Contributing to the Sharing Economy: A Bibliometric Mapping of Fashion Rental Services

*Ms. Ronika Bhalla, **Prof. Meenakshi Handa, ***Dr. Amit Sharma

ABSTRACT

Along with other constituents of the sharing economy, fashion sharing services have the potential to make valuable contributions towards sustainable consumption and production. However, there is a dearth of studies on the linkages amongst the prominent research units of analysis and development of scholarship on fashion rental services. This study aims to map the evolution and structure of the discourse on fashion rental services through bibliometric analysis and to identify the major challenges impeding the growth of fashion rental services. A total of 133 papers have been analyzed through Biblioshiny and VOS viewer software to identify the prominent contributors including authors, journals, institutions, and countries. Co-citation analysis, author collaboration network, and keyword co-occurrence analysis have been undertaken. Thematic mapping indicates collaborative fashion consumption and fashion as motor themes and sharing economy and clothing as basic themes. Sustainable consumption and sustainable fashion are emerging themes and luxury fashion and fashion leadership are niche themes. A content analyis of the top highly cited papers in the domain indicate a lack of awareness and trust amongst consumers, perceived risks, and inadequate infrastructure as challenges impeding the growth of fashion rental services. The study lays down a roadmap for future research on fashion rental services and outlines a set of recommendations for stakeholders.

KEYWORDS
Sharing economy, Fashion rental services, Collaborative consumption, Bibliometric analysis

*Research Scholar, GGSIPU
**Professor (Retd.), USMS, GGSIPU
***Associate Professor, USMS, GGSIPU

INTRODUCTION

The production of textiles emits 1.2 billion tons of greenhouse gas while three out of every five clothes produced are thrown into landfill every year (McKinsey & Company, 2023). Fast fashion purchases are increasing but these items are used fewer number of times (Amasawa et al., 2023) and discarded improperly (Zamani et al., 2017). Some consumers are concerned about the economic, social and environmental impact of their consumption including issues such as climate change (Deloitte, 2024; Hamari et al., 2016). They are attempting to reduce the ecological impact of their consumption by purchasing goods or services based on the environmental effect and are even spending more to buy eco-friendly offerings (Deloitte, 2024). Others are refraining from fast fashion and air travel, adopting a vegan diet, and buying e-vehicles (Deloitte, 2024). Some consumers are being attracted towards the sharing economy (Hamari et al., 2016).

The sharing economy is of substantial economic and practical significance to the environment, consumers, and society (Belk, 2014). People looking for sustainable consumption activities are of the view that collaborative consumption is a component of sustainable development (Jain & Mishra, 2020). Collaborative consumption encourages the efficient usage of scarce resources by offering the opportunity to share them amongst consumers thereby eliminating the need for ownership, curtailing the production of assets (Palgan et al., 2017), and contributing to sustainable consumption and production (Boar et al., 2020). Also, it lessens the emission of harmful gases and waste, generates business and employment opportunities for people, and improves their living standards (Boar et al., 2020).

Schor (2014) classifies activities under the sharing economy into four types: recirculation of assets, enhanced use of durable goods, service exchange, and sharing of useful assets. The collaborative consumption of fashion products involves the recirculation of fashion offerings (Camacho-Otero et al., 2019). The growth of firms such as Rent the Runway and Poshmark indicates the participation in the sharing economy by the fashion sector (Jain & Mishra, 2020). The sharing economy encompasses renting clothes, purchasing second-hand clothing, peer-to-peer lending, clothing libraries, and swapping to extend the service life of clothes (Amasawa et al., 2023; Becker-Leifhold & Iran, 2018; Westerberg & Martinez, 2023). The growing environmental concern of consumers is also increasing their proclivity towards sustainable fashion choices including fashion sharing (Forbes, 2024). Some major fashion rental service providers reported a substantial surge in their revenues in 2023 (Forbes, 2024) and the global earnings of the apparel rental market are anticipated to rise to around USD 7.5 billion by 2026 (Statista Research Department, 2024). From USD 2,604.9 million in 2025, the online clothing rental segment worldwide is expected to increase by a CAGR of 9.5 % to USD 6,388.8 million by the year 2035 (Future Market Insights, 2025). The demand for online clothing rentals service is anticipated to rise more amongst males than females from 2022 to 2032 (Allied Market Research, 2023). Also, the segment of luxury fashion rentals is likely to grow by a CAGR of 11% during the decade ending 2031 (Indian Express, 2025).

Fashion rental services are, however, still at a nascent stage in some regions of the world such as Africa, the Middle East, Latin America, and some Asian countries (Allied Market Research, 2023). Amongst the various segments of the sharing economy, there is limited research exploring the area of fashion sharing (Laudien et al., 2023). The present study aims at mapping and synthesizing the current state of understanding of the various constituents of the fashion rental services market. The study findings will inform on the performance and patterns amongst leading research contributors in the literature on fashion rental services. Further, the conceptual trends and themes in the extant research on the fashion rental services will indicate the current state of knowledge in the field and will be instrumental in drawing up directions for future research. The study will also provide an outline of obstacles impeding the development of fashion rental services thereby offering avenues for further research that can make significant contributions to the discourse on the subject. The insights drawn from the study form the basis of a set of recommendations for fashion rental businesses to support them in their endeavours to promote and sustain their services. The study also contributes to developing strategies that encourage consumers to make environment-friendly and affordable choices from a wide range of fashion products, including high-end options, without owning them (Lang et al., 2020; Laudien et al., 2023). Fashion rental services diminish the adverse consequences of consumption on the environment by increasing the usage frequency of fashion offerings (Amasawa et al., 2023) and reducing the production of new products thereby reducing resource consumption and consequent carbon emissions (Lang et al., 2020). Fashion rental services contribute towards the growth of the circular economy and a more sustainable planet. The suggestions will also help government and policymakers in devising appropriate strategies supporting sustainability in the fashion sector.

