

# Access versus ownership

A study into the factors that influence the intention to rent or purchase frequently and infrequently used consumer products.

I. van Ree  
S2005190

Supervisors:  
Dr. M. Galetzka  
Dr. L. Alvino

Master Thesis  
Communication Science/Business Administration  
Faculty of Behavioural Management and Social Sciences  
University of Twente  
The Netherlands

**UNIVERSITY OF TWENTE.**

## **Abstract**

**Purpose** – As the popularity of non-ownership forms of consumption is rapidly rising, it increases the expectation that consumers are more intended to participate in rental commerce. This study expands the existing research on the factors influencing the intention to rent or purchase products, focusing on product-dependent factors; frequency of use, convenience, cost-effectiveness, and individual factors; environmental concerns, need for trust, need for flexibility, need for social acceptance, need for possession. This study builds on previous research, as the already defined factors are evaluated by examining and comparing two products different product types.

**Methodology** – A quantitative study was conducted by means of an online survey (N = 158). This research investigates specifically an occasionally used product (camper) and a daily used product (washing machine) to identify the effects of the product-dependent and individual variables on the intention to rent or purchase. A multiple regression analysis was performed to examine the effect of the different variables on the intention to rent or purchase the camper. The same analysis was performed to determine the effects towards the intention to rent or purchase the washing machine. The demographic factors were tested as covariates.

**Results** - The findings reveal that people are more inclined to rent infrequently used products, with cost-effectiveness being the most significant determinant. Contrary to previous literature, the study does not support the notion of a rising trend in renting daily used products. However, it should be noted that the conclusions are limited to the specific products investigated, and results may vary with other products. The study also demonstrates how the same factor differently impacts the rental and purchase intentions across two product types, including both product-dependent and individual factors.

**Conclusion** – This research provides new insights into the rental versus purchase intentions relating to different product types. It highlights that the importance of product characteristics varies depending on the type of product. Moreover, it indicates that individual factors have a distinct influence on the intention to rent or purchase depending on the type of product. This finding is contrary to initial expectations. New insights derived from this study argue that the product type plays an important role in determining the impact of product-dependent and individual factors on the intention to rent or purchase consumer goods.

**Keywords:** Frequency of use, convenience, cost-effectiveness, environmental concerns, need for trust, need for flexibility, need for social acceptance.

## Table of contents

<b>Acknowledgement</b>	<b>4</b>
<b>1. Introduction</b>	<b>5</b>
<b>2. Theoretical framework</b>	<b>7</b>
2.1 The concept of renting	7
2.2 Determinants for renting and purchasing	7
2.3 Product-dependent factors	8
2.3.1 Frequency of use	8
2.3.2 Convenience	9
2.3.3 Cost-effectiveness	10
2.4 Individual factors	11
2.4.1 Environmental concerns	11
2.4.2 Need for trust	12
2.4.3 Need for flexibility	12
2.4.4 Need for social acceptance	13
2.4.5 Need for possession.	14
2.4.6 Sociodemographic (covariate)	14
2.5 Conceptual model	15
<b>3. Method</b>	<b>17</b>
3.1 Research design	17
3.2 Procedure	17
3.3 Instrument	18
3.3.1 Validity and reliability	18
3.3.2 Measurement	20
3.3.2.1 Product-dependent factors	20
3.3.2.2 Individual factors	22
3.2.2.3 Intention	24
3.4 Participants	24
3.5 Analysis	25
<b>4. Results</b>	<b>26</b>
4.1 Descriptive analysis	26
4.1.1 Summery of descriptive statistics	26

4.1.2 Comparison between mean differences of the product-dependent factors.	27
4.2 Correlation analysis	28
4.3 Model testing	30
4.3.1 Multiple regression prediction of the rental and purchase intentions	31
4.3.1.1 Intention to rent a camper.	31
4.3.1.2 Intention to purchase a camper.	31
4.3.1.3 Intention to rent a washing machine.	31
4.3.1.4 Intention to purchase a washing machine.	31
4.3.2 Demographic factors as a covariate	32
4.4 Overview hypotheses tested	34
<b>5. Discussion</b>	<b>35</b>
5.1 Main findings	35
5.1.1 Product-dependent factors on the intention to rent or purchase	36
5.1.2 Individual factors on the intention to rent or purchase	37
5.1.3 Demographics as a covariate	39
5.2 Theoretical implications	40
5.3 Practical implications	41
5.4 Limitations	42
5.5 Recommendations for future research	43
5.6 Conclusion	44
<b>Reference list</b>	<b>46</b>
<b>Appendices</b>	<b>55</b>
Appendix A – Online Questionnaire	55

## **Acknowledgement**

Firstly, I would like to express my sincere gratitude to my supervisor Dr. Mirjam Galetzka. This master thesis would not have been the same without all her help. Her expertise in this field helped me to improve and bring out the best in this thesis. But even more importantly, her patience, kindness and positivity were my biggest drive to execute this thesis to the best of my ability. Therefore, a big thank you to all her feedback, creative ideas, and time. Besides, I am also grateful to my second supervisor Dr. Letizia Alvina for her constructive feedback and insightful suggestions.

Furthermore, I am extremely grateful to all the people who participated in this study. Everyone who took the time to participate is part of this thesis. Finally, I would like to thank my family and friends for all their support throughout the process of writing this thesis. Their love and encouragement motivated me to finish my thesis, even during some challenging times.

## 1. Introduction

In recent years, there has been a growing trend of consumers choosing to rent instead of purchase consumer products. It is apparent that the demand for the need of services offering non-proprietary forms of consumption, thus renting, has recently increased significantly. In particular, concerning general consumer products (Moeller & Wittkowski, 2010). Think about the rising demand for renting a bike instead of owning a bike, for instance, Swapfiets (Ma et al., 2020). Or the increase in car rental versus privately owning a car. Moreover, by more unconventional product categories the trend of renting is also emerging. In recent years, electronic company Philips is offering the possibility to lease lights (Philips, 2023). This business model creates the opportunity to keep increasing income while using fewer resources and producing less waste (Kerdlap et al., 2021). Over 2 decades ago, the trend in access and use of products over ownership was already predicted in research done by Matheson (2002) and this trend is expected to grow even more.

The current market situation for renting consumer goods is becoming very dynamic, with the emergence of various platforms and services. Online platforms are making it easier for potential consumers to access the possibility of renting a consumer good. This is having a favourable impact on the likelihood to rent products. In the US alone, the market size of the renting economy is expected to reach 335 billion dollars by 2025 (Forbes, 2021; Tabcum, 2019). To put this into perspective, in 2014 this was only worth 15 billion dollars. To be more specific, according to an article by Nester (2018) it is expected that by the end of 2023, there would be an annual growth rate of 10% in the online fashion rental sector. This indicates the growing demand for rental consumer products.

One of the drivers for this rise in rental commerce, derives from the transition to a more circular economy as sustainability and environmental awareness are affecting consumer purchase decisions more than ever (Nekmahmud & Fekete-Farkas, 2020). Furthermore, rental commerce offers many other benefits. Providing products as a service leaves customers with the benefits and without the burdens concerning maintenance and storage. Leaving them with greater convenience (Moeller & Wittkowski, 2010; Schaefer et al., 2016). However, to shift towards a more non-ownership consuming approach, it requires a change in lifestyle and a change in people's relationship with products. Meaning that the traditional buying relationship a consumer often has needs to transfer to acceptance of a short-term renting relationship. The importance of these drivers is greatly dependent on the

type of person and the beliefs of the individual. Moreover, besides individual reasons, the type of product also impacts consumers' perspective towards renting or purchasing. A distinction could be made between products that are used daily, versus products that are only limited needed and are thus occasionally used products (Moore & Taylor, 2009). Leading the frequency and duration of use being highly of influence in the consumer decision process.

Despite the great potential of the rental market, there is still limited information available that specifies the intention to rent consumer goods. Due to the growing participation in non-ownership consumption, there is an increasing need for understanding how consumers value renting versus purchasing products (Lee & Chow, 2020). Especially in the consumer decision for renting or buying when considering frequent (daily) or infrequently (occasionally) used products. It is expected that for the different product types, different factors will play a key role in this decision between renting and purchasing. Gaining more information on this topic is valuable for companies that rent out consumer products to obtain a better understanding of the market and provide new insights that could be considered in their strategic decisions. For this reason, there is a need for research in this area to better understand the individual and product-dependent factors that influence consumer behaviour considering rental versus purchase decisions.

To conclude, this study examines different individual and product-dependent factors that affect the intention of consumers to access products versus buying products. The aim is to gain more insight into the different factors and how these factors relate to frequently and infrequently used products. Consequently, the study will contribute both practical and theoretical contributions concerning this topic. Therefore, this research paper aims to propose a study providing an answer to the following research question:

***To what extent do different product-dependent and individual factors influence the intention to rent versus purchase a consumer good?***

To answer this research question, the remainder of this study is organised as follows. In the next chapter, a review of relevant literature is presented. The findings of previous research are used to propose this study's hypotheses. Next, the study describes the methodology used to test these hypotheses quantitatively. The research then presents the results followed by a comprehensive discussion of the most striking outcomes of this study. Thereafter, both theoretical and practical implications are derived. Finally, this research discusses the limitations of the study and the directions for further research.

## **2. Theoretical framework**

This chapter will discuss the varied factors influencing the consumer's rental and purchasing intentions, providing the theoretical foundation for this research. The factors are distinguished into individual factors and product-dependent factors. In which the product-dependent factors are defined by the distinction in products that are used on a frequent or infrequent duration basis. It will present the conceptual research model and the according hypotheses.

### **2.1 The concept of renting**

Within the current consumer economy, rental commerce is a differentiated business model. The concept of renting can be explained by providing consumers with the possibility to access a specific product without there being any change within the ownership. (Bardhi & Eckhardt, 2012; Benoit, et al., 2017; Fota et al., 2019). When renting a product, there is an agreement between two parties, namely the consumer and retailer. Customers who engage in this rental commerce pay an agreed price, and the retailer provides the product that the consumer can use for the agreed duration.

Currently, there are many alternative models of consumption, namely access-based, collaborative sharing, and reusable consumption (Edbring et al., 2016). They state that rental commerce falls under the model of access-based consumption. The concept of rental commerce within access-based business models is defined as “market-mediated transactions that provide customers with temporarily limited access to goods in return for an access fee, while the legal ownership remains with the service provider” (Schaefer et al., 2016, p. 571).

### **2.2 Determinants for renting and purchasing**

To understand the factors that influence intention, it is important to investigate existing literature that forms the theoretical foundation of this study. The literature indicates varied factors that contribute to the intention of renting or purchasing consumer goods.

From the literature, it becomes clear that a degree of intention will affect a consumer's behaviour in different ways. According to the theory, some factors can both positively and negatively influence the intention to start participating in rental commerce, depending on the interpretation of that factor by the consumer. These factors uphold the foundations of this study investigating the factors that influence the customer's intention to

rent or purchase consumer goods. This study first discusses the factors that are affected by the product characteristics. After, the individual factors that have an influence, regardless of the type of product, are discussed.

### **2.3 Product-dependent factors**

In this current study, a set of factors that have an impact on the consumer's decision process to rent a product instead of purchasing are examined. From the literature, it becomes clear that there are many different types of factors (Bhalla, 2021; Fota et al., 2019). It is important to understand that some of these factors are related to specific products. For this reason, the type of product is an important variable to consider, as different types of factors could apply per sector. Also, Botsman and Rogers (2010) noted that the intention will greatly depend on the product type. Especially for products of which the value reduces after the first use, such as books and toys, are more likely to be shared. The results of Bocker and Meelen (2017) show how specific product categories are positioned when considering economic, social, and environmental intentions.

For these reasons, it can be expected that different factors will influence the customer's people's intention to start renting a product per product category. This is because per product, different factors will play a key role in the consumers decision. In this study, a differentiation is made between products that are used daily (frequently) and products that are occasionally (infrequent) used.

#### *2.3.1 Frequency of use*

One of the product characteristics greatly influencing the consumer's decision to rent or purchase the product is the frequency of use. People are more inclined to favour owning that they use regularly. According to Edbring et al. (2016), this will enhance the likelihood that people will decide to buy frequently used products rather than rent them. This is especially true for products like electronics, home appliances, or vehicles that are used frequently and on a daily basis, making this factor product type dependent. Traditionally, products that are used more regularly, are thus more inclined to be purchased (Edbring et al., 2016). Furthermore, research by Moore and Taylor (2009) found that the duration of use significantly affected consumer preference when considering renting or purchasing the product.

Additionally, regular use might indicate a greater level of dedication to the product, elevating ownership to a more appealing option. To cut down on long-term expenditures and fulfil their desire for control over the goods, customers may be more inclined to select ownership when given the choice between renting and buying a frequently used object.

*H1a: Lower frequency of use of products will positively influence the intention to rent consumer goods.*

*H1b: Higher frequency of use of products will positively influence the intention to purchase consumer goods.*

### 2.3.2 Convenience

The product-dependent factor convenience is likely to influence the decision to rent or buy a product. This product characteristic describes the intention to complete a task as fast and efficiently as possible (Seiders et al., 2007). A lower degree of maintenance and responsibility initiates a higher level of convenience. According to Babin and Harris (2015), consumers may opt to rent a product to avoid the hassle of maintaining, repairing, or storing the product. Furthermore, the research found that convenience orientation is directly positively related to the decision to rent a product (Pizzol et al., 2017; Lamberton & Rose, 2012; Seiders et al., 2007). Moreover, the research by Moore and Taylor (2009) concluded that there is a relationship between favouring renting over buying and the feeling that renting is more convenient.

