the customer target group and the competitive advantage will be formulated in form of recommendations.

A possible customer target group should be selected on basis of demographics like age, sex or origin and psychographics like the personal attitude of being flexible and free. However, it should be remembered that there is no single correct approach (Hooley and Saunders, 1993). Primary findings in target group and personal factor

concerns have shown that the key target group for this concept should consist of mainly people with living purpose at one place for just a short amount of time. As a result especially male respondents and international students showed the highest interest in renting consumer products and should be considered as part of the customer target group. Moreover, students, living in shared students flats, should be considered as the other part of the customer target group. *Also it seems to be too stressful to physically carrying especially large products to their home, with view on just a short time of living at this place.* This vastly increases the interest in renting shared used products. Also the research demonstrated that the students had very high requirements in quality.

The personal lifestyle, characterized by a high personal importance of flexibility, safety and freedom describes the trend in change of lifestyle for students, and also addresses higher interest in renting consumer products compared with people with low importance about this lifestyle factors. While researching the age of the respondents, the most interested age group in renting CP's was the group of young students in the first years of their study. Students living in shared student flats with a size of four to six persons had the most interest in renting.

In close connection with this stands the ability to share products and costs. Consequently shared products created much more general interest of being rented than personal used products did. The impact of product abilities tended to high respondent interest in functionality and quality in contrast, age and brand was unimportant to prospective renters. Moreover regarding to the research, the size of the rented product seems to be very important to the respondents. Large household appliances and furniture were most wanted to rent by the respondents. The ability to share the costs made it even more interesting for the respondents to rent rather buy consumer products. In addition it was clarified that large products are more often shared and therefore more likely eligible for cost sharing. In result to a potential succeeding of the concept of renting consumer products the level of service offered seems to be high. In detail the service of delivery and pick-up and the fast problem solving and product replacement in case of product failure was highly wanted. These findings should be seen in one big picture, along with the factors of products size, product attributes and personal lifestyle factors. The matter of fact to end the contracts easy and have flexible and transparent contract duration makes the established framework of how the concept of renting consumer products can be successful in the market complete.

How should a positioning strategy look like? Structured by the 4P model (Product, Price, Place, Promotion) the following recommendations regarding can be given:

Product:

1. High quality products with focus on high degree of functionality should be offered
2. High level of service in form of quick and easy product replacement in situation of product failure
3. Offering of different product categories ("Basic Class, Regular Class, High Class")

Price:

1. The renting price should be between 5 - 25 Euro for the different product categories (Basic Class, Regular Class,

High Class)

2. Discount prices when renting more than one item and product packages should be offered
3. Benefits in pricing for long renting (for example after 2 years)

Place:

1. Local Partner in big student cities for fast service, delivery or product exchange
2. Free transport in form of delivery and pick-up service

Promotion:

1. Promotion focus on students, especially international students and student flats
2. Online promotion (for example in social networks)

With reflection on this research, what should be made differently, what limitations influenced the research the most and how would the research have been, without those limitations?

First of all, the biggest limitation was the amount of time available to conduct the research. The given time frame of only ten weeks forced to quick and effective work without much space for uncontrollable mistakes or problems. With more time available, the sample size would have been larger which would have resulted into a higher level of confidence regarding to the research target 'students in North Rhine Westphalia' and overall more representative results. Also very interesting would be to conduct the research not only among students, but also ask normal employees, young working high professionals or families. It can be supposed that maybe families or young working professionals have an even higher interest in renting consumer products compared to the research focus group. These assumptions can form the basis for a follow-up research.

For a better overall picture of the concept of renting household appliances also the possible competitor scene and the interest of the product manufacturers would have been very interesting and are worth for further follow-up studies. In addition, the advantages of renting versus leasing are interesting to investigate. With view on the target customer market also the mentality and culture of the target country Germany could be worth comparing with other possible countries. Hofstede's cultural factors can be used as theoretical foundation. All these thinking and information can be bundled up in a complete picture of a possible positioning and the complete positioning strategy of the concept of renting consumer products could be described.

The underlying theoretical foundation for this research, mainly the 4P model and the constructed model for party positioning, gave the possibility so structure the research. Nevertheless this model(s) were not capturing all factors, which are important to the concept. Especially the change in lifestyle and information about living situation were difficult to assign to one of the model(s) components. With more time, a complete model, regarding all influencing factors could have been constructed.

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6. APPENDIX

Appendix 1: Questionnaire

The concept of renting consumer products

Sehr geehrte Teilnehmer und Teilnehmerinnen,

Die folgende Umfrage umfasst einen kurzen Fragebogen zum Thema Mieten statt Kaufen. Die Beantwortung dieses Fragebogens wird Dich maximal 10 Minuten deiner Zeit kosten!