In the context of fashion rental services, studies have examined the drivers impacting consumer adoption of services (Jain & Mishra, 2020; Lang et al., 2019; Lang & Armstrong, 2018a) and their influence on the environment (Iran & Schrader, 2017; Johnson & Plepys, 2021; Zamani et al., 2017). Some studies have conceptually reviewed the existing literature on collaborative fashion consumption (Becker-Leifhold & Iran, 2018; Park & Armstrong, 2017). However, the research examining the linkages amongst the prominent research units of analysis and development of scholarship on fashion rental services remains limited. This study aims to bridge this gap by answering the following

research questions:

RQ1: How have the publications on fashion rental services evolved?

RQ2: Which are the leading contributors including authors, publications, journals, institutions, countries, and references in the literature on fashion rental services?

RQ3: What are the prominent themes in the research on fashion rental services?

RQ4: What are the challenges facing the development of fashion rental services?

RQ5: What are the future research avenues in the present domain of study?

For achieving its purpose, the present study employs bibliometric analysis and content analysis. Bibliometric analysis evaluates and outlines the intellectual, social, and conceptual structure of the research domain by examining the performance of and relationships amongst different units of analysis such as documents, authors, and countries (Donthu et al., 2021). Performance mapping refers to the assessment of performance of units of analysis such as most impactful publications and authors to determine their contributions to the research domain (Donthu et al., 2021; Zupic & Cater, 2015). Science mapping refers to the examination of relationships between units of analysis such as co-citation analysis and keyword co-occurrence analysis to present the structure and evolution of research domain (Donthu et al., 2021; Zupic & Cater, 2015). Content analysis is employed to understand latent concepts and constructs by drawing inferences from the qualitative secondary data for further analysis (Gaur & Kumar, 2018). It is a cost-effective, non-invasive and analytically flexible approach (Duriau et al., 2007).

2. LITERATURE REVIEW

Consumers are considering fashion rental services more than other types of collaborative fashion consumption (Lang et al., 2019). Some well-known examples of fashion rentals are Rent the Runway, Gwynnie, Le Tote, and HURR (Lang & Zhang, 2024). The foundation of fashion rental services is based on the idea of access over ownership so it lacks the burden of owning a product (Lang et al., 2019). The firm owns the product and offers its access to consumers through an online platform or physical store for a fee for a certain period (Camacho-Otero et al., 2019). The repair, maintenance, and control over the product remains with the service provider firm whilst the consumer gets the usage rights for the fee (Becker-Leifhold, 2018). Further, Lang et al. (2019) state that internet and technological developments can make collaborative fashion consumption easily accessible to many consumers worldwide thus enabling their participation in these services. Chi et al. (2023) posit that fashion

rental services should be made simpler and more convenient to use for consumers to be confident about their usage of services to make them more effective.

Several factors drive consumers' usage of fashion rental services. Becker-Leifhold & Iran (2018) indicate that consumers with limited money or wanting to minimize expenditure on occasional fashion goods and are frugal or seeking bargains prefer using fashion rental services (Lang & Zhang, 2024; Myin et al., 2023; Park & Armstrong, 2019). For some, the feeling of fun and excitement from enjoying the use of fashion products drives them towards these services (Lang et al., 2019; Ruan et al., 2022; Tao & Xu, 2020). Fashion rentals enable individuals to update their wardrobe regularly with trending fashion and multiple styles without owning new clothes while saving space (Noe & Hyun, 2024; Park & Armstrong, 2019; Westerberg & Martinez, 2023). Jain & Mishra (2020) and Mishra et al. (2021) posit the opportunity for social projection and past sustainable behaviour as predictors of consumption of luxury fashion rentals. Perceived ease of use, style-related benefits (Pham et al., 2021; Tao & Xu, 2020), and reduced time involved in product return and refund (Park & Armstrong, 2019) are some other consumer motivations towards fashion rental services. Sustainability is another important driver towards the renting of everyday clothes (Bodenheimer et al., 2022; Ruan et al., 2022; Westerberg & Martinez, 2023).

Westerberg & Martinez (2023) posit that fashion rentals are reshaping the fashion sector to form a circular fashion sector thus leading to sustainability. The sharing of fashion is a part of the circular business model as it provides consumers with access to trending fashion and luxury items without owning them (Lang & Zhang, 2024). This way less fashion products will be manufactured and the existing ones will be optimally utilised before disposal (Amasawa et al., 2023; Iran & Schrader, 2017). Chi et al. (2023) state that by reducing clothing waste and encouraging the reuse of clothes, the carbon footprint of the fashion sector can be decreased. Iran & Schrader (2017) posit that collaborative fashion consumption increases the service life of clothes by increasing their use frequency through renting out. This helps to diminish the adverse impact of fashion rental services on the environment (Monticelli & Costamagna, 2023). It helps in lowering excess consumption and reduces adverse effects on the environment (Lang et al., 2019). Amasawa et al. (2023) posit that clothes having high fabric content and embodied carbon of fibers produce less greenhouse gases. Also, extending the lifetime wear of garments decreases the generation of these harmful gases.

3. METHODOLOGY

This study is based on bibliometric analysis conducted on documents collated according to PRISMA guidelines (Moher et al., 2009) (Figure 1) and further processed using the Biblioshiny tool of Bibliometrix R-package and VOS view-

er. On 24 September 2024, an advanced search was undertaken using the following search query in Scopus and Web of Science (WoS) for publications having the following words in their title and author keywords without a period filter:

 (("collaborative consumption" OR "sharing economy" OR "peer to peer") AND ("cloth*" OR "fashion" OR "apparel*")) OR (("fashion" OR "cloth*" OR "apparel") AND ("rent*" OR "subscription' OR "share*")) OR ("collaborative fashion consumption"))