When talking about owning or renting a product, the level of convenience can differ when it is a frequently or infrequently used product (Belk, 2014). Moeller and Wittkowski (2010) suggested that the level of convenience associated with owning or renting a product is dependent on how frequently the product is used. For frequently used products, direct accessibility is highly valued, while for infrequently used products, limited maintenance and not having to store the product are highly valued. Therefore, the intention to rent or buy a product can depend on the level of convenience associated with its use.

*H2a: Higher convenience will positively influence the intention to rent infrequently used consumer goods.*

*H2b: Lower Convenience will positively influence the intention to purchase frequently used consumer goods.*

Another view on the concept of product convenience was seen in literature, relating this concept to accessibility. For instance, Brown et al. (2003) found that consumers tend to choose to buy products, since they perceive owning them to be more convenient, as it provides the flexibility to use them whenever they want. Indicating that when consumers relate convenience to having the opportunity for constant use, the influence of convenience on the intention to rent is assumed to shift towards an increasing purchase intention. Furthermore, research by Baumeister (2014) initiates that consumers view private ownership of cars as more flexible than using car sharing platforms, as it provides direct accessibility. This creates a feeling of control. Whereas to renting, multiple steps are needed to acquire the product. These attributes contribute that individuals who value accessibility will be more inclined to purchase a consumer good.

*H2c: Convenience, when related to accessibility, will positively influence the intention to purchase consumer goods.*

### *2.3.3 Cost-effectiveness*

A third product-dependent factor to be considered is cost-effectiveness. In this research, the concept of cost-effectiveness is related to whether a product is or is not economically beneficial. Meaning that the product is price depend and the customer's intention to either rent or purchase a specific product is depending on the price. Cost-effectiveness does not only relate to paying the lowest price for that product but the right amount of money the consumer is willing to spend for that product in relation to the quality and the service that is delivered with it. Thus, cost-effectiveness is seen as the economic evaluation of the product.

Literature has shown a significant and positive impact of cost-effectiveness on attitude towards shared consumption leading and pro-rental behaviour when (Bucher et al., 2016; Hamari et al., 2016; Möhlmann, 2015). Within the decision-making process to rent or buy a new product, the effectiveness of the price is expected to have an influence on the customer's intention. Research from Kim and Jin (2020) confirmed the relationship between cost awareness and participation in renting for economic gains. It is expected that people would have a preference to rent consumer goods which are normally expensive to buy or not often used. This way people will only be paying for the use of the product instead of the ownership (Moeller & Wittkowski, 2010).

*H3a: Higher cost-effectiveness will positively influence the intention to rent infrequently used consumer goods.*

*H3b: Lower cost-effectiveness will positively influence the intention to purchase frequently used consumer goods.*

## **2.4 Individual factors**

Besides the factors that are dependent on the type of product, people's intention to participate in rental commerce is also influenced by personal factors. Thus, regardless of the product type, these factors are always considered in the decision process. How these individual factors affect the intention to rent or purchase a product, is dependent on the customer's personal beliefs and attitudes. Thus, the effects of these variables are dependent on the type of consumer they are.

### *2.4.1 Environmental concerns*

The first individual factor that is expected to influence the intention is environmental concerns. Consumers have become more aware of the environmental damage caused by purchasing products, that a more sustainable way of commerce is more favoured (Kumar et al., 2021; Singh et al., 2018) The rising concern is currently playing a key role in consumer purchase decisions, and this concern increases among consumers who feel more affinity to sustainability and the environment, making the effect of this factor depend on the type of consumer. Leismann et al. (2013) argue that to create prosperity in the future, it is critical to utilize natural resources efficiently. Sharing products can therefore generally prove to be a sustainable and ecologically friendly kind of consumption since the utility of a product is maximized (Bellotti et al., 2015; Lawson et al. 2016). These solutions virtually always have a favourable effect on the environment, unlike private property (Möhlmann, 2015).

Therefore, the renting commerce is known to optimize the "environmental, social, and economic consequences of consumption," as stated by Luchs et al. (2011, p 4). It could be argued that the usage of the products offered by rental companies will be maximized, leading to higher sustainability, and reducing the likelihood that products (such as children's clothing) will be thrown away or destroyed after a certain period of time. This is because the products are used not only once but several times by different consumers. While sustainability was found by Hamari, Sjöklint, and Ukkonen (2016) to be a significant factor in rental commerce, it is expected that consumer perceptions of sustainability affect their

behavioural intentions regarding renting. The research by Gam (2011), showed that consumers with a pro-environmental mindset were more likely to spend extra money to maintain pro-environmental behaviour.

Thus, renting products allows sharing products among multiple people and therefore the use of the product is maximized. Furthermore, this diminishes the production of these products (Lawson et al., 2016; Moeller & Wittkowski, 2010). As renting is seen as a more sustainable and environmentally friendly way to consume, environmental concerns are expected to have a positive effect on the intention to rent.

*H4: Higher environmental concerns positively influence intention to rent consumer goods, for both frequently and infrequently used products.*

#### *2.4.2 Need for trust*

The next factor, need for trust, is related to what degree consumers value trust to evaluate their perception of risk towards purchasing a product. The perception of risk indicates the uncertainty a product will match the expectations of the consumer (Schaefer et al., 2016). The awareness of risk in consumer decisions is often related to a higher need for trust. The lack of trust is for many consumers the biggest obstacle in the consumers decisions process. This highly impacts the risk potential (Botsman & Rogers, 2010; Edbring et al., 2016; Schor, 2016), indicating trust is a critical influencing factor of the customer's risk perception. The study by Bhalla (2021) measured the role of institutional trust and examined the effect of trust as a moderating variable. The trusted advisor associates report (2020) claims that consumers' engagement in renting will increase when trust is ensured, making the need for trust a key factor when investigating the consumer's intention to rent (Green, 2012; Hawlitschek et al., 2016).

*H5: Higher need for trust will positively influence the intention to rent consumer goods, for both frequently and infrequently used products.*

#### *2.4.3 Need for flexibility*

The flexibility of access-based consumption allows individuals to explore different concepts without being committed to them. The ability to try out products before committing to a contract is highly valued (Rexfelt & Ornäs, 2009). Personal dependence on flexibility plays

a crucial role in how individuals perceive flexibility and its impact. This also differentiates individuals by their need for flexibility and how this impacts their intention to rent or purchase consumer goods. People who feel the need to stay up to date with trends are also more inclined to value flexibility (Moeller & Wittkowski, 2010). In addition to the flexibility of easily exchanging products to acquire newer versions, a non-ownership approach also provides people with the ability to gain access to newer, and often more luxurious and expensive products, which would otherwise be denied to them. Thus, people who desire more innovative products will prefer a higher need for flexibility that renting products provides.

*H6: Higher need for flexibility positively influence the intention to rent consumer goods, for both frequently and infrequently used products.*

#### *2.4.4 Need for social acceptance*

Social acceptance and improving reputation among like-minded people are highly valued. In general, owning a product and doing so afterwards conveys information about the owner to others (Belk, 1988). Since other people form opinions about you related to the products you obtain, customers take other people's opinions along in their consumer behaviour. And for this reason, the need for social acceptance has a profound effect on people's consumer decisions. Furthermore, previous research suggested that those who choose access over ownership are more inclined to look for social acceptance (Trocchia & Beatty, 2003). According to Möhlmann (2015), someone's involvement and belonging to a community can influence consumer behaviour. This implies that like-minded people encourage and follow up on each other in collaborative consumption.

Thus, for people surrounding themselves with customers that participate in the renting commerce, it would result in a positive effect on the intention to rent. It upholds that the social influences of communities are an external factor to increase participation in collaborative consumption (Hamari et al., 2016). As social influences refer to the impact that the opinions, behaviours, and approval of others have on people's consumer decisions (Gass, 2015), in this case in the context of the rental intention, it is assumed that a need for social acceptance will positively influence the consumer's intention to rent.

*H7: Higher need for social acceptance will positively influence the intention to rent consumer goods, for both frequently and infrequently used products.*

#### *2.4.5 Need for possession.*

It has long been believed that a key influencer of consumer attitudes and behaviour toward products is product ownership. The user experience of a product is crucial, as this contributes to the consumer's attachment to this product. This concept was proposed by Belk (1988) as the extended self, explaining that possessions have a great contribution to reflect our identity. Customers relate to their property and possessions and see it as an extension of themselves (Ariely & Norton, 2009; Fota et al., 2019). This concept of the extended self is much harder to create when only having access to a product when renting this.

As rental customers cannot “own” the products they are renting, this will have a negative effect on their attachment towards that product (Wei et al., 2022). Moeller and Wittkowski (2010) identified the importance of possessions as one of the determinants that would negatively impact the consumer's intention towards renting. It expresses the belief that consumers who highly value ownership and feel more need for possession will be inclined to have an increasing intention to purchase consumer goods.

*H8: Higher need for possession will positively influence the intention to purchase consumer goods, both frequently and infrequently used products.*

#### *2.4.6 Sociodemographic (covariate)*

Sociodemographic backgrounds are seen as a covariate factor, although still important to recall in this study. Namely, the literature suggests a relationship between socio-demographic variables regarding consumer behaviour. Furthermore, Mondak et al (2010) indicate that situational and dispositional factors must be considered to understand and identify the fundamentals of consumer behaviour.

According to the findings of Bhalla (2021), most collaborative consumption users are millennials. The Millennial and Gen Z population prefers to spend money on experiences rather than owning things, leading to a tendency to rent rather than buy things (Eventbrite, 2014; Accenture, 2018). The financial constraints, convenience, flexibility, and higher environmental awareness are all different determinants that make them prefer renting. Renting gives these age groups access to what they need to experience, freeing them from storage hassles and long-term commitments. Furthermore, as this younger generation lives more often in or close to urban areas, they are also more likely to have better access to renting

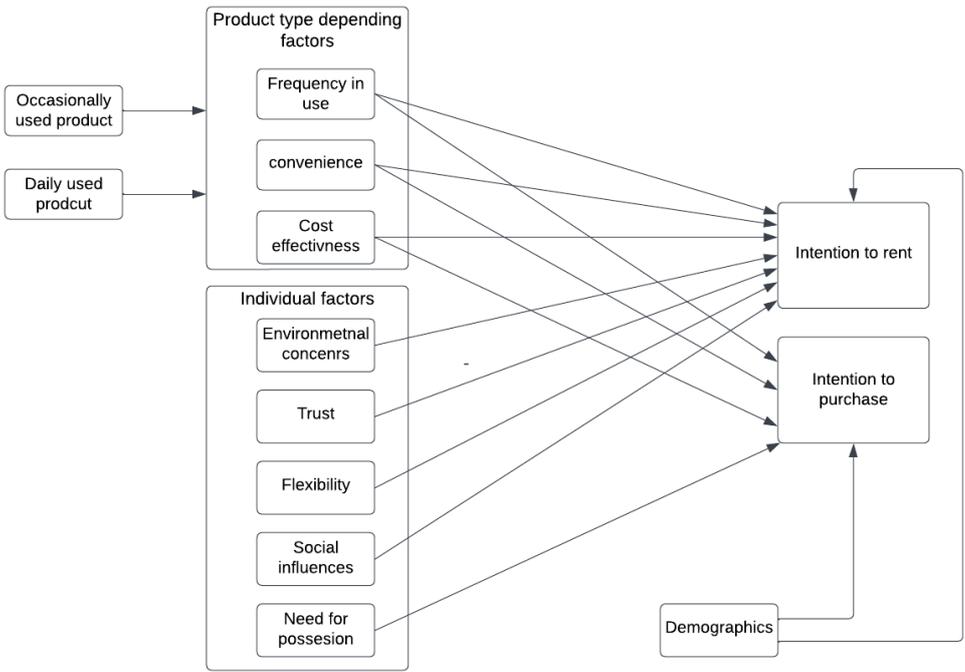
and sharing companies (Bäro, et al, 2022). Making the younger generation in general more able to consider and participate in the renting commerce. And as they are more aware of online rental platforms, they have a higher ability to participate in renting. This indicates the expectation that younger people are often more indented to rent consumer goods, compared to people of the older generation.

H9: *Younger people (age) will have a higher intention to rent compared to the older generation.*

**2.5 Conceptual model**

Overall, the literature suggests that consumers’ decision to rent instead of purchasing a product is based on a variety of product-dependent and behavioural factors. These attributes need to be tested separately to provide an answer to the main research question: *To what extent do different product-dependent and individual factors influence the intention to rent versus purchase a consumer good?* This brings us to the following research model which can be seen in Figure 1. Furthermore, Table 1 provides an overview of all the hypotheses tested in this research.

Figure 1  
*Conceptual model*



**Table 1***Research hypotheses*

---

	Hypothesis
H1a	Lower frequency of use of products will positively influence the intention to rent consumer goods.
H1b	Higher frequency of use of products will positively influence the intention to purchase consumer goods.
H2a	Higher convenience will positively influence the intention to rent infrequently used consumer goods.
H2b	Lower convenience will positively influence the intention to purchase frequently used consumer goods.
H2c	Convenience, when related to accessibility, will positively influence the intention to purchase consumer goods
H3a	Higher cost-effectiveness will positively influence the intention to rent infrequently used consumer goods.
H3b	Lower cost-effectiveness will positively influence the intention to purchase frequently used consumer goods.
H4	Higher environmental concerns will positively influence the intention to rent consumer goods, for both frequently and infrequently used products.
H5	Higher need for trust will positively influence the intention to rent consumer goods, for both frequently and infrequently used products.
H6	Higher need for flexibility will positively influence the intention to rent consumer goods, for both frequently and infrequently used products.
H7	Higher need for social acceptance will positively influence the intention to rent consumer goods, for both frequently and infrequently used products.
H8	Higher need for possession will positively influence the intention to purchase consumer goods, both frequently and infrequently used products.
H9	Younger people (age) will have a higher intention to rent compared to the older generation.