Deine Meinung zu diesem Thema ist uns sehr wichtig und dient uns als Grundlage für unsere Bachelor Arbeit.

Natürlich werden alle Daten in höchster Vertraulichkeit behandelt.

Los geht's!

Dear Ladies and Gentlemen,

The following questionnaire includes short questions about the topic of renting instead of owning. It tries to investigate if there has been a shift in public opinion in regards to this topic. To answer this questionnaire it will take an absolute maximum of about 10 minutes!

It is very important that you give honesty answers about the way you think about this topic.

Please keep in mind that all data will be handled with highest discretion and will not be passed on to any third party.

Thank you for your consideration and time. Please press 'Anfangen' to start.

Anfangen

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The concept of renting consumer products

1.

Was ist dein Geschlecht?

What is your sex?

- ☐ Männlich / Male
☐ Weiblich / Female

2.

Wie alt bist du?

How old are you?

- ☐ < 18
☐ 18 - 20
☐ 21 - 23
☐ 24 - 26
☐ 27 - 29
☐ > 30

3.

Was ist deine Tätigkeit?

What is your profession?

- ☐ Schüler, Student / Pupil, Student
☐ Berufstätig / Employed
☐ Arbeitssuchend / Seeking Employment

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4.

In welchem Bundesland wohnst du?

In which state do you live? (If you are not living in Germany, please choose "other than Germany")

-- bitte, wählen Sie --

5.

Was ist dein Beziehungsstatus?

What is your marital status?

- ☐ Ledig / Single
☐ In einer Beziehung / In a relationship
☐ Geschieden / Divorced
☐ Verwitwet / Widowed
☐ Verheiratet / Married

6.

Was ist deine aktuelle Wohnsituation? Ich wohne...

What is your living situation? I live...

- ☐ alleine / alone
☐ mit meinem(-er) Partner(in) / with a partner
☐ In einer WG (1-3 Personen) / together with (1-3 persons)
☐ In einer WG (4-6 Personen) / together with (4-6 persons)
☐ In einer WG (mehr als 6 (Personen) / together with more than 6 persons
☐ zuhause / at home

7.

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Wie wichtig sind diese Faktoren für deinen persönlichen Lebensstil?
How important are these factors for your personal lifestyle?

	sehr wichtig / very important	wichtig / important	neutral / neutral	unwichtig / unimportant	sehr unwichtig / very unimportant
Flexibilität / flexibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sicherheit / safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freiheit / freedom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Risikobereitschaft / risk-taking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sesshaftigkeit / settledness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8.

Wie viel Geld hast du im Monat zur Verfügung?
How much money do you have available per month?

- ☐ < 500€
☐ 501€ - 800€
☐ 801€ - 1000€
☐ > 1000€

9.

Wäre das Mieten von Gebrauchsgegenständen (z.B. einer Waschmaschine) für dich generell von Interesse?

Would the renting of consumer products (e.g. washing machine) generally be of interest to you?

- ☐ Ja / Yes
☐ Nein / No
☐ Vielleicht / Maybe

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10.

Welche Geräte würdest du mieten? (mehrere Antworten sind möglich)

Which kind of consumer products would you be willing to rent? (more than one answer possible)

- ☐ Haushaltsgroßgeräte (z.B. Waschmaschine/ Trockner, Ofen, Kühlschrank) / Large household appliances (e.g. washing machine/dryer, stove/oven, refrigerator)
☐ Haushaltskleingeräte (z.B. Kaffeemaschine, Föhn, Radio) / Small household appliances (e.g. coffee machine, hairdryer, radio)
☐ Unterhaltungselektronik (z.B. Notebook, Fernseher, Handy, Tablet) / Consumer electronics (e.g. Laptop, TV, mobile phone, tablet PC, game console)
☐ Möbel (z.B. Bett, Kleiderschrank, Sofa) / Furniture (e.g. bed, wardrobe, desk)
☐ Einrichtungsgegenstände (z.B. Handtücher, Geschirr, Dekoration) / Decorations (e.g. towels, dishes)
☐ Ich würde gar nichts mieten, sondern kaufen / I would NOT rent any of the named above. Only buy.

11.

Wie wichtig wäre für dich...?
How important would be...?

	sehr wichtig / very important	wichtig / important	neutral / neutral	unwichtig / unimportant	sehr unwichtig / very unimportant
die Marke des Produkts / the brand of the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
die Qualität des Produkts / the quality of the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
das Alter des Produkts / the age of the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
die Funktionalität des Produkts / the functionality of the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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12.