The records were restricted to include journal articles including early access and review papers in the English language only. This led to the listing of 299 publications from which 114 were identified as duplicates and were removed. Further, a manual screening as suggested by Lim et al. (2024) resulted in the removal of 2 publications. The scrutiny of the remaining 183 papers informed that 50 publications were not related to the area of interest. Thus, 133 papers were finally included in the bibliometric analysis.
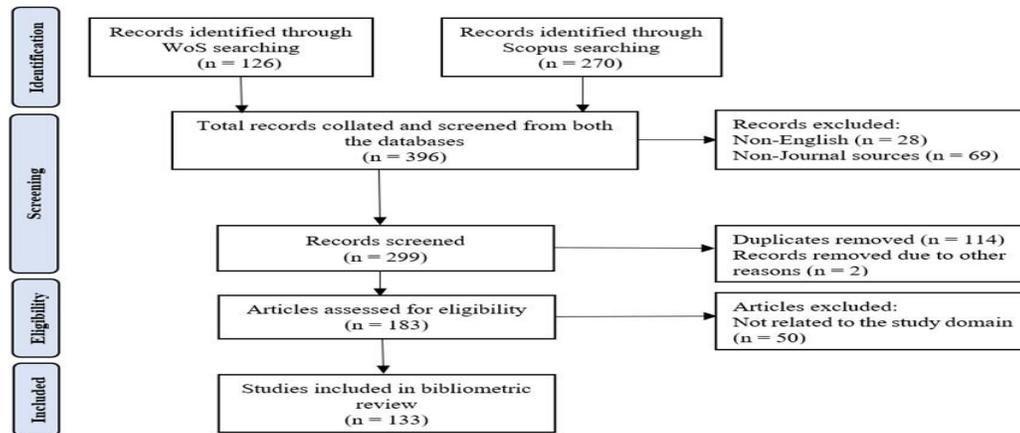

Figure 1. Review Protocol Adapted From PRISMA Flow Diagram

This study uses the Biblioshiny tool and VoS viewer to perform bibliometric analysis (Aria & Cuccurullo, 2017; van Eck & Waltman, 2010). Biblioshiny informs on the trends pertaining to the thematic development and VoS viewer provides understanding on the state of evolution of topic in the study field (Lim et al., 2024). Prior studies have also employed both the software to conduct bibliometric analysis (Bamel et al., 2022; Bretas & Alon, 2021; Niknejad et al., 2021). Further, a content analysis of 20 studies that have the highest total global citations was performed to identify the challenges impeding the growth of fashion rental services.

4. RESULTS

The presentation of the results of the bibliometric analysis

begins with a description of publications' trend followed by the most impactful contributors, author collaboration network, keyword co-occurrence analysis, and conceptual thematic mapping of studies on the fashion rental services.

4.1. Annual Publications and Citations

The present section indicates the annual output and the sum of citations per year of publications on fashion rental services (Figure 2). The first publication in this area is from Pedersen & Netter (2015). Subsequently, the publications continued to grow and reached the highest count in 2023 (25). The sum of citations was 128 in 2015, followed by a trend of downswings and upswings reaching a maximum at 773.95 in 2021.
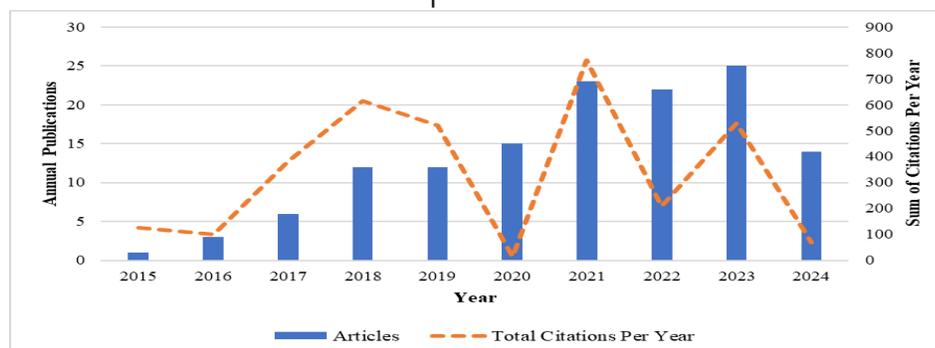

Figure 2. Trend Of Publications And Citations

4.2 Most Impactful Contributors

Table 1 presents the ten highly cited papers in the order of their local citations. It also indicates their impact based on local citations per year, global citations, and global citations per year. Global citations determine the number of citations that a publication receives from the whole database including other disciplines, whereas local citations consider the number of citations that a publication receives from

the papers forming a part of the data under analysis (Agbo et al., 2021). Lang & Armstrong (2018a) is the most impacted publication in terms of local citations investigating the impact of personality traits on consumers' adoption intention towards collaborative consumption through renting of clothes. Zamani et al. (2017), having the highest global citations, examine the impact of clothing libraries on the environment.

Table 1. Ten Highly Cited Publications

Author(s) & Year	Local Citations (LC)	LC Per Year	Global Citations (GC)	GC Per Year
Lang & Armstrong (2018)	27	3.86	142	20.29
Iran & Schrader (2017)	25	3.13	88	11
Park & Armstrong (2017)	20	2.5	80	10
Becker-Leifhold & Iran (2018)	20	2.86	87	12.43
Johnson (2016)	19	2.11	52	5.78
Lee & Chow (2020)	19	3.8	97	19.4
Lang et al. (2020)	17	3.4	43	8.6
Zamani et al. (2017)	16	2	150	18.75
Becker-Leifhold (2018)	16	2.29	87	12.43
Lang et al. (2019)	16	2.67	40	6.67

The top ten most impactful authors contributing to the literature on fashion rental services are listed in Table 2. h_index denotes that h number of research papers have at least h number of citations (Hirsch, 2005). g_index suggests that g number of most cited papers have at least g2 citations and

m_index indicates h_index per number of years since the date of first research paper published (Dhiaf et al., 2021). Chunmin Lang has maximum papers, citations, h_index, g_index, and m_index.