---

### **3. Method**

#### **3.1 Research design**

To gain more insight into the product-dependent and individual factors that influence the customer's intentions to rent, an online survey was conducted. Before performing the study, it was reviewed and approved by the BMS ethics committee to ensure an ethically responsible research practice. The online survey was designed using Qualtrics, which is an online survey software made available for BMS students at the University of Twente. This way, a clearly structured and easily accessible questionnaire was created. The collected data from this questionnaire is to test the hypotheses and provides insights into the factors that play a key role in the intention to participate in rental commerce. To see whether the product category is of difference here, specifically on the topic of frequent versus infrequently used products, this survey tests 2 products (i.e., a camper and a washing machine). Thus, to specify this research, the survey will limit itself to renting decisions in the case of a camper for the summer holidays (infrequent use) and a washing machine (frequent use).

#### **3.2 Procedure**

In this study, the participants went through different phases within the survey. The questionnaire was divided into several sections, each of which had statements that participants were required to answer. The participants were first asked to read the informed consent form and check the "I agree" box after reading the information on the aim of this research. By checking the box, participants acknowledged that their information would be used for this study, that they would complete the questionnaire honestly, and they would have the freedom to not answer any questions for any reason. Secondly, the participants were asked to fill out 4 questions related to their demographic backgrounds. These questions are related to gender, age, educational level, and residence.

When the participants continued to the next phase, the participants were asked to answer 18 statements about the individual factors that are influencing the intention to start renting compared to buying. These statements were answered by means of a rating, scaled from highly disagree to highly agree. The statements are all related to the individual factors that influence the intention to rent. Namely, environmental concerns, need for flexibility, need for trust, need for social acceptance, need for possession. This way, the individual attitudes of the participants could be evaluated.

To identify the effects of the product-dependent factors on the intention to rent or buy, the participants were asked to answer statements based on two different cases. The statements are related to product-dependent factors, frequency of use, convenience, and cost-effectiveness. The first case evaluated the intention to rent/purchase a camper for the summer holidays and the other case tested the intention to rent/purchase a washing machine. In both cases, they were asked to answer 12 statements regarding the product-dependent factors. After each case, the participant was asked to fill out 6 statements relating to the intention to rent or buy this product. When closing, the participants were thanked for their participation in this survey.

### **3.3 Instrument**

To collect the empirical material to test the hypotheses, this research made use of a survey to gain an understanding of the factors that influence the intention to rent a consumer product. The questionnaire consisted of statements. All participants were able to respond to statements by filling out the statements according to the 7-point Likert-scale (Likert, 1932), with 1 being equal to “highly disagree and 7 being equal to “highly agree”. After completing the factor analysis and finalising the constructs, the reliability was tested by calculating the Cronbach’s Alpha. To ensure the reliability of each variable, the Cronbach’s Alpha should be above  $\alpha = .65$  to be considered sufficient (Cronbach, 1951). The collected data was analysed using the program IBM SPSS Statistics 25.

#### *3.3.1 Validity and reliability*

To analyse if the statements belong to the expected corresponding construct, a factor analysis was conducted (Table 2). This contains all the items per construct that are considered in this research. The participants were first asked to respond to statements regarding the individual factors that are assumed to have an impact on their decision to purchase or rent a consumer good. Secondly, the participants were presented with two cases and asked to answer the statements to analyse the product-dependent factors. Furthermore, their intention to rent and purchase these products was also asked. These rounds of statements were analysed in multiple separate factor analyses. The minimum factor loading was set on .50 to minimize the loading of weak items. To ensure the adequacy of the sample the Keiser-Meyer Olkin must be larger than  $KMO = .50$ . The items that did not load onto the corresponding constructs were excluded. After doing all factor analyses, the measure suggests the adequacy of the sample with individual factors demonstrating a  $KMO = .76$ , the product-dependent factors

considering the camper a  $KMO = .67$ , the product-dependent factors considering the washing machine a  $KMO = .53$ , the rental and buying intention considering the camper a  $KMO = .52$ , and the rental and buying intention considering the washing machine a  $KMO = .84$ .

After completing the factor analysis, Cronbach's alpha was calculated to assess the reliability of these items. To ensure reliability for each variable, Cronbach's alpha must be at least  $\alpha = 0.65$ . After calculating the Cronbach's alpha for each of the constructs, the correlating and used items were computed into one variable using the compute function in SPSS.

**Table 2**

*Factor analysis; loading values for the different items measuring the research construct*

Scale items	Factor loading
<b>Individual Factors</b>	
<b>Environmental concerns</b>	
I prefer products that are sustainable.	.915
I often choose sustainable options.	.904
I am willing to pay more money for products that are sustainable	.860
I feel very committed to the environment.	.837
Cronbach's alpha	<b>.908</b>
<b>Need for flexibility</b>	
I want to stay up to date with the latest trends	.805
I want to stay up to date with the newest technological developments	.795
I value the ability to try a product before investing in it.	.765
Cronbach's alpha	<b>.737</b>
<b>Need for social acceptance</b>	
I am influenced by friends and family in my consumer behaviour.	.915
I have observed certain behaviours in others in the past and applied them to my own purchasing behaviour.	.845
I take the opinions of others into account in my buying behaviour	.701
Cronbach's alpha	<b>.801</b>
<b>Need for Possession</b>	
I find it important to have access to the product at any time.	.827
The idea of owning a product gives me a good feeling.	.805
I value always having the latest products.	.611

Cronbach's alpha	<b>.734</b>	
Scale items	Factor loading	Factor loading
<b>Product dependent</b>	Camper	Washing machine
<b>Frequency of Use</b>		
The frequency of use of the camper will determine whether I buy or rent it	.844	.874
The more often I will use the camper/washing machine, the more inclined I am to buy it	.852	.854
Cronbach's alpha	<b>.651</b>	<b>.652</b>
<b>Convenience</b>		
I want to spend as little time as possible maintaining products.	.915	.903
I value the convenience of not having to do maintenance.	.872	.896
Cronbach's alpha	<b>.787</b>	<b>.783</b>
<b>Cost-effectiveness</b>		
I often compare prices before deciding to buy/rent the camper/washing machine	.892	.859
I am price conscious when buying/renting the camper/washing machine	.866	.882
Cronbach's alpha	<b>.755</b>	<b>.698</b>
Scale items	Factor loading	Factor loading
<b>Intention</b>	Camper	Washing machine
<b>Intention to Rent</b>		
I would consider renting	.801	.859
I would be very likely to rent in the future	.788	.765
I would never rent (Reversed)	.717	.873
I would recommend others to rent	.627	.826
Cronbach's alpha	<b>.720</b>	<b>.883</b>
<b>Intention to buy</b>		
I would consider buying	.859	.928
I would never buy (Reversed)	.936	.725
Cronbach's alpha	<b>.807</b>	<b>.698</b>

Note: Participants (N = 158)

### 3.3.2 Measurement

#### 3.3.2.1 Product-dependent factors

The survey statements were divided into separate sections. To investigate the product-dependent factors, the participants were asked to answer 12 statements regarding the factors frequency of use, cost-effectiveness, and convenience. The product-dependent factors were tested twice, to see if the type of product, daily versus occasionally used products, would

make a difference. The first condition asked the participants to answer the statements regarding a camper (infrequent use) and during the second condition asks the participants to answer the statements regarding a washing machine (frequent use).

The construct frequency of use is comprised of 3 items, indicating that the more often a product is used, the participants will have a different opinion about the product-dependent factors. The construct is tested by the items “The frequency of use of the camper/washing machine will determine whether I buy or rent it”, “The more often I will use the camper/washing machine, the more inclined I am to buy it”, and “Since I use the camper only once a year, I am more inclined to rent it/since I use the washing machine daily, I am more inclined to rent it” The third item was removed as this item did not correctly load onto the construct in the case of the camper. And to make sure that the constructs are comparable, it is required that all the items correctly load on in both cases. The Cronbach’s Alpha of frequency of use for the camper was  $\alpha = .651$  (items = 2). Within the second case, participants were asked to answer the same statements, now relating to a washing machine. The Cronbach’s Alpha of frequency of use for the washing machine was  $\alpha = .652$  (items = 2).

The construct convenience is comprised of 3 items. These are adapted by Moeller and Wittkowski (2010) and included the items “I want to spend as little time as possible maintaining the camper/washing machine”, and “I find the convenience of no maintenance decisive in my choice to rent or buy the camper/washing machine”, and “Low maintenance and storage is an advantage for renting the camper/washing machine”. The last item was deleted, as this did not correctly load onto the construct in the case of the washing machine. To maintain both constructs exactly equal, the item was therefore deleted in both cases. The Cronbach’s Alpha of convenience for the camper was  $\alpha = .787$  (items = 2). Within the next case, participants were asked to answer the same statements, only now relating to a washing machine. The Cronbach’s Alpha of convenience for the washing machine was  $\alpha = .783$  (items = 2)

The construct convenience originally also looked at the relationship between towards accessibility. The construct was originally comprised of 3 items which were adapted from research by Moeller and Wittkowski (2010). The items used for this research consisted of the statements “It is important to me to have the camper/washing machine at my disposal at all times,” “I find using the camper/washing machine more important than owning it,” “The

flexibility to try the camper/washing machine first before investing is an advantage of renting.” The items of the questionnaire were originally initiated to test convenience, relating to direct accessibility and therefore flexibility as the driver of convenience. However, after the factor analysis was performed, these items load on to multiple other constructs. As they did not correctly load on, it was decided to remove the construct and continue this research without it.

The construct cost-effectiveness is comprised of 3 items. The correlating items are adapted from research by Moeller and Wittkowski (2010) and Zhao et al. (2021). The construct consists of the 3 items, namely “I consider price quality the most important factor in my decision to rent or buy the camper/washing machine, “I am price conscious when buying/renting the camper/washing machine”, and “I often compare prices before deciding to buy/rent the camper/washing machine”. The first item was removed as this item did not correctly load onto the construct. The Cronbach’s Alpha of frequency of use for the camper was  $\alpha = .755$  (items = 2). After, participants were asked to answer the same statements, now relating to a washing machine. The Cronbach’s Alpha of cost-effectiveness for the washing machine was  $\alpha = .698$  (items = 2).

### *3.3.2.2 Individual factors*

The influence of the individual factors is tested by a set of 18 statements. The individual factors consist of environmental concerns, need for flexibility, need for trust, need for social acceptance, need for possession. These statements are built up from survey questions retrieved from the literature. All the questions are built up as statements to which the participant can respond to the statement by the scale “1 = Highly disagree; 7 = Highly agree”.

The construct environmental concern is comprised of 5 items. The items from research by Moeller and Wittkowski (2010) and Jaiswal and Kant (2018) were used as inspiration for the items “I feel very committed to the environment”, “I often choose sustainable options” and “I prefer products that are sustainable”, “I am willing to pay more for products that are sustainable”, “Renting a product is more sustainable than buying a product”. The last item was removed from this construct, as this did not correctly load on. The Cronbach’s Alpha for the construct environmental concerns was  $\alpha = .908$  (items = 4).

The construct need for flexibility is comprised of 4 items. The construct for need for flexibility was tested by the following 4 items. Namely, “I think the ability to try a product

first before investing in it is important”, “I value flexibility in exchanging products.”, “I want to stay up to date with the latest trends”, “I want to stay up to date with the latest technological developments”. The first item was deleted from the construct, as it loads onto multiple other constructs, resulting in a not clearly defined result. The Cronbach’s Alpha of need for flexibility was  $\alpha = .737$  (items = 3).

The construct need for social acceptance is comprised of 3 items. Regarding the construct of social acceptance, it was considered out of 3 items. These were adapted from interpersonal influences used in the study by Tu and Hu (2018) and consisted of “I am influenced by friends and family in my consumer behaviour.”, “I have observed certain behaviours in others in the past and applied them to my own purchasing behaviour”, and “I take the opinions of others into account in my buying behaviour”. The Cronbach’s Alpha of the variable need for social acceptance was  $\alpha = .801$  (items = 3).

The construct need for possession is comprised of 4 items. The items are derived from questionnaire items presented in the research of Van Dyne and Pierce (2004). Their items were used as inspiration to create the 4 items “Having a product in my possession is important to me.”, “I find it important to have access to the product at any time”, “I think access to the use of a product is more important than owning a product”, and “The idea of owning a product gives me a good feeling.”. The third item was reversed, to fit the construct. However, after performing the factor analysis this item did not correctly load onto the construct and was therefore removed. The Cronbach’s Alpha of need for possession was  $\alpha = .734$  (items = 3).

Originally, the survey intended to also investigate the participant's perception of need for trust. Even though the items did load onto the construct after performing the factor analysis, the construct was still deleted. The reason for this is that the Cronbach’s Alpha for this construct was presented as being too low. Therefore, no reliable assumptions can be made when testing this construct. However, since the importance of the participant's trust is still needed to be tested, it was decided to continue this research with a single item, that is “A good reputation of the provider is important to me” adapted from research by Bianchi and Andrews (2012).