Wie viel Miete würdest du pro Monat bezahlen für:
How much rent would you pay per month for:

	5 - 10€	10 - 15€	15 - 20€	20 - 25€	25 - 30€	würde ich nicht mieten / I would not rent
Eine neue Waschmaschine von hoher Qualität. / A new washing machine from high quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eine neue Waschmaschine von niedriger Qualität. / A new washing machine from lower quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eine gebrauchte Waschmaschine von hoher Qualität. / A nearly new/used washing machine from high quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eine gebrauchte Waschmaschine von niedriger Qualität. / A nearly new/used washing machine from lower quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13.

Welcher Service wäre für dich wichtig?
How important is each service category for you?

	sehr wichtig / very important	Wichtig / Important	neutral / neutral	unwichtig / unimportant	sehr unwichtig / very unimportant
Liefer- und Abholservice / Delivery and Pick-up service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Schneller Austausch bei Schäden und Problemen / Quick service or exchange in case of product failure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Geringe Mindestmietzeit und einfache Kündigung / Easy contract termination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Einfache online Bestellung und online Support / Easy online ordering and support ☐ ☐ ☐ ☐ ☐

14.

Wie interessant wäre es für dich ein Haushaltsgroßgerät (z.B. Waschmaschine) zu mieten, wenn du dir unsicher bist, länger an einem Ort zu wohnen (zum Beispiel Studium 1-4 Jahre)?

How interesting would it be to rent a home appliance (e.g washing machine) if you are unsure to stay longer at one place (1-4 year max.)?

Sehr interessant / very interesting

☐ ☐ ☐ ☐ ☐

Gar nicht interessant / not interesting at all

15.

Wie interessant wäre es für dich ein Haushaltsgroßgerät (z.B. Waschmaschine) zu mieten, wenn du dir sicher bist, länger an einem Ort zu wohnen?

How interesting would it be to rent a home appliance (e.g washing machine) if you are sure about staying longer at one place?

Sehr interessant / very interesting

☐ ☐ ☐ ☐ ☐

Gar nicht interessant / not interesting at all

16.

Wie interessant wäre es für dich, ein Haushaltsgroßgerät (z.B. Waschmaschine) zu mieten, wenn du die Kosten teilen kannst (z.B. mit deinen Mitbewohnern)?

How interesting would it be for you to rent a home appliance (e.g washing machine), if you can share the cost (e.g with your roommate(s))?

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Sehr interessant / very
interesting



Gar nicht interessant / not
interesting at all

Verschicken

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Vielen Dank, dass Du dir die Zeit genommen hast um unseren Fragebogen zu beantworten.

Wir wünschen Dir noch einen schönen Tag

Thank you for filling in the questionnaire.

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Appendix 2: SPSS outputs

Appendix 2a: General interest, compared in origin

Report

Origin

Origin	General Interest	Mean	N	Std. Deviation	% of Total Sum
Baden- Württemberg	Yes	1.0000	6	.00000	25.0%
	No	1.0000	11	.00000	45.8%
	Maybe	1.0000	7	.00000	29.2%
	Total	1.0000	24	.00000	100.0%
Bavaria	Maybe	2.0000	4	.00000	100.0%
	Total	2.0000	4	.00000	100.0%
Berlin	Maybe	3.0000	1	.	100.0%
	Total	3.0000	1	.	100.0%
Brandenburg	Yes	4.0000	1	.	100.0%
	Total	4.0000	1	.	100.0%
Bremen	Yes	5.0000	1	.	100.0%
	Total	5.0000	1	.	100.0%
Hamburg	Maybe	6.0000	2	.00000	100.0%
	Total	6.0000	2	.00000	100.0%
Hesse	Yes	7.0000	1	.	50.0%
	No	7.0000	1	.	50.0%
	Total	7.0000	2	.00000	100.0%
Mecklenburg-Western Pomerania	Maybe	8.0000	1	.	100.0%
	Total	8.0000	1	.	100.0%
Lower Saxony	Yes	9.0000	3	.00000	18.8%
	No	9.0000	7	.00000	43.8%
	Maybe	9.0000	6	.00000	37.5%
	Total	9.0000	16	.00000	100.0%
North Rhine Westphalia	Yes	10.0000	40	.00000	40.4%
	No	10.0000	33	.00000	33.3%
	Maybe	10.0000	26	.00000	26.3%
	Total	10.0000	99	.00000	100.0%
Rhineland Palatinate	Yes	11.0000	2	.00000	50.0%
	Maybe	11.0000	2	.00000	50.0%
	Total	11.0000	4	.00000	100.0%
Saarland	Maybe	12.0000	2	.00000	100.0%
	Total	12.0000	2	.00000	100.0%
Schleswig-Holstein	Yes	15.0000	1	.	100.0%
	Total	15.0000	1	.	100.0%
Other than Germany	Yes	17.0000	29	.00000	59.2%
	No	17.0000	6	.00000	12.2%
	Maybe	17.0000	14	.00000	28.6%
	Total	17.0000	49	.00000	100.0%