Table 2. Most Impactful Authors

Author	Publication Count	Year of First Publication	Total Citations	h_index	g_index	m_index
Chunmin Lang	8	2016	359	6	8	0.667
Hyejune Park	6	2017	182	4	6	0.5
Cosette Marie Joyner Armstrong	5	2016	350	5	5	0.556
Claudia E. Henninger	5	2019	130	4	5	0.667
Samira Iran	4	2017	264	4	4	0.5
Stacy H. Lee	4	2020	183	4	4	0.8
Ting Chi	4	2021	44	3	4	0.75
Sheetal Jain	4	2020	111	3	4	0.6
Sita Mishra	3	2020	109	3	3	0.6
Yingjiao Xu	3	2018	41	3	3	0.429

Table 3 presents the most relevant journals, author-affiliated institutions, and countries along with their number of publications. Sustainability has the highest number of publications, followed by the Journal of Fashion Marketing and Management and the Journal of Cleaner Production. A sig-

nificant contribution to the literature on fashion rental services has been made by the universities based in the USA. A large number of studies are from developed countries such as the USA, the UK, Germany, Italy, and South Korea.

Table 3. Most Relevant Journals, Author-Affiliated Institutions, And Countries

Sources	Articles	Affiliation	Articles	Country	Articles
Sustainability	23	Louisiana State University	9	USA	39
Journal of Fashion Marketing and Management	15	Louisiana State University System	7	China	12
Journal of Cleaner Production	9	North Carolina State University	7	United Kingdom	12
International Journal of Fashion Design, Technology and Education	6	Oklahoma State University System	6	Germany	8
Journal of Retailing and Consumer Services	5	Hong Kong Polytechnic University	5	India	8
Transportation Research Part E-Logistics and Transportation Review	4	University of Minnesota System	4	Spain	4
Business Strategy and The Environment	3	University of Minnesota Twin Cities	4	Sweden	4
Fashion and Textiles	3	University of North Carolina	4	Belgium	3

4.3. Co-citation Analysis

Co-citation analysis intellectually examines the research subject depending on the frequency of occurrence of two papers together in another paper (Donthu et al., 2021). Each cluster points towards a research theme based on the relation between the content of cited papers (Zupic & Cater, 2015). A network of 38 cited references out of 6,855 references from 133 papers each having at least 10 citations is indicated in Figure 3. Cluster 1 (12 papers) examines the motivators and deterrents to the consumers' adoption of fashion rental services (Becker-Leifhold & Iran, 2018; Lee & Chow, 2020). Cluster 2 (11 papers) mainly focuses on consumer behaviour towards collaborative consumption in the context of various services (Bardhi & Eckhardt, 2012; Möhlmann, 2015). Cluster 3 (10 papers) primarily pertains to product-service systems and fashion libraries (Tukker, 2004; Zamani et al., 2017). Armstrong et al. (2015) is the most significant study in the network based on citation count and total link strength. It investigates the perceptions of consumers about product-service systems for clothing.
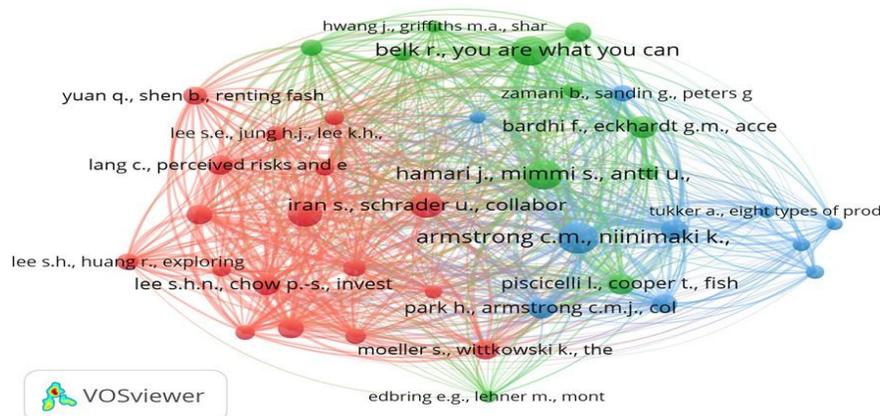
Figure 3. Co-Citation Map Of Papers

4.4. Co-authorship Network

Co-authorship network determines the collaboration amongst authors authoring a research paper and presents the social network in the research area (Zupic & Cater, 2015). The network depicting the social structure in the area of fashion rental services amongst 30 authors is indicated in Figure 4 through Biblioshiny. Cluster 1 has four authors (Lang, C.; Armstrong, C. M. J.; Park, H.; Liu, C.) who have examined the factors driving consumers' participation in collaborative consumption of and product service systems for clothes.

Cluster 2 consists of four authors (Mishra, S.; Jain, S.; Jain, K.; Jain, R.) who have mostly investigated the drivers of fashion rental services in the Indian context. Cluster 3 has four authors (Becker-Leifhold, C.; Iran, S.; Brydges, T.; Henninger, C.) who have systematically reviewed the literature on collaborative fashion consumption. Cluster 4 encompasses two authors (Lee, S.; Huang, R.) whose pa-

pers have focused on consumer behaviour towards online fashion renting. Cluster 5 has two authors (McCoy, L.; Chi, T.) who have analysed collaborative consumption of apparel from the perspective of sustainability. Cluster 6 has two authors (Kim, N.; Jin, B.) whose publications pertain to the contamination aspect of collaborative fashion consumption.

Figure 4. Co-Authorship Map Of Authors

4.5. Key Countries, Authors, and Keywords

The associations amongst countries (left), authors (center), and author keywords (right) in the research on fashion rental services have been indicated in Figure 5. Around 9 out of 20 authors (Lang, Park, Chi, Armstrong, Lee, Wang, Xu, Lee, Huang) are from the USA whose proficiency pertains to 'collaborative consumption', 'fashion renting', 'sharing