### 3.2.2.3 Intention

The construct measuring the participants intention was comprised of 6 items. which are asked after the proposed cases. One being about renting a camper for the summer holidays (infrequent use) and the second case about renting a washing machine (frequent use). The 6 items used to test the intention are “I would consider renting the camper.”, “I would consider buying the camper”, “I would never rent the camper”, “I would lever buy the camper”, “I would recommend other to rent this camper”, and “I would be very likely to rent this camper in the future”. Within the analysis, these items we split into two constructs, the intention to rent and the intention to buy. The Cronbach’s Alpha for the rental intention in the case of the camper was  $\alpha = .720$  (items = 4). The Cronbach’s Alpha for the buying intention in the case of the camper was  $\alpha = .807$  (items = 2). Within the next case, participants were asked to answer the same questions, only now relating to a washing machine. The Cronbach’s Alpha for the rental intention in the case of the washing machine was  $\alpha = .883$  (items = 4). The Cronbach’s Alpha for the buying intention in the case of the washing machine was  $\alpha = .698$  (items = 2).

## 3.4 Participants

This study aimed to conduct data from a total of at least 200 participants. The profile of the target group is Dutch consumers above the age of 23. This age range was chosen because, in the Netherlands, it is often the minimum age that is required for renting a camper. And in general, people above this age are more likely to be confronted with purchasing a camper or a washing machine. A total of 158 (female 62%, mean age 45.85, SD = 17.96) people participated in this online questionnaire, testing individual and product-dependent factors on the intention to rent or purchase a consumer good.

A variety of online communities and social media platforms were used to find participants. First, the direct social connections of the researcher were used to distribute the survey. The survey was shared through online platforms WhatsApp and LinkedIn. Additionally, the study made use of the snowball sampling technique to contact potential participants who might be interested in taking part in this study. It is important to have a random and broad target group, therefore people with different demographic backgrounds were approached to participate. The data was collected during the time period of the 18th of May 2023 and the 23rd of May 2023, thus within 5 days.

In total, 199 participants started the survey. However, only 168 participants finished the questionnaire. Out of these participants, the participants who took longer than 30 minutes to finish the survey were eliminated. The reason for this, when doing other things in between people's opinion could be influenced by external factors and this could have affected their answers. Because of this, another 10 participants were eliminated, coming to a final total of 158 participants. The demographic background information of these participants can be found in Table 3.

**Table 3**  
*Demographic information of participants' gender, educational level, and residence*

		Mean	SD	N	Valid (%)
Age		45.85	17.96		
Gender	Male			60	38
	Female			98	62
	Other/Do not like to answer			0	0
Educational level	Total			158	100
	Primary education			1	0.6
	Secondary education			9	5.7
	MBO			24	15.2
	HBO			67	42.4
	WO			56	35.4
	Different			1	0.6
Residence	Total			158	100
	Village (<3.000)			13	8.2
	Large village (3.000 and 15.000)			35	22.2
	Middle large city (15.000 and 100.000)			30	19
	Large City (> 100.000)			80	50.6
	Total			158	100

Note: Participants (N = 158)

### 3.5 Analysis

To analyse the collected data, the program IBM SPSS Statistics 25 is used. First, the descriptive statistics are examined using the descriptive function. Following, a paired sample T-test is performed to assess the differences within the mean scores of the product-dependent factors. Next, 2 correlation analyses are performed to evaluate the linear relationships between all the variables. Finally, the statistical significance of the model is tested by means of 4 multiple regression analyses.

## 4. Results

In the result section, the descriptive outcomes of the statistical analyses performed are discussed. As this study was divided into two separate parts, the individual factors and the product-dependent factors, the results are demonstrated accordingly.

### 4.1 Descriptive analysis

#### 4.1.1 Summary of descriptive statistics

All the mean scores and standard deviation scores of each construct are demonstrated and discussed. The data indicates the overall mean scores of the variables, based on the 1-to-7-point Likert scale, with 1 being equal to “highly disagree and 7 being equal to “highly agree”. The descriptive outcomes are displayed in Table 4.

Firstly, the descriptive results of the individual factors are discussed. As can be seen in the table, the overall mean scores of the individual factors score relatively high. The factor need for trust stands out for receiving the highest mean score  $M = 5.81$  and  $SD = .92$ . The last individual variable, need for possession, received to lowest overall score compared to the other individual factors, namely  $M = 4.12$  and  $SD = 1.24$ . Secondly, to analyse the product-dependent variables, it is necessary to analyse the means and standard deviations of both product types, the camper and the washing machine. Again, the mean scores of all product-dependent factors are overall considerably high. The most striking result indicates the exceptionally high mean scores for the product-dependent factor cost-effectiveness scoring highest for both the camper ( $M = 6.18$  and  $SD = .74$ ) and the washing machine ( $M = 5.84$  and  $SD = 1.13$ ). Finally, the descriptive outcomes were also analysed for the variables indicating rental and purchase intention. First, the rental intention showed an overall much higher score for the camper,  $M = 5.14$  and  $SD = 0.98$  compared to the much lower score for the rental intention of the washing machine,  $M = 2.88$  and  $SD = 1.38$ . This result indicates a tremendous difference in the rental intention between the two products. The purchase intention for both products is almost equal, with the overall mean score for the camper being,  $M = 4.69$  and  $SD = 1.54$ , and for the washing machine being  $M = 4.75$  and  $SD = .83$ . However, the most interesting outcome here shows that the for the camper the rental intention is much higher compared to the purchase intention. For the washing machine the outcomes are reversed, indicating a higher purchase intention compared to the rental intention.

**Table 4**  
*Descriptive statistics*

	N	Means	SD	Means	SD
Participants	158				
Construct					
Environmental concerns		5.07	1.09		
Need for flexibility		4.80	1.18		
Need for trust		5.81	.92		
Need for social acceptance		4.58	1.19		
Need for possession		4.12	1.24		
Camper				Washing machine	
Frequency of use		5.77	1.15	5.11	1.74
Cost-effectiveness		6.18	.74	5.84	1.13
Convenience		5.31	1.24	5.26	1.40
Rental intention		5.14	.98	2.88	1.38
Purchase intention		4.69	1.54	4.75	.83

Note: Measurement scale 7-point Likert Scale

#### 4.1.2 Comparison between mean differences of the product-dependent factors.

Additionally, to present the descriptive statistics of the variables used in this research, a paired T-test analysis was conducted to assess the difference between the dependent factors concerning the two product types. Thus, this paired samples T-test was conducted to compare the variable's frequency, cost-effectiveness and convenience of the camper and the washing machine. The results indicated that the frequency of use of the camper was significantly higher ( $M = 5.77$ ,  $SD = 1.15$ ) than the frequency of use of the washing machine ( $M = 5.11$ ,  $SD = 1.74$ ) with the conditions;  $t(157) = 4.297$ ,  $p < .001$ . It is noted that the correlation between the two conditions was estimated at  $r = .181$ ,  $p = .012$ . The Cohen's  $d$  was estimated at .342 indicating a small to medium effect size.

The variable cost-effectiveness showed a positive significant correlation in the means scores for the camper ( $M = 6.18$ ,  $SD = .74$ ) and the washing machine ( $M = 5.84$ ,  $SD = 1.13$ ) conditions;  $t(157) = 4.318$ ,  $p < .001$ . It is noted that the correlation between the two conditions was estimated at  $r = .523$ ,  $p < .001$  was indicated. The Cohen's  $d$  was estimated at .343 indicating a small to medium effect size.

The last variable, convenience, indicated no significant effect considering the mean scores for the camper ( $M = 5.31, SD = 1.24$ ) and the washing machine ( $M = 5.26, SD = 1.40$ ) conditions;  $t(157) = .438, p = .331$ . It is noted that the correlation between the two conditions was estimated at  $r = .400, p < .001$ . The Cohen's  $d$  was estimated at  $.035$  which also relates to a very small effect size. However, as the results were not significant in the first place, it can not be stated that there is an effect size at all.

## **4.2 Correlation analysis**

In the following section, the results of the linear relationships between all the different variables are discussed. The analysis suggests whether these linear relationships are significant and the strength and direction of these relationships. For this analysis, it was decided to run two separate Pearson correlations, testing the correlation between the variables relating to the camper (Table 5) and the washing machine (Table 6). The measurements to examine the results consists of descriptive statistics. The outcomes are demonstrated in a correlation matrix.

The first analysis (Table 5) results revealed significant correlations between rental intention and several variables. Among these variables, cost-effectiveness indicates the strongest positive correlation with rental intention ( $r = .282, p < .001$ ). Furthermore, the variable's need for flexibility, need for trust, and need for social acceptance are all significant at the  $< .01$  level and convenience on a  $< .05$  level. Moreover, when investigating the results relating to the purchase intention of a camper, the Pearson correlation analyses reveals the following results. The variable frequency of use showed the strongest correlation with purchase intention, indicating a positive significant relationship, namely  $r = .329, p < .001$ . The variable need for possession indicates a positive correlation and the variable environmental concerns indicate a significant negative correlation.

The results indicate that each of the variables relates to either the rental intention or the purchase intention of the camper. The variables need for flexibility, need for trust, need for social acceptance, cost-effectiveness, and convenience significantly correlate with the rental intention. On the other hand, the variables environmental concern, need for possession and frequency of use significantly correlate with the purchase intention. Furthermore, the results from the analyses indicate that many of the variables also correlate with one another. However, non of these results show any correlation above  $.70$ . indicating that all the correlation only has a weak to moderate effect (Burns & Burns, 2008).

**Table 5***Correlation analysis intentions camper*

	Environmental Concerns	Need for Flexibility	Need for Trust	Need for social acceptance	Need for Possession	Frequency Camper	Cost Camper	Convenience Camper	Rental Intention Camper	Purchase Intention Camper
Environmental Concerns	1									
Need for Flexibility	.098	1								
Need for Trust	<b>.169*</b>	<b>.200*</b>	1							
Need for social acceptance	.023	<b>.223**</b>	<b>.242**</b>	1						
Need for Possession	<b>-.198*</b>	<b>.370**</b>	<b>.199*</b>	<b>.428**</b>	1					
Frequency Camper	-.072	<b>.195*</b>	.131	<b>.248**</b>	<b>.202*</b>	1				
Cost Camper	.146	<b>.199*</b>	<b>.309**</b>	.048	.114	<b>.307**</b>	1			
Convenience Camper	-.040	.151	<b>.252**</b>	.130	<b>.246**</b>	<b>.196*</b>	<b>.282**</b>	1		
Rental Intention Camper	.111	<b>.243**</b>	<b>.279**</b>	<b>.237**</b>	.143	.120	<b>.288**</b>	<b>.199*</b>	1	
Purchase Intention Camper	<b>-.204*</b>	-.108	-.044	.087	<b>.159*</b>	<b>.329**</b>	.033	-.151	-.078	1

Note: Measurement scale 7-point Likert Scale

N = 158

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The results of the correlation analyses for the second product (Table 6), the washing machine, show very different results compared to the first analysis. The variables environmental concerns, need for flexibility, need for trust, frequency of use and convenience showed no significant correlation with rental intention or purchase intention of the washing machine.

Towards the intention to rent a washing machine, there is only one variable indicating a positive correlation. Namely, need for social acceptance with  $r = .197$ ,  $p = .013$ . Meaning all other variables do not show a significant relationship to the rental intention of the washing machine.

Moreover, when analysing the results for the purchase intention of the washing machine the variable need for social acceptance indicated the highest score of correlations with  $r = .205$ ,  $p = .010$ , followed by cost-effectiveness and need for possession. Again, the results do not show any correlation above .70, and are therefore only weak to moderate according to Burns and Burns (2008).

**Table 6**  
*Correlation analysis intentions washing machine*

	Environmental Concerns	Need for Flexibility	Need for Trust	Need for social acceptance	Need for Possession	Frequency Washing Machine	Cost Washing Machine	Convenience Washing Machine	Rental Intention Washing Machine	Purchase Intention Washing Machine
Environmental Concerns	1									
Need for Flexibility	.098	1								
Need for Trust	<b>.169*</b>	<b>.200*</b>	1							
Need for social acceptance	.023	<b>.223**</b>	<b>.242**</b>	1						
Need for Possession	<b>-.198*</b>	<b>.370**</b>	<b>.199*</b>	<b>.428**</b>	1					
Frequency Washing Machine	-.096	.127	.089	.150	.058	1				
Cost Washing Machine	.038	<b>.213**</b>	.129	-.024	.035	-.035	1			
Convenience Washing Machine	-.026	<b>.257**</b>	.039	.026	.152	-.085	<b>.214**</b>	1		
Rental Intention Washing Machine	-.042	.039	-.135	<b>.197*</b>	.052	.075	-.006	.127	1	
Purchase Intention Washing Machine	-.057	.069	.020	<b>.205**</b>	<b>.157*</b>	.125	<b>.160*</b>	.073	<b>.706**</b>	1

Note: Measurement scale 7-point Likert Scale

N = 158

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*.. Correlation is significant at the 0.01 level (2-tailed).

### 4. 3 Model testing

In this section, the initiated model is tested by conducting a multiple regression analysis. The outcomes determine the impact of the individual and product-dependent variables on the dependent variables, intention to rent and intention to purchase. The regression was performed for both product types, the camper and the washing machine. The results indicate how the different variables relate to rent and purchase intentions. The intention to rent a camper is positively affected by need for social acceptance and cost-effectiveness. The intention to purchase as a camper is positively influenced by frequency of use and need for possession, and negatively influenced by need for flexibility and convenience. Moreover, the intention to rent a washing machine is positively influenced by need for social acceptance and negatively influenced by the need for trust. The intention to purchase the washing machine is positively influenced by cost-effectiveness and need for social acceptance.