Appendix 2b1: *Interest of renting, when knowing to live only a limited amount of time at one place (for example 1-4 years).*

Report

Sex

Interest 1 4 Years	Mean	N	Std. Deviation	% of Total Sum
very important	1.4545	55	.50252	24.4%
important	1.6974	76	.46245	39.3%
neutral	1.6667	33	.47871	16.8%
not interesting	1.5238	21	.51177	9.8%
not interesting at all	1.6842	19	.47757	9.8%
Total	1.6078	204	.48943	100.0%

Appendix 2b2: *Interest of renting, when knowing to live longer at one place.*

Report

Sex

Interest_longer_1_4_Years	Mean	N	Std. Deviation	% of Total Sum
very interesting	1.6667	3	.57735	1.5%
interesting	1.6923	13	.48038	6.7%
neutral	1.5484	31	.50588	14.5%
not interesting	1.6087	69	.49162	33.6%
not interesting at all	1.6136	88	.48971	43.0%
6.00	2.0000	1	.	0.6%
Total	1.6098	205	.48900	100.0%

Appendix 2c: Interest cost sharing

Sex * Interest_Cost_sharing

Sex

Interest Cost sharing	Mean	N	Std. Deviation	% of Total Sum
very interesting	1.5507	69	.50106	32.2%
interesting	1.6842	57	.46896	28.9%
neutral	1.5349	43	.50468	19.9%
not interesting	1.7368	19	.45241	9.9%
not interesting at all	1.6667	18	.48507	9.0%
Total	1.6117	206	.48856	100.0%

Appendix 2d: Brand, Age, Functionality, Quality

Sex * Product_Brand

Sex

Product Brand	N	% of Total Sum
very important	6	3.4%
important	61	28.7%
neutral	74	37.2%
unimportant	48	24.7%
very unimportant	14	6.1%
Total	203	100.0%

Sex * Product_Age

Sex

Product Age	N	% of Total Sum
very important	25	12.7%
important	99	47.9%
neutral	62	30.3%
unimportant	17	8.5%
very unimportant	1	0.6%
Total	204	100.0%

Sex * Product_Functionality

Sex

Product Functionality	N	% of Total Sum
very important	137	67.4%
important	61	29.9%
neutral	2	0.9%
unimportant	2	1.2%
very unimportant	1	0.6%
Total	203	100.0%

Sex * Product_Quality

Sex

Product Quality	N	% of Total Sum
very important	131	63.3%
important	66	32.7%
neutral	5	2.7%
very unimportant	2	1.2%
Total	204	100.0%

Appendix 2e1: Service – Delivery and pick-up

Sex * Service_Delivery

Sex

Service_Delivery	Mean	N	Std. Deviation	% of Total Sum
very important	1.5106	94	.50257	42.8%
important	1.7222	72	.45105	37.3%
neutral	1.6897	29	.47082	14.8%
unimportant	1.5714	7	.53452	3.3%
very unimportant	1.5000	4	.57735	1.8%
Total	1.6117	206	.48856	100.0%

Appendix 2e2: Service – Replacement

Sex * Service_Replacement

Sex

Service_Replacement	Mean	N	Std. Deviation	% of Total Sum
very important	1.5906	127	.49368	61.0%
important	1.6563	64	.47871	32.0%
neutral	1.5556	9	.52705	4.2%
unimportant	2.0000	2	.00000	1.2%
very unimportant	1.6667	3	.57735	1.5%
Total	1.6146	205	.48787	100.0%

Appendix 2e3: Service – Online contract

Sex * Service_Contract

Sex

Service_Contract	Mean	N	Std. Deviation	% of Total Sum
very important	1.6500	120	.47897	60.2%
important	1.5606	66	.50012	31.3%
neutral	1.6000	15	.50709	7.3%
unimportant	1.5000	2	.70711	0.9%
very unimportant	1.0000	1	.	0.3%
Total	1.6127	204	.48832	100.0%

Appendix 2e4: Service – Support

Sex * Service_Support

Sex

Service_Support	Mean	N	Std. Deviation	% of Total Sum
very important	1.6349	63	.48532	31.1%
important	1.6623	77	.47601	38.7%
neutral	1.6042	48	.49420	23.3%
unimportant	1.3750	16	.50000	6.6%
very unimportant	1.0000	1	.	0.3%
Total	1.6146	205	.48787	100.0%