economy', 'sustainability', 'collaborative fashion consumption', 'attitude', 'fashion renting', 'fashion leadership', and 'access-based consumption'. Amongst the keywords, 'collaborative consumption' (13 links) and 'sharing economy' (13 links) have been used the highest number of times, followed by 'sustainability' (8 links) and 'swapping' (6 links) in the literature on fashion rental services.
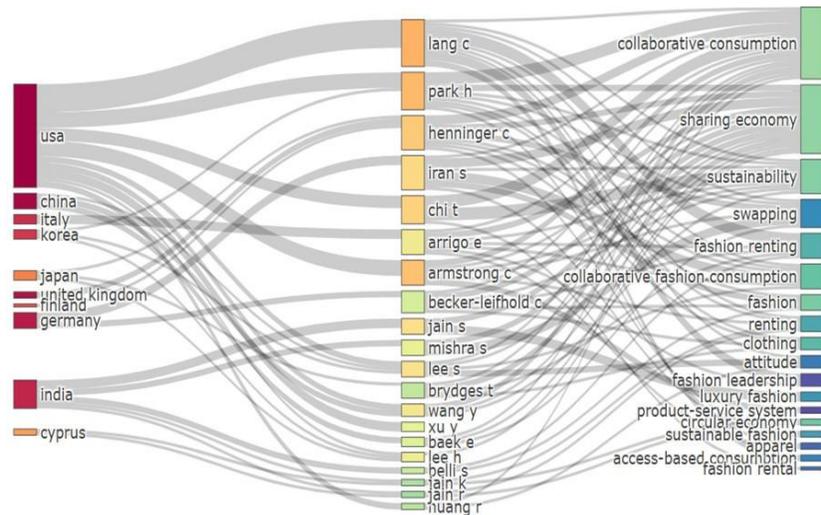

Figure 5. Key Countries, Authors, And Keywords

4.6. Keyword Co-occurrence Analysis

Keyword co-occurrence analysis presents thematic associations amongst terms frequently co-occurring in the network (Donthu et al., 2021). Figure 6 indicates three clusters formed through 17 author keywords out of 416 keywords

appearing at least six times. Cluster 1 has seven terms such as 'circular economy', 'collaborative fashion consumption', 'product-service system', and 'clothing rental services' and mostly relates to the drivers of and barriers to the adoption of collaborative fashion consumption.

Cluster 2 includes five terms such as 'collaborative consumption', 'luxury fashion', and 'renting' and focuses on collaborative consumption towards fashion products including swapping, renting, and consumption of second-hand clothing. Cluster 3 consists of five terms, namely, 'sharing economy', 'fashion rental services', and 'sustainability'. It pertains to fashion rental services from the perspective of sustainability. 'Sharing economy' has the highest number of occurrences (37) and the number of links (15) and the strongest link with 'collaborative consumption' that has the second highest occurrences (53) and the highest total link strength (53).
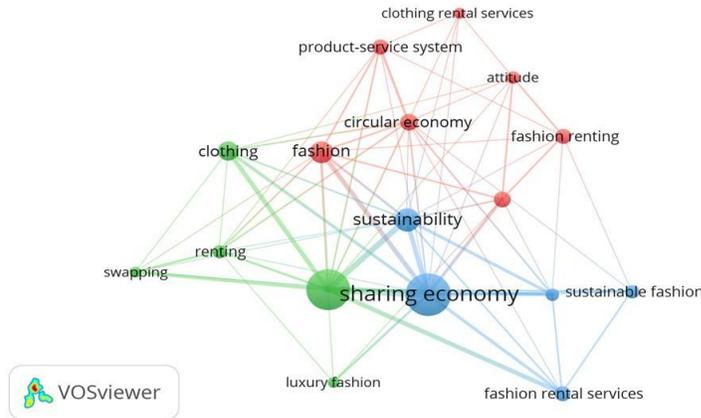

Figure 6. Keyword Co-Occurrence Map

4.7. Conceptual Thematic Map

A conceptual thematic map indicates themes in a research area formed according to the relationships amongst keywords and plotted based on their centrality (importance) and density (development) (Callon et al., 1991; Cobo et al., 2011). Figure 7 presents eight clusters identified in the literature on fashion rental services based on author keywords and developed using Biblioshiny.

'Collaborative fashion consumption' and 'fashion' are the two motor themes. This suggests that collaborative consumption of fashion products is the essence of fashion rent-al services. It includes systematic examinations of studies on collaborative fashion consumption (Henninger et al., 2021) and the motivators of (Khitous et al., 2022) and barriers to the use of product-service systems in the fashion sector (Lang, 2018; Lang et al., 2019). The papers related to 'fashion' investigate the practice of clothes' renting through practice theory (Ulrich et al., 2024), the adoption of collaborative fashion consumption in renting mode (Jain et al., 2022) and luxury fashion products of second-hand nature (Kim-Vick & Cho, 2024), and the consumer perceptions of fashion rental firm - Rent the Runway (McKinney & Shin, 2016).
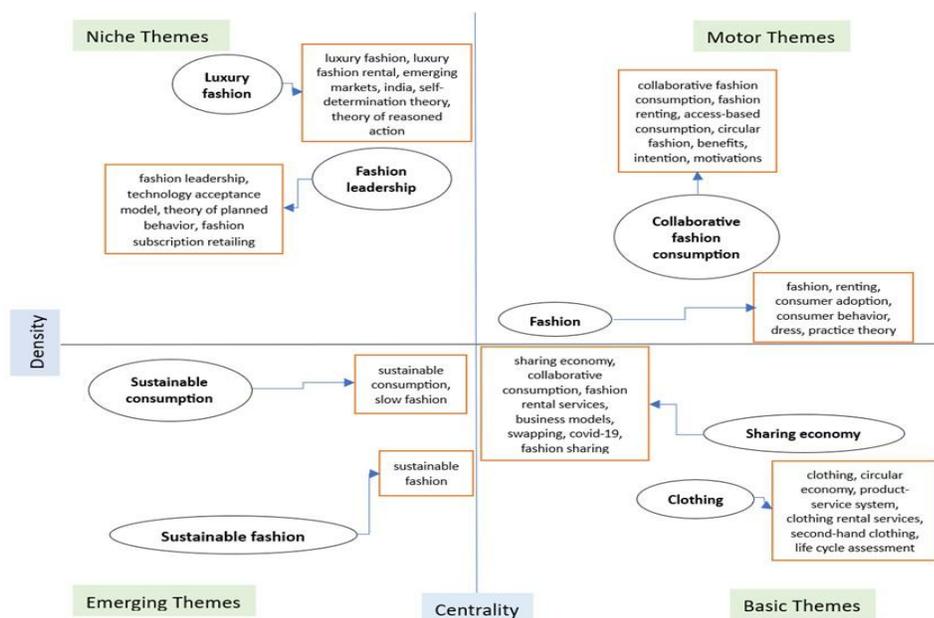

Figure 7. Conceptual Thematic Map

Of the two basic themes, 'sharing economy' is the largest theme involving the examination of business models related to fashion rentals (Holtström et al., 2019), swapping (Henninger et al., 2021), influence of fashion rentals on sustainability (Amasawa et al., 2023), drivers of consumer behaviour towards online renting (Lee & Chow, 2020), and the impact of Covid-19 on fashion renting services (Park & Lee, 2022). 'Clothing' is based on the environmental impact of clothing renting (Johnson & Plepys, 2021; Monticelli & Costamagna, 2023) and antecedents to the sharing of second-hand clothing (Camacho-Otero et al., 2019; Xu et al., 2014).