Furthermore, as the demographic factors, gender, age, residence, and educational level are seen as covariates, the model is tested taking these factors into consideration. Within the first analyses, the camper, no significant effect was found with the model considering the demographic factors. However, in the second analysis, the washing machine, the results indicated to be significantly affected by this. More specifically, the variables age and residence indicate this result.

### *4.3.1 Multiple regression prediction of the rental and purchase intentions*

#### *4.3.1.1 Intention to rent a camper.*

The first model (see Table 7) predicted the intention to rent a camper, and shows that the variables (environmental concerns, need for flexibility, need for trust, need for social acceptance, need for possession, frequency of use, cost-effectiveness, convenience) yields a significant relation with the rental intention of the camper (Adj.  $R^2 = .137$ ,  $F(8,149) = 4.12$ ,  $p < .001$ ). The analysis reveals that the factor need for social acceptance has a significant influence on the rental intention for the camper, with  $\beta = .178$ ,  $p = .039$ . Furthermore, the rental intention for the camper is also significantly influenced by cost-effectiveness, with  $\beta = .197$ ,  $p = .021$ .

#### *4.3.1.2 Intention to purchase a camper.*

The second model shows a significant relation with the variable purchase intention of the camper (Adj.  $R^2 = .197$ ,  $F(8,149) = 5.81$ ,  $p < .001$ ). The results of the performed analysis indicate that the purchase intention of the camper is significantly influenced by the variables need for flexibility ( $\beta = -.204$ ,  $p = .012$ ), the need for possession ( $\beta = .197$ ,  $p = .027$ ), frequency of use ( $\beta = .361$ ,  $p < .001$ ), and convenience ( $\beta = -.250$ ,  $p = .002$ ). The variables environmental concerns and need for trust do not indicate a significant influence on the intention to rent or purchase a camper.

#### *4.3.1.3 Intention to rent a washing machine.*

The third model shows that a significant relation with the variable rental intention of the washing machine (Adj.  $R^2 = .048$ ,  $F(8,149) = 2.0$ ,  $p = .050$ ). The multiple regression analysis shows that the intention to rent the washing machine is significantly influenced by the variables of need for trust ( $\beta = -.195$ ,  $p = .021$ ), and need for social acceptance  $\beta = .250$ ,  $p = .006$ ).

#### *4.3.1.4 Intention to purchase a washing machine.*

The fourth model shows that the model does not yield significant relating to the variable of purchase intention by the washing machine (Adj.  $R^2 = .044$ ,  $F(8,149) = 1.89$ ,  $p = .065$ ). The outcomes of the performed analysis indicate that purchase intention of the washing machine is significantly influenced by the variable's need for social acceptance ( $\beta = .180$ ,  $p = .045$ ), and cost-effectiveness ( $\beta = .175$ ,  $p = .034$ ). The variables environmental concerns, need for

flexibility, need for trust, need for possession, frequency of use and convenience do not indicate a significant influence on the intention to rent or purchase a washing machine.

**Table 7**

*Results of the multiple regression analysis of intentions to rent or purchase*

Camper	Model 1			Model 2		
	Rent			Purchase		
	$\beta$	$t$	$p$	$\beta$	$t$	$p$
Environmental concerns	.035	.434	.665	-.132	-1.705	.090
Need for flexibility	.144	1.736	.085	-.204	-2.550	.012*
Need for trust	.132	1.599	.112	-.014	-.174	.862
Need for social acceptance	.178	2.082	.039*	-.004	-.050	.961
Need for possession	-.041	-.452	.652	.197	2.237	.027*
Frequency of use	-.035	-.429	.668	.361	4.570	<.001**
Cost-effectiveness	.197	2.327	.021*	.035	.423	.673
Convenience	.084	1.037	.302	-.250	-3.215	.002**
Adjusted R square						
	.137			.197		
Washing Machine	Model 3			Model 4		
	Rent			Purchase		
	$\beta$	$t$	$p$	$\beta$	$t$	$p$
Environmental concerns	-.012	-.141	.888	-.023	-.271	.787
Need for flexibility	-.006	-.071	.943	-.054	-.593	.554
Need for trust	-.195	-2.339	.021*	-.061	-.729	.467
Need for social acceptance	.250	2.805	.006**	.180	2.024	.045*
Need for possession	-.042	-.438	.662	.089	0.925	.356
Frequency of use	.070	.862	.390	.111	1.377	.171
Cost-effectiveness	.000	.001	.999	.175	2.136	.034*
Convenience	.142	1.717	.088	.043	.517	.606
Adjusted R square						
	.048			.044		

Note: Measurement scale 7-point Likert Scale

N = 158

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

#### 4.3.2 Demographic factors as a covariate

Considering the model testing the covariate factors of the participant's demographics, the following interesting results are shown. In the case of the camper, both the model without and the model with the demographic factors indicate that the models themselves are significant. However, the change in the model when demographic factors are included indicates not a significant effect on both the rental intention (Adj.  $\Delta R^2 = .022 = \Delta F(4, 145) =$

.986,  $p = .417$ ) and the purchase intention ( $\text{Adj. } \Delta R^2 = .027 = \Delta F(4,145) = 1.330, p = .261$ ). Therefore, thus not affected by the demographic factors.

When analysing the effect of demographics in considering the rental and purchase intention of the washing machine, the following results are shown. For the rental intention ( $\text{Adj. } \Delta R^2 = .113 = \Delta F(4,145) = 5.165, p < .001$ ), this indicates a significant change in the model when adding on the demographic factors among the independent variables. A similar result occurs for the purchase intention ( $\text{Adj. } \Delta R^2 = .128 = \Delta F(4,145) = 5.931, p < .001$ ), which also indicates a significant change when adding the demographic factors to the model.

**Table 8**

*Results of the multiple regression analysis of intentions to rent or purchase with demographic factors*

Camper	Rent			Purchase		
	$\beta$	$t$	$p$	$\beta$	$t$	$p$
Environmental concerns	.086	.983	.327	-.068	-.806	.421
Need for flexibility	.161	1.915	.057	-.187	-2.317	.022*
Need for trust	.142	1.707	.090	-.002	-.020	.984
Need for social acceptance	.156	1.783	.077	-.023	-.268	.789
Need for possession	-.075	-.779	.437	.154	1.667	.098
Frequency of use	-.068	-.805	.422	.325	3.995	<.001**
Cost-effectiveness	.168	1.949	.053	.000	.004	.997
Convenience	.117	1.419	.158	-.211	-2.660	.009**
Gender	-.076	-.940	.349	-.097	-1.245	.215
Age	-.164	-1.601	.112	-.200	-2.031	.044*
Residence	.058	.724	.470	.029	0.377	.707
Education	-.069	-.818	.415	-.090	-1.121	.264
Washing machine						
	Rent			Purchase		
Environmental concerns	.068	.793	.429	.052	.608	.544
Need for flexibility	.046	.531	.596	.014	.159	.874
Need for trust	-.174	-2.186	.030*	-.036	-.455	.650
Need for social acceptance	.176	2.037	.043*	.094	1.098	.274
Need for possession	-.088	-.919	.260	.035	.365	.716
Frequency of use	-.013	-.157	.875	.010	.128	.899
Cost-effectiveness	-.037	-.464	.643	.127	1.625	.106
Convenience	.142	1.778	.077	.050	.631	.529
Gender	-.067	-.832	.407	-.041	-.513	.609
Age	-.300	-3.004	.003**	-.316	-3.182	.002**
Residence	.203	2.525	.013*	.180	2.249	.026*
Education	-.080	-.958	.340	.009	.111	.912

Note: Measurement scale 7-point Likert Scale

N = 158

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

#### 4. 4 Overview hypotheses tested

**Table 9**

*Summery of hypotheses' testing*

Hypothesis	Camper	Washing machine
H1a Lower frequency of use of products will positively influence the intention to rent consumer goods.	Not supported	Not supported
H1b Higher frequency of use of products will positively influence the intention to purchase consumer goods.	Supported	Not supported
H2a Higher convenience will positively influence the intention to rent infrequently used consumer goods.	Not supported	
H2b Lower convenience will positively influence the intention to purchase frequently used consumer goods.		Not supported
H3a Higher cost-effectiveness will positively influence the intention to rent infrequently used consumer goods.	Supported	
H3b Lower cost-effectiveness will positively influence the intention to purchase frequently used consumer goods.		Supported
H4 Higher environmental concerns will positively influence the intention to rent consumer goods, for both frequently and infrequently used products.	Not supported	Not supported
H5 Higher need for trust will positively influence the intention to rent consumer goods, for both frequently and infrequently used products.	Not supported	Not supported
H6 Higher need for flexibility will positively influence the intention to rent consumer goods, for both frequently and infrequently used products.	Not supported	Not supported
H7 Higher need for social acceptance will positively influence the intention to rent consumer goods, for both frequently and infrequently used products.	Supported	Supported
H8 Higher need for possession will positively influence the intention to purchase consumer goods, both frequently and infrequently used products.	Supported	Not supported
H9 Younger people (age) will have a higher intention to rent compared to the older generation.	Not supported	supported

Note: blank fields mean the hypotheses were not applicable for that product.

## **5. Discussion**

This research aims to provide an answer to the research question: “To what extent do different product-dependent and individual factors influence the intention to rent versus purchase a consumer good?” From the results, it can be determined that rental and purchase intentions are influenced by various product-dependent and individual factors to a significant extent. Factors related to the product, such as costs, convenience, and frequency of use, are essential in influencing consumer intentions. Lower prices and higher frequency in use make it more likely for people to purchase products, while higher prices and less maintenance and storage make renting a more favourable option. Individual factors also contribute to consumers' influence to participate in renting or purchasing consumer goods. People who value the need for social acceptance and flexibility are more likely to opt for renting, while consumers who desire possession prefer to purchase products. This study found that the variables influencing the rental and purchase intention, depending on the product type (e.g., camper versus washing machine), have different effects. Therefore, it is argued that the set of variables to consider is conditional on the type of product. This chapter discusses the outcomes of the study more comprehensively and argues the most striking findings.

### **5.1 Main findings**

The added value of the model tested in this research indicates that a difference in the intention to rent or purchase is apparent per product type. This model continues with the factors that were found to be effective in previous research. Namely, product-dependent factors; frequency of use, convenience, cost-effectiveness, and individual factors; environmental concerns, need for trust, need for flexibility, need for social acceptance, and need for possession. This research presents the difference in the impact of these factors per product type. Something that was not yet proposed in previous studies, which only tested the impact of factors in general. Specifically, this study found that people's rental or purchase intentions are influenced by a variety of factors, based on product-dependent and individual preferences. The outcomes reveal that the impact of each factor has a different effect on consumers' intent to rent or purchase per product type. By comprehending this outcome, this study suggests that product offerings and marketing strategies should be adapted per product type to suit consumers' preferences. In addition, this study highlights the role of demographic characteristics in shaping consumers' intention to rent or purchase, with the influence of these factors differing across the two product types.

The first striking result, when comparing the two products and analysing the participant's intention to rent and purchase, indicates rental intention for both products differ tremendously. The results state that people are more intended to rent occasionally used (e.g. camper) products compared to daily used products (e.g. washing machine). The intention to purchase is almost equal when comparing the two products, indicating no difference in people's intention to purchase. Thus, even though the rental market is emerging, this study shows that consumers' willingness to participate in renting is only apparent for infrequently used products and not yet in daily used products. For frequently used products, people have yet to recognize the advantages of renting, and for now, stick to acquiring these products the traditional way. For companies, the timing is not yet right to pursue renting daily used products, as non-ownership approaches are still to be embraced by most consumers.

#### *5.1.1 Product-dependent factors on the intention to rent or purchase*

The outcome of the variable cost-effectiveness on the intention to rent is in line with existing findings. It is widely known that for infrequently used products, it is often more cost-effective and wiser to opt for renting rather than purchasing. This is because the rental option allows individuals to avoid the upfront costs and ongoing expenses associated with owning such a product (Bucher et al., 2016; Hamari et al., 2016; Kim & Jin, 2020; Moeller & Wittkowski, 2010; Möhlmann, 2015). This finding reflects on the growing trend of rental commerce, as it offers an efficient and cost-effective alternative to ownership for non-frequently used products. Moreover, as expected, it is confirmed that higher cost-effectiveness affects the consumer's intention to purchase the washing machine. It is commonly understood that when a product is used frequently/daily, it tends to be more cost-effective to own it (Edbring et al., 2016; Fota et al., 2019; Tussyadiah, 2014). By purchasing the washing machine, individuals can avoid the recurring costs of renting and have the convenience of using the appliance whenever needed.

The current study found that a higher frequency of use has a positive significant effect on the intention to purchase the camper. This indicates that consumers are more inclined to purchase a product when more often used. This finding confirms the previous studies that the more often you are intended to use a product, the more willing the consumer is to purchase it and have ownership over it (Edbring et al., 2016; Moore & Taylor, 2009). It was expected that low frequency of use would positively affect the intention to rent (Edbring et al., 2016; Moore & Taylor, 2009). However, this did not yield any significant influence on

the rental intention of the washing machine. A possible explanation for this phenomenon is that since this product is used daily, it is consistently needed regardless of whether it is rented or purchased.

Even though the proposed hypotheses concerning convenience are not supported, the outcome for conveniences does correlate significantly with the expectation that greater responsibility and maintenance associated with owning a camper will lead to a decrease in purchase intention. When you purchase a camper, you inevitably must deal with these aspects, and that will have a negative impact. This confirms the findings from Edbring et al. (2016), who indicated that products that require maintenance are less attractive to be bought. No effect was found considering the washing machine. There are multiple possible explanations for this result. For instance, storage is not seen as a concern for a washing machine, as it is placed in one's home, rented or bought. Therefore, renting is not seen as beneficial. Additionally, the maintenance required for a washing machine is minimal, as it generally does not demand extensive upkeep.

#### *5.1.2 Individual factors on the intention to rent or purchase*

Based on previous research, it was expected that the need for social acceptance would have a positive effect on the intention to rent a consumer good (Gass, 2015; Hamari et al, 2016; Möhlmann, 2015; Trocchia & Beatty, 2003). Accordingly, this hypothesis was supported by the results. Therefore, the assumption can be made that consumers surrounding themselves within a social environment in which renting is more accepted, will have a positive influence on the consumer's intention to start renting consumer goods. This shows that the need for social acceptance is very important in people's decision to participate in rental commerce. A surprising outcome argues that the need for social acceptance positively affected the intention to purchase a washing machine. This result did not match the expectation based on previous studies, believing this would have no effect on the purchase intention. As previous research motivates the need for social acceptance as a motivator to participate in rental commerce, this outcome is more than interesting (Albinsson & Yasanthi Perera, 2012; Bärö et al. 2022, Edbring et al. 2016) and should be further analysed.

This study confirms the relationship between consumers' need for possession and purchasing infrequently used products. This is in line with the study presented by Moeller and Wittkowski (2010) who found that consumers who attach more value to possession are

relatively more averse to partake in rental commerce and stay pro-purchasing products. Also, Edbring et al. (2016) found the desire to own as one of the biggest obstacles to participating in rental commerce. As the need for possession is a consumer's personal preference, consumers with a higher need for possession will be more likely to purchase products. Unexpectedly, this same outcome was not seen for frequently used products. A possible explanation for this is that the camper is a luxury good compared to the washing machine. Making ownership over a camper of more value in the mind of the customer, triggering the need for possession. Moreover, the need for possession indicates a negative relationship with rental intention and a positive relationship with purchase intention in both analyses for the camper and the washing machine. Even though it was not significant for all analyses, the outcome is in line with the assumptions from previous research (Edbring et al. 2016; Moeller and Wittkowski, 2010; Mont, 2002), which is promising. Therefore, this factor is recommended to consider when performing similar research using a larger scope.

Despite the supported outcomes, some of the expected hypotheses are rejected in this study. This paragraph highlights some possible explanations for the not supported hypothesis. For instance, the effect of environmental concerns on the intention to rent is rejected. The findings of Moeller and Wittkowski (2010) also did not detect any evidence of environmental concerns regarding rental intention. Accordingly, three reasons are provided to argue this. First, consumers may believe that being environmentally friendly means using fewer goods rather than simply buying fewer goods, making them uninterested in renting. Secondly, environmentally conscious individuals might choose to purchase their own durable "eco-friendly" products to meet their needs. Finally, many consumers may not realize that non-ownership reduces overall production, making the connection between rental behaviour and long-term environmental responsibility too abstract. A possible explanation related to this specific study could be that from the cases presented, no clear sustainable benefit could be seen. Therefore, the relationship between renting and pro-sustainable behaviour was not made among the participants.

The outcome for the individual variable need for trust is significant, but not in line with the expectations derived from earlier studies (e.g., Fota et al., 2019; Liu et al., 2005), indicating that a higher level of trust would positively relate to the intention to rent, for both frequent and infrequently used products. The results showed a negative relation with the intention to rent. A possible explanation for this result could be that consumers do not want

to be dependent on the rental provider. Considering the camper, no significant effect was found. The absence of this relationship was also found by Barnes and Mattsson (2017). It is argued, that even though multiple reputational content was provided to increase the consumer's trust, this was not considered in their decision to rent.

Nonetheless, the hypothesis regarding the need for flexibility is not supported. The results do confirm that people who have a higher need for flexibility are less likely to purchase the camper. This highlights the shifting mindset of consumers, with more and more people valuing experiences and access to products over the long-term commitment of owning them. For the washing machine, this outcome could not be confirmed. A possible explanation for this finding might be, when a consumer purchases a product that is only used occasionally, he or she does no longer have the ability, and flexibility to exchange the product. It would mean that the consumer is stuck with that version for several years. This is in line with the findings from Edbring et al. (2016) and Rexfelt and Ornäs (2009) that people who value flexibility are less likely to intend to purchase products.

### *5.1.3 Demographics as a covariate*

According to the results, there is no relationship between the demographics of the participants and their intentions towards renting or purchasing a camper. However, a significant result can be seen in the intentions towards the washing machine. When looking more closely at the results this effect comes from the variable age. The results indicate a negative effect of the older individuals on the intention to rent consumer goods. This is in line with the observations from previous research by Konrad and Wittowsky (2017) and Ranzini et al. (2017), who found that young individuals are more likely to prefer non-ownership consumption. However, an unexpected and yet unclarified result occurred considering the intention to purchase. The outcomes indicate a negative effect of the older individuals on the intention to purchase consumer goods.

Furthermore, residing in urban areas has a positive and significant effect on the intention to rent a washing machine. One possible explanation for this finding is that participants who indicated this preference, primarily consist of young individuals living in cities, often in shared accommodations such as student housing. They may not be inclined to make a large investment (i.e., purchasing a washing machine) and instead prefer to distribute the costs evenly among the group for the time sharing the product. This pattern

suggests that this group is more likely to consider renting such products. Another example could be the rental of a dishwasher (an expensive and long-lasting product) that would also remain in the household at the end of the rental period.

## **5.2 Theoretical implications**

The results of this current research contribute several theoretical implications. For instance, it provides new insights into different product-dependent and individual characteristics that are of influence on the intention to rent or purchase a consumer good. This research builds on previous research investigating multiple variables that influence consumers' intention to participate in non-ownership approaches. Multiple factors that had been analysed in separate research until now, were combined in this study. It mostly follows up the research of Moeller and Wittkowski (2010), Edbring et al. (2016) Hamari et al. (2016) and Fota et al. (2019) who identified determining factors and their level of influence on the preference for non-ownership consumption models. This current research adds to this, by evaluating the effects of the different factors concerning two types of products, namely daily/frequently and occasional/infrequently used consumer goods.

It is confirmed that the effect of the product-dependent factors differentiates between the two tested products. The study confirms that cost-effectiveness is seen as the most influential product type-dependent variable, positively affecting the intention to rent an occasionally used product, and positively affecting the intention to purchase a daily used product. The effects of frequency of use and convenience are only apparent in the intention to purchase occasionally used products. Moreover, the findings indicate that individual factors differ among the product types. Need for social acceptance is confirmed as a direct predictor of participation in rental commerce. For all other factors, need for flexibility, need for trust, need for social acceptance, and need for possession, the interesting results challenge the beliefs that individual factors are always the same regardless of the product. But it enhances the expectation that also individual attitudes are more product-dependent than expected. Although the result of this study implies that there is no effect of environmental concern, this has only been tested with two specific products and could still be expected as a relevant factor.

The outcomes that were obtained in this study could interpret that the type of product is a big determinant for the direction and relation of independent factors on intention to

either rent or purchase. The findings on the product-dependent variables support the expectation that for different product categories, different factors are relevant for the consumer. Controversially to the expectations, the individual factors were also found to be different per product type. The findings build on to the existing knowledge of the effects that determine the intention to rent versus purchase and challenge previously made assumptions.

### **5.3 Practical implications**

Besides the theoretical contributions of this study, several practical implications can be drawn. Firstly, this study indicates that the growing rental economy is not equally large in all product categories. For this reason, rental companies must be aware of this and therefore carefully determine their products and target groups. It is argued that most people are not ready to start renting daily used products. Presumably, people are too attached to owning these types of products. Moreover, people do prefer to rent occasionally used products. Therefore, rental companies are encouraged to focus mainly on the rental of occasionally used products for now.

Secondly, the results highlight the importance of the different effects of each product-dependent factor. More specifically, the study emphasizes the significance of cost-effectiveness, as it positively affects the intention to rent infrequently used products and the intention to purchase frequently used products. It can be assumed that cost-effectiveness plays a key role in consumer behaviour. This finding can be of value for businesses offering rental services and pricing their products to attract potential renters. Moreover, the unexpected negative effect of the need for trust on the rental intention for the washing machine suggests the need to build trust and address concerns related to maintenance and reliability in rental services.

Finally, the positive impact of need for social acceptance on the intention to rent both products highlight the potential of leveraging social networks and communities to promote collaborative consumption. As it is assumed that promoting renting will influence other people to follow up on this behaviour. These practical implications can assist marketers and businesses in developing targeted strategies to better meet consumer preferences and enhance their offerings in the rental market. This study indicates that the growing rental economy is not equally large in all product categories. For this reason, rental companies must be aware of this and therefore carefully determine their products and target groups.

## 5.4 Limitations

Despite the several findings that contribute to new insights on the topic of product-dependent and individual factors on the intention to rent or purchase, multiple limitations emerged during the process of the study. These limitations also point to potential directions in further research and analysis to strengthen the study's validity and reliability. Firstly, the study suffers from a smaller sample size than originally intended. As a numerous number of participants did not successfully finish the online survey, a total of 41 participants needed to be excluded from the research. After deleting these respondents, a rather small sample size ( $N = 158$ ) remained. As a result of cutting out almost 20% of participants, the generalizability of the findings is reduced. Additionally, the research involves testing multiple factors with relatively few statements per construct, which could limit the depth of analysis and the ability to fully capture the complexity of the factors that were investigated. Another conceptual limitation is that regression techniques can only establish relationships between variables, without providing certainty about the underlying causal mechanisms.

The next noteworthy limitation is the very low adjusted R square in the multiple regression analysis. This indicates that only a very small part of the variance of the model is explained by the dependent variables. Consequently, the results and conclusions drawn from this analysis could be less strong and evident. A combination of multiple reasons can be the cause of this low variance. For instance, the small sample size, the conceptualisation of the variables, measurement errors, extreme outliers, or nonlinear relationships. Especially the conceptualisation of the constructs should be further investigated, and if necessary adjusted, before conducting new studies considering this model.

Next, the study may be constrained by participants' pre-existing opinions and associations with the products being tested. For instance, if individuals have no interest in vacationing in a camper, their tendency to purchase or rent one would be naturally low, regardless of other factors. This pre-existing bias could affect their responses and subsequently influence the overall results, potentially reducing the validity of the findings.

Finally, to make a distinction between different products, this research followed its methodology on the distinction between a camper and a washing machine, two very contrasting products. First, the frequency versus infrequency in use is discussed throughout this research. However, these products differ on more levels. For instance, one is seen as a

luxury product, while the other is seen as a daily consumable. With a camper you can profile and characterize yourself, and this way provides value to the extension of the self. This is not applicable to a washing machine. Moreover, the price range of the products differs tremendously, creating different associations with consumers' ability to rent or purchase them.

## **5.5 Recommendations for future research**

As this research focuses on a very specific scope, within the investigation of analysing the effects of different product-dependent and individual factors on the intention to rent or purchase consumer goods, further research is necessary to develop better insights into these relationships. First, to broaden this study, it is recommended to perform a larger-scale investigation using a bigger sample group. Furthermore, it is advised to explore other demographic factors that are expected to be of influence. For instance, Båro et al. (2022) found a positive relationship between income relating to sharing economy support. The higher the income, the more likely consumers are to participate in the sharing economy. This broader examination can contribute to a more nuanced analysis and enable researchers to identify potential subgroups within the population. Thus, further investigation of income and wealth on the intention to rent consumer goods could provide valuable insights.

Secondly, to deepen this study, it is advised to explore other product categories beyond the scope of the current study. For instance, a comparison of two daily used products in the same price ranges but with different qualities could be made (e.g., smartphones versus washing machines). These outcomes can provide a deeper understanding of the distinct factors and the impact on consumers' intention to rent or purchase. Furthermore, more in-depth results could derive from testing different factors within an experiment. Conducting experiments in which specific factors are contrasted, rather than examined in combination, can yield more insightful information about their individual effects. By manipulating factors and controlling for other variables, new valuable insights can be revealed.

Lastly, incorporating qualitative research methods, such as interviews or a stated preference research, could also help identify the relative importance of different factors within the decision-making process on a more in-depth level. This type of methodology allows for a deeper understanding of consumer preferences and priorities. According to White (1997), both quantitative and qualitative approaches are generally required to consider

all aspects of the problem and provide answers to all questions. Due to the limitations of the use of quantitative analysis in the social sciences, combining this method with interviews and stated preference analysis may lead to more enriched findings. With the use of combined methodology, research conclusions are further extended and more informed (Schoonenboom & Johnson, 2017).

## **5.6 Conclusion**

The current study extends research on the influence of product-dependent and individual factors that influence the intention to rent or purchase. It provides new insights into the relation of these factors when considering two distinct product types. To come to the results, a quantitative and statistical study was conducted, based on an online survey. This online survey tested people's individual factors that are of influence the intention to rent or purchase products. Furthermore, it investigated the product-dependent factors in relation to a camper and a washing machine to determine the difference between the effect of these variables on the different products.