Amongst the two niche themes, 'fashion leadership' examines the role of fashion leadership towards product-service systems for clothing (Lang & Armstrong, 2018b), the intention to adopt fashion subscription retailing services (Tao & Xu, 2020), and online fashion rentals based on the theory of planned behaviour and technology acceptance model (Pham et al., 2021). 'Luxury fashion' identifies the determinants of luxury fashion consumption in the sharing economy and collaborative consumption on a rental basis through the application of the theory of reasoned action and self-determination theory in the emerging economies of India (Jain & Mishra, 2020) and UAE (Mishra et al., 2021).

Of the two emerging themes, having relevant papers published recently, 'Sustainable fashion' addresses issues about sustainable fashion through renting (Palomo-Domínguez et al., 2023; Savelli et al., 2024). 'Sustainable consumption' emphasizes sharing of clothes as a means to slow fashion (Costa et al., 2024).

5. CHALLENGES FACING FASHION RENTAL SERVICES

Various challenges impeding the growth of the business model of fashion rental services have been identified through a content analysis of the top 20 publications based on the highest global citations.

Despite garnering interest in some quarters, the market for fashion rental services is still in a nascent stage. Many consumers are not familiar with how this business model operates (Becker-Leifhold & Iran, 2018; Jain & Mishra, 2020; Lang & Armstrong, 2018a; Shrivastava et al., 2021). Often, they lack the knowledge about where to obtain clothes on rent and therefore are not able to partake of the fashion rental services (Becker-Leifhold, 2018). Some consumers believe that they require much time to search for such rented products (Iran et al, 2019). Consumers lack awareness about the guarantees offered by the services (Becker-Leifhold & Iran, 2018). They also have concerns about penalties that they would be charged for treatment of damages by fashion rental services (Becker-Leifhold & Iran, 2018).

Some consumers lack trust in fashion rental products, the

service providers, and their services (Becker-Leifhold & Iran, 2018). Not only are rented fashion products available for use for a limited time but their offerings are second-hand in nature (Iran & Schrader, 2017). Consumers perceive certain risks related to the usage of fashion rental services. These pertain, in the main, to performance risk, physical risk, financial risk, and psychological risk. These perceived risks adversely impact their attitude towards and enjoyment of rented fashion products (Lang, 2018). Some consumers do not find the expenditures on fashion rental services worth the while for a short span of time and consider them to be a waste of money (Lang, 2018). Consumers are bothered about maintaining the rented products in good condition and the consequences to be borne by them in case of poor maintenance or damages (Lang, 2018). Uncertainty about whether the rented fashion products would suit them and doubts about delivery of services commensurate with the price paid influence perceptions towards fashion rentals (Lang, 2018). Thus, the reputation of the fashion rental service provider and the duration for which the provider has been running the business are some of the concerns of consumers related to fashion rental services (Becker-Leifhold & Iran, 2018). Concerns about the hygiene aspects of rented fashion products such as clothing persist as these items are worn by other consumers close to their skin and there are apprehensions that, if not clean, they may transmit diseases (Becker-Leifhold & Iran, 2018; Lang, 2018). Some consumers view these clothes as quite repulsive (Iran et al., 2019). Further, there is some perceived social stigma associated with the consumption of second-hand clothes (Shrivastava et al., 2021). The stigma could be due to cultural norms adversely influencing consumer attitude towards collaborative fashion consumption, for instance, the consumption of second-hand apparel denotes low economic status in Tehran (Iran et al., 2019). Consumers may not enjoy renting fashion products if they perceive that doing so diminishes their self-image, status, and personal style (Lang, 2018). Persuading individuals to share apparel with other individuals who are strangers needs a significant transformation in their behavioural patterns (Jain & Mishra, 2020). Lack of personal ownership of fashion apparel and difficulty in changing consumption habits to a new mode of consumption hinder sharing amongst consumers (Becker-Leifhold & Iran, 2018).

Research indicates that some individual personality traits have a bearing on consumer behaviour with regard to participation in fashion rental services. A negative relationship has been suggested between materialism, that is, the desire to have more material possessions (Lang & Armstrong, 2018a) and purchase of fashion rental services. Whereas fashion rentals promote the concept of sharing over owning, materialistic consumers strive to increase their material possessions and avoid sharing apparel with others (Johnson et al., 2016; Lang & Armstrong, 2018a), as likely this may not provide them the same gratification.

Fashion rental service providers also face certain challenges.

Amongst these is the need to create primary demand for the service concept (Becker-Leifhold & Iran, 2018). Service providers need to clearly communicate their value proposition and to be able to resist competition from various inexpensive fashion products (Becker-Leifhold & Iran, 2018). Many products are used once or twice so the challenge to increase their frequency of use continues to exist (Iran & Schrader, 2017). They also need to deal with the problems of inadequate infrastructure and reverse logistics supply chain (Becker-Leifhold & Iran, 2018). The lack of proper regulations impedes the growth of fashion rentals (Shrivastava et al., 2021).

6. FUTURE RESEARCH DIRECTIONS AND MANAGERIAL IMPLICATIONS

The study findings indicate several areas pertaining to fashion rental services that need further examination. Empirical research is required to further investigate the transition in consumer behaviour from owning to renting clothes (Amasawa et al., 2023). Experimental studies can be conducted to examine consumer responses to the strategies promoting collaborative fashion consumption (Becker-Leifhold, 2018). A mixed-method approach examining consumers' online reviews in combination with methods such as ethnography, focus groups, and interviews can be undertaken for a deeper understanding of consumer experiences with fashion rental services (Camacho-Otero et al., 2019).

The impact of consumer values on the use intention of consumers towards collaborative fashion consumption can be examined across demographics and cultural aspects (Becker-Leifhold, 2018). Cultural factors, psychosocial factors, and personality traits as antecedents of consumer adoption intention can be investigated (Camacho-Otero et al., 2019). Future research can examine the relationship between particular occasions and consumer participation in collaborative fashion consumption (Lee & Chow, 2020). There is limited research examining service quality, customer satisfaction, and continuance usage intention in the context of fashion rental services. The attitudes and continuance behaviour of consumers towards fashion rental services can be investigated through longitudinal research (Lang & Armstrong, 2018a). Consumer perception towards fashion rental services can be examined across generational cohorts such as baby boomers vs. Generation Z.

The motivators and barriers influencing consumer behaviour towards fashion rental services can be compared for users and non-users (Lang et al., 2019) and amongst consumers in developing (Ulrich et al., 2024) and developed economies. Consumer perception towards fashion rental services can be examined based on the mode of access, that is, online vs. physical stores. Factors leading to consumer usage of fashion rental services can be contrasted based on the service provider such as Rent the Runway and Gwyn-

nie, type of fashion product such as clothing, handbag, and shoes, type of clothing such as office wear, wedding wear, and sportswear. Consumer interaction with various types of garments such as designer labels and fashion forward pieces needs to be studied (Amasawa et al., 2023). Future studies can examine the rebound impact of consumption through fashion rental services on the purchase of other fashion products such as handbags and shoes (Johnson & Plepys, 2021). Future research can explore fashion rental consumption from the perspective of service providers.

The impact of the fashion rental services on the economy in general and its contribution to the circular economy in particular needs further study. Fashion rental services have created a new business model, generating job opportunities, new streams of revenues for fashion brands, need for technology integration, requirement for innovations in inventory and supply chain management and service design. At the same time, these services lead to resource efficiency and reduce production of fashion products. As this new business model evolves, its net impact on the economy needs to be studied. The contribution of the fashion sharing services towards the attainment of sustainable development goals can be explored. More empirical evidence on various aspects of fashion sharing from the perspective of sustainable consumption is required. The impact of the type of garments and product design offered through fashion rental services on environmental sustainability can be explored (Amasawa et al., 2023). Also, research can be conducted to examine various forms of fashion sharing such as P2P and B2C. Future studies can compare the contributions of fashion rental services with other sharing economy services such as ride sharing and accommodation sharing services towards the development of sharing economy. Also, a contrast can be drawn on the drivers of fashion sharing with other types of sharing services from the perspective of consumers, service providers, and platform operators using mixed methodology.

Lack of awareness and trust amongst consumers, perceived risks, lack of ownership, and inadequate infrastructure and regulations are identified as some of the challenges being encountered by fashion rental services. The role of trust in influencing the usage intention towards fashion rental services needs further understanding. Further studies can explore the factors impacting the formation of consumer trust towards service providers and platforms while considering various risks such as performance risk and psychological risk. Strategies to boost the idea of collaborative fashion consumption amongst consumers and overcome hindrances can be investigated (Becker-Leifhold & Iran, 2018). Interventions to persuade materialistic consumers' participation in fashion rental services can be examined using qualitative techniques.

The benefits of fashion sharing need to be clearly communicated to consumers through appropriate strategies. Fashion

rental services can be promoted through online channels including social media influencers particularly focusing on fashion, lifestyle, and sustainability. The value proposition of fashion rental services should be clearly conveyed to consumers by emphasizing their benefits such as more and diverse variety, freedom from the responsibility of ownership and repair using an "ownership-like" mode of consumption (Jain & Mishra, 2020), hedonistic experiences, and sustainability (Lang & Armstrong, 2018a). Consumer concerns can be dealt with by providing assurances about quality and hygiene and clear policy guidelines informing consumers about the functioning of the fashion rental service business model, guarantees, maintenance requirements, and damage-related obligations. Brand reputation will be an important factor in building consumer trust as it helps in assuaging their concerns and risk perceptions towards this new form of consumption.

7. CONCLUSION

Adding to previous studies involving systematic literature reviews (Becker-Leifhold & Iran, 2018; Henninger et al., 2021) and empirical examinations (Bodenheimer et al., 2022; Jain & Mishra, 2020) in the context of fashion sharing, the present study maps the evolution and structure of the discourse on fashion rental services through bibliometric analysis and highlights new directions for future studies in this domain. This study provides a holistic view of the structure of the current state of research on fashion rental services including intellectual structure, social structure, and conceptual structure depicting the relationships between research constituents and trends pertaining to the topic development. The study also identifies and underscores the challenges hindering the growth of these fashion rental services. It identifies eight themes prominent in the studies on fashion sharing. Collaborative fashion consumption and

fashion are developed themes that are significant in the literature on fashion rental services and are strongly linked to other themes as well. The sharing economy and clothing are not well developed yet very important to the present domain of research. Sustainable consumption and sustainable fashion are emerging themes that are little developed and can gain importance in the future through further examination. Fashion leadership and luxury fashion are niche themes of a peripheral nature that are already developed but weakly related to other topics. The present analysis thus highlights that a high proportion of extant research is focused on collaborative fashion consumption and fashion. There is thus a need for enhancing the understanding in the domain by also focusing on the emerging areas of sustainable consumption and sustainable fashion. Further research is needed on the development of appropriate interventions to address challenges such as lack of awareness and consumer trust, perceived risk, lack of ownership, and inadequate infrastructure and regulations, amongst others.