The most important contribution of this study shows that people are substantially more intended to rent infrequently used products compared to frequently used products. Meaning, there currently is a bigger market for occasionally used products. The most determining factor for this is cost-effectiveness. The in literature proposed rise in renting daily used products is not identified in this study. From this, it can be assumed that consumers have less of this tendency than expected. A limitation to this conclusion is that two specific products were used to analyse. The outcomes could thus differ in case other products would be tested.

Furthermore, it is found that various factors indeed play a different role in the rental and purchase intention when assessing and comparing different product types. Not only the product-dependent variables showed this effect, but this was also the case for the individual factors. Therefore, it can be concluded that personal influences also have a different effect on rental and purchase intention when different products are considered. Although not all factors were found to be significant in this study, it is not recommended to exclude them in future research because they have been found to be of substantial importance in previous studies. Finally, the demographic characteristics age and residence also were found to be of effect.

To conclude, based on the trends, rental may become an alternative to purchase in the future for certain product categories. However, for daily used products, such as a washing machine, consumers are currently not yet taking advantage of rental options and still rather purchase these products. For rental providers, it is crucial to determine the product type and the according product-dependent and individual factors, to be successful in their rental business and approach the right consumer.

## Reference list

- Accenture. (2018). The future of consumer renting. Retrieved from [https://www.accenture.com/\\_acnmedia/PDF-86/Accenture-Consumer-Renting.pdf](https://www.accenture.com/_acnmedia/PDF-86/Accenture-Consumer-Renting.pdf)
- Albinsson, P. A., & Perera, B. Y. (2012). Alternative marketplaces in the 21st century: Building community through sharing events. *Journal of Consumer Behaviour*, *11*(4), 303–315. <https://doi.org/10.1002/cb.1389>
- Ariely, D., & Norton, M. I. (2009). Conceptual Consumption. *Annual Review of Psychology*, *60*(1), 475–499. <https://doi.org/10.1146/annurev.psych.60.110707.163536>
- Babin, B. J., & Harris, E. (2015). *CB7*. Cengage Learning.
- Bardhi, F., & Eckhardt, G. M. (2012). Access-Based Consumption: The Case of Car Sharing. *Journal of Consumer Research*, *39*(4), 881–898. <https://doi.org/10.1086/666376>
- Barnes, S. J., & Mattsson, J. (2017). Understanding collaborative consumption: Test of a theoretical model. *Technological Forecasting and Social Change*, *118*, 281–292. <https://doi.org/10.1016/j.techfore.2017.02.029>
- Bäro, A., Toepler, F., Meynhardt, T., & Velamuri, V. K. (2022). Participating in the sharing economy: The role of individual characteristics. *Managerial and Decision Economics*, *43*(8), 3715–3735. <https://doi.org/10.1002/mde.3624>
- Behavior: Scale Development and Validation. *Journal of Marketing Theory and*
- Baumeister, C. K. (2014). Access versus ownership: consumers' reactions to an alternative consumption mode (Doctoral dissertation, Technische Universität München).
- Belk, R. W. (1988). Possessions and the Extended Self. *Journal of Consumer Research*, *15*(2), 139. <https://doi.org/10.1086/209154>

- Belk, R. (2014). You are what you can access: Sharing and collaborative consumption online. *Journal of Business Research*, 67(8), 1595–1600.  
<https://doi.org/10.1016/j.jbusres.2013.10.001>
- Bellotti, V., Ambard, A., Turner, D. J., Gossmann, C., Demkova, K., & Carroll, J. M. (2015). A Muddle of Models of Motivation for Using Peer-to-Peer Economy Systems. *Human Factors in Computing Systems*.  
<https://doi.org/10.1145/2702123.2702272>
- Benoit, S., Baker, T. L., Bolton, R. N., Gruber, T., & Kandampully, J. (2017). A triadic framework for collaborative consumption (CC): Motives, activities and resources & capabilities of actors. *Journal of Business Research*, 79, 219–227.  
<https://doi.org/10.1016/j.jbusres.2017.05.004>
- Bhalla, S. (2021). Motivations and Constraints of Collaborative Consumption, Testing the Mediating Role of Attitude and nature of Trust. *Vision: The Journal of Business Perspective*, 27(2), 189–201. <https://doi.org/10.1177/0972262921989127>
- Bianchi, C. and Andrews, L. (2012), "Risk, trust, and consumer online purchasing behaviour: a Chilean perspective", *International Marketing Review*, Vol. 29 No. 3, pp. 253-275. <https://doi.org/10.1108/02651331211229750>
- Böcker, L., & Meelen, T. (2017). Sharing for people, planet or profit? Analysing motivations for intended sharing economy participation. *Environmental Innovation and Societal Transitions*, 23, 28–39. <https://doi.org/10.1016/j.eist.2016.09.004>
- Botsman, R., & Rogers, R. (2010). What's mine is yours: How collaborative consumption is changing the way we live. London: Collins.
- Brown, S. J., Kozinets, R. V., & Sherry, J. F. (2003). Teaching Old Brands New Tricks: Retro Branding and the Revival of Brand Meaning. *Journal of Marketing*, 67(3), 19–33. <https://doi.org/10.1509/jmkg.67.3.19.18657>

- Bucher, E., Fieseler, C., & Lutz, C. (2016). What's mine is yours (for a nominal fee) – Exploring the spectrum of utilitarian to altruistic motives for Internet-mediated sharing. *Computers in Human Behavior*, 62, 316–326.  
<https://doi.org/10.1016/j.chb.2016.04.002>
- Burns, R. B., Burns, R. P., & Burns, R. (2008). *Business Research Methods and Statistics Using SPSS*. SAGE.
- Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika*, 16(3), 297–334. <https://doi.org/10.1007/bf02310555>
- Edbring, E. G., Lehner, M., & Mont, O. (2016). Exploring consumer attitudes to alternative models of consumption: motivations and barriers. *Journal of Cleaner Production*, 123, 5–15. <https://doi.org/10.1016/j.jclepro.2015.10.107>
- Eventbrite. (2014). Millennials: Fuelling the experience economy. Eventbrite.com
- Forbes. (2021). The rise of the rental economy: How consumers are changing their spending habits. Retrieved from  
<https://www.forbes.com/sites/forbestechcouncil/2021/03/17/the-rise-of-the-rental-economy-how-consumers-are-changing-their-spending-habits/?sh=4f8b4f2f2b11>
- Fota, A., Wagner, K., & Schramm-Klein, H. (2019). Is renting the new buying? A quantitative investigation of the determinants of the rental-commerce intention. *The International Review of Retail, Distribution and Consumer Research*, 29(5), 582–599. <https://doi.org/10.1080/09593969.2019.1664616>
- Gam, H. J. (2011). Are fashion-conscious consumers more likely to adopt eco-friendly clothing? *Journal of Fashion Marketing and Management*, 15(2), 178–193.  
<https://doi.org/10.1108/13612021111132627>
- Gass, R. H. (2015). Sociology of social influence. *International Encyclopedia of the Social & Behavioral Sciences*, 2<sup>nd</sup> ed.; Wright, JD, ED, 348-354

- Green, C. H. (2012). White Paper: Trust and the Sharing Economy: A New Business Model. Retrieved May, 12, 2014.
- Hamari, J., Sjöklint, M., & Ukkonen, A. (2016). The sharing economy: Why people participate in collaborative consumption. *Journal of the Association for Information Science and Technology*, 67(9), 2047–2059. <https://doi.org/10.1002/asi.23552>  
<https://www.eventbrite.com/blog/academy/millennials-fueling-experience-economy/>.
- Hawlitsek, F., Teubner, T., & Weinhardt, C. (2016). Trust in the Sharing Economy. *Die Unternehmung*, 70(1), 26–44. <https://doi.org/10.5771/0042-059x-2016-1-26>
- Jaiswal, D., & Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services*, 41, 60–69. <https://doi.org/10.1016/j.jretconser.2017.11.008>
- Kerdlap, P., Gheewala, S. H., & Ramakrishna, S. (2021). To Rent or Not to Rent: A Question of Circular Prams from a Life Cycle Perspective. *Sustainable Production and Consumption*, 26, 331–342. <https://doi.org/10.1016/j.spc.2020.10.008>
- Kim, N. L., & Jin, B. (2020). Why buy new when one can share? Exploring collaborative consumption motivations for consumer goods. *International Journal of Consumer Studies*, 44(2), 122–130. <https://doi.org/10.1111/ijcs.12551>
- Konrad, K., & Wittowsky, D. (2017). Virtual mobility and travel behavior of young people – Connections of two dimensions of mobility. *Research in Transportation Economics*, 68, 11–17. <https://doi.org/10.1016/j.retrec.2017.11.002>
- Kumar, A., Prakash, G., & Kumar, G. (2021). Does environmentally responsible purchase intention matter for consumers? A predictive sustainable model developed through an empirical study. *Journal of Retailing and Consumer Services*, 58, 102270. <https://doi.org/10.1016/j.jretconser.2020.102270>

- Lamberton, C., & Rose, R. L. (2012). When is Ours Better than Mine? A Framework for Understanding and Altering Participation in Commercial Sharing Systems. *Journal of Marketing*, 76(4), 109–125. <https://doi.org/10.1509/jm.10.0368>
- Lawson, S. J., Gleim, M. R., Perren, R., & Hwang, J. (2016). Freedom from ownership: An exploration of access-based consumption. *Journal of Business Research*, 69(8), 2615–2623. <https://doi.org/10.1016/j.jbusres.2016.04.021>
- Lee, S. H., & Chow, P. (2020). Investigating consumer attitudes and intentions toward online fashion renting retailing. *Journal of Retailing and Consumer Services*, 52, 101892. <https://doi.org/10.1016/j.jretconser.2019.101892>
- Leismann, K., Schmitt, M., Rohn, H., & Baedeker, C. (2013). Collaborative Consumption: Towards a Resource-Saving Consumption Culture. *Resources*, 2(3), 184–203. <https://doi.org/10.3390/resources2030184>
- Likert, R. (1932). A technique for the measurement of attitudes. *Archives of Psychology*, 14, 5–55.
- Liu, C., Marchewka, J. T., Lu, J., & Yu, C. (2005). Beyond concern—a privacy-trust-behavioral intention model of electronic commerce. *Information & Management*, 42(2), 289–304. <https://doi.org/10.1016/j.im.2004.01.003>
- Luchs, M. G., Naylor, R. W., Rose, R. L., Catlin, J. R., Gau, R., Kapitan, S., Mish, J., Ozanne, L. K., Phipps, M., Simpson, B., Subrahmanyam, S., & Weaver, T. (2011). Toward a Sustainable Marketplace: Expanding Options and Benefits for Consumers. *Journal of Research for Consumers*, 19(19), 1–12. <https://findanexpert.unimelb.edu.au/scholarlywork/340002-toward-a-sustainable-marketplace--expanding-options-and-benefits-for-consumers>

- Ma, X., Yuan, Y., Van Oort, N., & Hoogendoorn, S. P. (2020). Bike-sharing systems' impact on modal shift: A case study in Delft, the Netherlands. *Journal of Cleaner Production*, 259, 120846. <https://doi.org/10.1016/j.jclepro.2020.120846>
- Matheson, S. (2002). Access versus Ownership. *Legal Reference Services Quarterly*, 21(2–3), 153–176. [https://doi.org/10.1300/j113v21n02\\_08](https://doi.org/10.1300/j113v21n02_08)
- Moeller, S., & Wittkowski, K. (2010). The burdens of ownership: reasons for preferring renting. *Managing Service Quality: An International Journal*, 20(2), 176–191. <https://doi.org/10.1108/09604521011027598>
- Möhlmann, M. (2015). Collaborative consumption: determinants of satisfaction and the likelihood of using a sharing economy option again. *Journal of Consumer Behaviour*, 14(3), 193–207. <https://doi.org/10.1002/cb.1512>
- Mondak, J. J. (2010). *Personality and the Foundations of Political Behavior*. Cambridge University Press.
- Mont, O. (2002). Clarifying the concept of product–service system. *Journal of Cleaner Production*, 10(3), 237–245. [https://doi.org/10.1016/s0959-6526\(01\)00039-7](https://doi.org/10.1016/s0959-6526(01)00039-7)
- Moore, A. M., & Taylor, M. D. (2009). Why buy when you can rent? A brief investigation of differences in acquisition mode based on duration. *Applied Economics Letters*, 16(12), 1211–1213. <https://doi.org/10.1080/13504850701367304>
- Nekmahmud, & Fekete-Farkas, M. (2020). Why Not Green Marketing? Determinates of Consumers' Intention to Green Purchase Decision in a New Developing Nation. *Sustainability*, 12(19), 7880. <https://doi.org/10.3390/su12197880>
- Nester, R. (2018, 26 juli). *The Global Online Clothing Rental Market is expected to showcase a Significant CAGR of 10% during the forecast period 2015-2023*. <https://news.marketersmedia.com/the-global-online-clothing-rental-market-is->

expected-to-showcase-a-significant-cagr-of-10-during-the-forecast-period-2015-2023/384557

Philips (2023) *Producten die diensten worden* / Philips. Philips.

<https://www.lighting.philips.nl/inspiratie/over-licht/duurzaamheid/producten-die-diensten-worden> (accessed 7.6.2023)

Pizzol, H. R. R., De Almeida, S. O., & Soares, M. D. C. (2017). Collaborative

Consumption: A Proposed Scale for Measuring the Construct Applied to a

Carsharing Setting. *Sustainability*, 9(5), 703. <https://doi.org/10.3390/su9050703>

*Practice*, 7(3), 41–52. <https://doi.org/10.1080/10696679.1999.11501839>

Ranzini, G., Etter, M., Lutz, C., & Vermeulen, I. (2017). Privacy in the Sharing Economy.

*Social Science Research Network*. <https://doi.org/10.2139/ssrn.2960942>

Rexfelt, O., & Ornäs, V. H. A. (2009). Consumer acceptance of product-service systems.

*Journal of Manufacturing Technology Management*, 20(5), 674–699.

<https://doi.org/10.1108/17410380910961055>

Schaefers, T., Lawson, S. J., & Kukar-Kinney, M. (2016). How the burdens of ownership

promote consumer usage of access-based services. *Marketing Letters*, 27(3), 569–

577. <https://doi.org/10.1007/s11002-015-9366-x>

Schoonenboom, J., & Johnson, R. B. (2017). How to Construct a Mixed Methods Research

Design. *Kölner Zeitschrift für Soziologie und Sozialpsychologie*, 69(S2), 107–131.

<https://doi.org/10.1007/s11577-017-0454-1>

Schor, J. (2016). Debating the sharing economy. *Journal of self-governance and*

*management economics*, 4(3), 7–22.

Seiders, K., Voss, G. B., Godfrey, A. L., & Grewal, D. (2007). SERVCON: development

and validation of a multidimensional service convenience scale. *Journal of the*

- Academy of Marketing Science*, 35(1), 144–156. <https://doi.org/10.1007/s11747-006-0001-5>
- Singh, S. P., Kumar, J., & Rao, P. R. V. (2018). Environmental impact assessment framework for product packaging. *Management of Environmental Quality: An International Journal*, 29(3), 499–515. <https://doi.org/10.1108/meq-10-2017-0105>
- Tabcum, S., Jr. (2019, 4 maart). *The Sharing Economy Is Still Growing, And Businesses Should Take Note*. Forbes.  
<https://www.forbes.com/sites/forbeslacouncil/2019/03/04/the-sharing-economy-is-still-growing-and-businesses-should-take-note/?sh=7c916fe4c339>
- Trocchia, P. J., & Beatty, S. E. (2003). An empirical examination of automobile lease vs finance motivational processes. *Journal of Consumer Marketing*, 20(1), 28–43.  
<https://doi.org/10.1108/07363760310456937>
- Tu, J., & Hu, C. (2018). A Study on the Factors Affecting Consumers' Willingness to Accept Clothing Rentals. *Sustainability*, 10(11), 4139.  
<https://doi.org/10.3390/su10114139>
- Tussyadiah, I. P. (2014). An Exploratory Study on Drivers and Deterrents of Collaborative Consumption in Travel. In *Springer eBooks* (pp. 817–830).  
[https://doi.org/10.1007/978-3-319-14343-9\\_59](https://doi.org/10.1007/978-3-319-14343-9_59)
- Van Dyne, L., & Pierce, J. L. (2004). Psychological ownership and feelings of possession: three field studies predicting employee attitudes and organizational citizenship behavior. *Journal of Organizational Behavior*, 25(4), 439–459.  
<https://doi.org/10.1002/job.249>
- Wei, X., Jung, S., & Choi, T. (2022). Share it or buy it? Exploring the effects of product brand attachment on commercial sharing services. *Journal of Business Research*, 153, 115–127. <https://doi.org/10.1016/j.jbusres.2022.08.029>

White, H. (1997). Combining the quantitative and qualitative approaches to poverty measurement and analysis. In *World Bank technical paper*.

<https://doi.org/10.1596/0-8213-3955-9>

Zhao, H., Yao, X., Liu, Z., & Yang, Q. (2021). Impact of Pricing and Product Information on Consumer Buying Behavior With Customer Satisfaction in a Mediating Role.

*Frontiers in Psychology, 12*. <https://doi.org/10.3389/fpsyg.2021.720151>

## Appendices

### Appendix A – Online Questionnaire

# Rental motivation

---

#### Start of Block: Informed consent

Q1.1 Beste deelnemer,

Hierbij wil ik u uitnodigen om deel te nemen aan dit onderzoek voor mijn masterscriptie van Communication Science & Business Administration aan de Universiteit Twente. Dit onderzoek gaat over de intentie om te huren ten opzichte van kopen.

Uw deelname aan dit onderzoek is geheel vrijwillig en u kunt uw deelname aan dit onderzoek dan ook op elk moment afbreken. Natuurlijk hoop ik van harte dat u het onderzoek volledig zult afmaken. Ik zou u willen vragen om dit in één ononderbroken sessie te doen. Al uw gegevens zullen anoniem worden verwerkt en worden onder geen enkele voorwaarde aan derde partijen buiten dit onderzoek verstrekt.

Voor meer informatie over dit onderzoek kunt u te alle tijden contact opnemen met:

Onderzoeker  
Ilse van Ree  
i.vanree@student.utwente.nl

Begeleider  
Dr. M. Galetzka

Door dit vakje aan te vinken, verklaar ik ouder te zijn dan 18 jaar, alle bovenstaande informatie gelezen te hebben en ga ik ermee akkoord vrijwillig deel te nemen aan dit onderzoek. (1)

---

#### End of Block: Informed consent

#### Start of Block: Achtergrond vragen

Q2.1 Wat is uw geslacht?

- Man (1)
  - Vrouw (2)
  - Anders/wil ik niet zeggen (3)
- 

Q2.2 Wat is uw leeftijd?

▼ 23 (1) ... 90 (68)

---

Q2.3 Waar bent u woonachtig?

- Dorp ( 1)
  - Groot dorp (tussen 3.000 en 15.000 inwoners) (2)
  - Middelgrote stad (tussen 15.000 en 100.000 inwoners) (3)
  - Grote stad (> 100.000 inwoners) (4)
-

Q2.4 Wat is uw hoogst afgeronde opleiding?

- Basis onderwijs (1)
- Voortgezet onderwijs (2)
- MBO (3)
- HBO (4)
- WO (5)
- Anders (6)

End of Block: Achtergrond vragen

---

Start of Block: Individual factors

Q3.1 Ik voel me erg betrokken bij het milieu.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q3.2 Ik kies vaak voor duurzame opties.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q3.3 Ik geef de voorkeur aan producten die duurzaam zijn.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q3.4 Ik ben bereid meer geld te betalen voor producten die duurzaam zijn.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q3.5 Een product huren is duurzamer dan een product kopen.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q3.6 Ik vind de mogelijkheid om een product eerst te proberen voor hierin te investeren belangrijk.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q3.7 Ik waardeer de mogelijkheid om van product te kunnen wisselen afhankelijk van mijn wensen.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q3.8 Ik wil graag op de hoogte blijven van de nieuwste technologische ontwikkelingen.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q3.9 Ik wil graag up-to-date blijven met de laatste trends.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q3.10 Ik ben van mening dat nieuwe aankopen riskant kunnen zijn omdat het product/de service mogelijk niet aan mijn verwachtingen voldoet.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q3.11 Een goede reputatie van de aanbieder is voor mij belangrijk.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q3.12 Ik word beïnvloed door vrienden en familie in mijn consumentengedrag.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q3.13 Ik heb in het verleden bepaald gedrag gezien bij anderen en dit toegepast op mijn eigen koopgedrag.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q3.14 Ik neem de mening van anderen mee in mijn koopgedrag.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q3.15 Ik vind het belangrijk om de nieuwste producten in mijn bezit te hebben.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q3.16 Ik vind toegang tot gebruik van een product belangrijker dan het bezitten van een product.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q3.17 Ik vind het belangrijk dat ik op elk moment het product tot mijn beschikking heb.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q3.18 Het idee dat een product van mij is vind ik een fijn gevoel.

- Volledig mee oneens (1)
- Mee oneens (2)
- Enigszins mee oneens (3)
- Neutraal (4)
- Enigszins mee eens (5)
- Mee eens (6)
- Volledig mee eens (7)

End of Block: Individual factors

---

Start of Block: Block 3

Q4.1

Je wilt de komende 3 jaar minimaal elke zomer 3 weken op vakantie met een camper. Op internet zoek jij naar een camper die voldoet aan je eisen. Dezelfde variant camper is zowel te huur als te koop. Je gaat alle voor- en nadelen van het huren of kopen van dit product langs.

---

Q4.2 De frequentie van het aantal keer dat ik de camper zal gaan gebruiken bepaalt of ik de camper koop of huur.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q4.3 Hoe vaker ik de camper zal gebruiken, hoe meer ik geneigd ben deze te kopen.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q4.4 Wanneer ik de camper maar 1 keer per jaar gebruik, ben ik meer geneigd deze te huren.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q4.5 Ik vind de prijs-kwaliteitverhouding de belangrijkste factor bij mijn keuze om de camper te huren of te kopen.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q4.6 Ik ben prijsbewust bij het kopen/huren van de camper.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q4.7 Ik vergelijk prijzen voor ik besluit de camper te kopen/huren.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q4.8 Ik wil zo min mogelijk tijd kwijt zijn met het onderhouden van de camper.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q4.9 Ik waardeer het gemak om **geen** onderhoud te hoeven plegen aan de camper.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q4.10 Weinig onderhoud en opslag is een voordeel van het huren van de camper.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q4.11 Ik vind het belangrijk dat ik op elk moment de camper tot mijn beschikking heb.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q4.12 Het gebruik van de camper vind ik belangrijker dan het bezit.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q4.13 De flexibiliteit om de camper eerst te proberen voordat ik hierin zal investeren is een voordeel van huren.

- Volledig mee oneens (1)
- Mee oneens (2)
- Enigszins mee oneens (3)
- Neutraal (4)
- Enigszins mee eens (5)
- Mee eens (6)
- Volledig mee eens (7)

End of Block: Block 3

---

Start of Block: intention camper

Q5.1 Ik zou overwegen de camper te huren.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q5.2 Ik zou overwegen de camper te kopen.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q5.3 Ik zou de camper nooit huren.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q5.4 Ik zou de camper nooit kopen.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q5.5 Ik zou anderen aanraden de camper te huren.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q5.6 De kans is groot dat ik in de toekomst de camper zal huren.

- Volledig mee oneens (1)
- Mee oneens (2)
- Enigszins mee oneens (3)
- Neutraal (4)
- Enigszins mee eens (5)
- Mee eens (6)
- Volledig mee eens (7)

End of Block: intention camper

---

Start of Block: factors related to wasmachine

Q6.1

Je wasmachine is kapot en je wilt zo snel mogelijk een nieuwe. Je hebt deze voor meerdere jaren achter elkaar bijna elke dag nodig. Op internet zoek jij naar een wasmachine die voldoet aan je eisen. Dezelfde variant wasmachine is zowel te huur als te koop. Je gaat alle voor- en nadelen van het huren van dit product langs.

---

Q6.2 De frequentie van het aantal keer dat ik de wasmachine zal gaan gebruiken bepaalt of ik de wasmachine koop of huur.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q6.3 Hoe vaker ik de wasmachine zal gebruiken, hoe meer ik geneigd ben deze te kopen.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q6.4 Aangezien ik de wasmachine dagelijks gebruik, ben ik meer geneigd deze te kopen.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q6.5 Ik vind de prijs-kwaliteitverhouding de belangrijkste factor bij mijn keuze om de wasmachine te huren of te kopen.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q6.6 Ik ben prijsbewust bij het kopen/huren van de wasmachine.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q6.7 Ik vergelijk prijzen voor ik besluit de wasmachine te kopen/huren.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q6.8 Ik wil zo min mogelijk tijd kwijt zijn met het onderhouden van de wasmachine.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q6.9 Ik waardeer het gemak om **geen** onderhoud te hoeven plegen aan de wasmachine.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q6.10 Weinig onderhoud is een voordeel van het huren van de wasmachine.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q6.11 Ik vind het belangrijk dat ik op elk moment de wasmachine tot mijn beschikking heb.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q6.12 Het gebruik van de wasmachine vind ik belangrijker dan het bezit.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q6.13 De flexibiliteit om de wasmachine eerst te proberen voordat ik hierin zal investeren is een voordeel van huren.

- Volledig mee oneens (1)
- Mee oneens (2)
- Enigszins mee oneens (3)
- Neutraal (4)
- Enigszins mee eens (5)
- Mee eens (6)
- Volledig mee eens (7)

End of Block: factors related to wasmachine

---

Start of Block: intentie wasmachine

Q7.1 Ik zou overwegen de wasmachine te huren.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q7.2 Ik zou overwegen de wasmachine te kopen.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q7.3 Ik zou de wasmachine nooit huren.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q7.4 Ik zou de wasmachine nooit kopen.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
- 

Q7.5 Ik zou anderen aanraden de wasmachine te huren.

- Volledig mee oneens (1)
  - Mee oneens (2)
  - Enigszins mee oneens (3)
  - Neutraal (4)
  - Enigszins mee eens (5)
  - Mee eens (6)
  - Volledig mee eens (7)
-

Q7.6 De kans is groot dat ik in de toekomst deze wasmachine zal huren.

- Volledig mee oneens (1)
- Mee oneens (2)
- Enigszins mee oneens (3)
- Neutraal (4)
- Enigszins mee eens (5)
- Mee eens (6)
- Volledig mee eens (7)

End of Block: intentie wasmachine

---

Start of Block: Block 7

Q66 Heel erg bedankt voor de tijd die je hebt genomen om deze survey in te vullen.

Ilse van Ree

End of Block: Block 7

---