Further, the implementation of suggested recommendations will encourage the growth of fashion sharing and its contribution to the overall sharing economy. Awareness generation through effective communication, emphasis on value proposition, and implementation of necessary protocols and guidelines to manage consumer risks will lead to the growth of fashion sharing businesses and enhance their role in the sharing economy. It will also give impetus to the discourse in the public domain on emerging topics in relation to fashion sharing such as sustainable consumption and sustainable lifestyles. As individuals become familiar with the sharing of fashion products, they may also partake in the sharing of other products and services forming a part of the sharing economy such as homes and working spaces thereby contributing to creating a more sustainable planet.

REFERENCES

i.   Agbo, F. J., Oyelere, S. S., Suhonen, J., & Tukiainen, M. (2021). Scientific Production and Thematic Breakthroughs in Smart Learning Environments: A Bibliometric Analysis. Smart Learning Environments, 8(1), 1–25. https://doi.org/10.1186/s40561-020-00145-4

ii. Allied Market Research. (2023). Online Clothing Rental Market. https://www.alliedmarketresearch.com/online-clothing-rental-market#:~:text=The%20global%20online%20clothing%20rental,clothes%20for%20a%20specific%20time.

iii. Amasawa, E., Brydges, T., Henninger, C. E., & Kimita, K. (2023). Can Rental Platforms Contribute to More Sustainable Fashion Consumption? Evidence from a Mixed-Method Study. Cleaner and Responsible Consumption, 8, 100103. https://doi.org/10.1016/j.clrc.2023.100103

iv. Aria, M., & Cuccurullo, C. (2017). bibliometrix: An R-tool for Comprehensive Science Mapping Analysis. Journal of Informetrics, 11(4), 959–975. https://doi.org/10.1016/j.joi.2017.08.007

v.   Armstrong, C. M., Niinimäki, K., Kujala, S., Karell, E., & Lang, C. (2015). Sustainable Product-Service Systems for Clothing: Exploring Consumer Perceptions of Consumption Alternatives in Finland. Journal of Cleaner Production, 97, 30–39. https://doi.org/10.1016/j.jclepro.2014.01.046

vi.   Bamel, U., Pereira, V., Del Giudice, M., & Temouri, Y. (2022). The Extent and Impact of Intellectual Capital Research: A Two Decade Analysis. Journal of Intellectual Capital, 23(2), 375–400. https://doi.org/10.1108/JIC-05-2020-0142

vii. 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

viii. Becker-Leifhold, C., & Iran, S. (2018). Collaborative Fashion Consumption – Drivers, Barriers and Future Pathways. Journal of Fashion Marketing and Management, 22(2), 189–208. https://doi.org/10.1108/JFMM-10-2017-0109

ix.   Becker-Leifhold, C. V. (2018). The Role of Values in Collaborative Fashion Consumption - A Critical Investigation through the Lenses of the Theory of Planned Behavior. Journal of Cleaner Production, 199, 781–791. https://doi.org/10.1016/j.jclepro.2018.06.296

x.   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

xi.   Boar, A., Bastida, R., & Marimon, F. (2020). A Systematic Literature Review. Relationships Between the Sharing Economy, Sustainability and Sustainable Development Goals. Sustainability, 12(17), 1–14. https://doi.org/10.3390/SU12176744

xii. Bodenheimer, M., Schuler, J., & Wilkening, T. (2022). Drivers and Barriers to Fashion Rental for Everyday Garments: An Empirical Analysis of A Former Fashion-Rental Company. Sustainability: Science, Practice, and Policy, 18(1), 344–356. https://doi.org/10.1080/15487733.2022.2065774

xiii. Bretas, V. P. G., & Alon, I. (2021). Franchising Research on Emerging Markets: Bibliometric and Content Analyses. Journal of Business Research, 133, 51–65. https://doi.org/10.1016/j.jbusres.2021.04.067

xiv. Callon, M., Courtial, J. P., & Laville, F. (1991). Co-word Analysis as a Tool for Describing the Network of Interactions Between Basic and Technological Research: The Case of Polymer Chemistry. Scientometrics, 22(1), 155–205. https://doi.org/10.1007/BF02019280

xv.   Camacho-Otero, J., Boks, C., & Pettersen, I. N. (2019). User Acceptance and Adoption of Circular Offerings in the Fashion Sector: Insights from User-generated Online Reviews. Journal of Cleaner Production, 231, 928–939. https://doi.org/10.1016/j.jclepro.2019.05.162

xvi. Chi, T., Adesanya, O., Liu, H., Anderson, R., & Zhao, Z. (2023). Renting than Buying Apparel: U.S. Consumer Collaborative Consumption for Sustainability. Sustainability, 15(6), 4926. https://doi.org/10.3390/su15064926

xvii. Cobo, M. J., López-Herrera, A. G., Herrera-Viedma, E., & Herrera, F. (2011). An Approach for Detecting, Quantifying, and Visualizing the Evolution of a Research Field: A Practical Application to the Fuzzy Sets Theory Field. Journal of Informetrics, 5(1), 146–166. https://doi.org/10.1016/j.joi.2010.10.002

xviii. Costa, M. R. C., Silva, M. E., & Duarte, M. de F. (2024). Sustainable Consumption and Practice Theories: Connecting Elements of Clothing Sharing. Brazilian Business Review, 21(1), 1–25. https://doi.org/10.15728/bbr.2021.1182.en

xix. Deloitte. (2024). 2024 Gen Z and Millennial Survey. https://www.deloitte.com/content/dam/assets-shared/docs/campaigns/2024/deloitte-2024-genz-millennial-survey.pdf?dlva=1

xx.   Dhiaf, M. M., Atayah, O. F., Nasrallah, N., & Frederico, G. F. (2021). Thirteen Years of Operations Management Research (OMR) Journal: A Bibliometric Analysis and Future Research Directions. Operations Management Research, 14(3–4), 235–255. https://doi.org/10.1007/s12063-021-00199-8

xxi.   Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. Journal of Business Research, 133, 285–296. https://doi.org/10.1016/j.jbusres.2021.04.070

xxii.   Duriau, V. J., Reger, R. K., & Pfarrer, M. D. (2007). A Content Analysis of the Content Analysis Literature in Organization Studies: Research Themes, Data Sources, and Methodological Refinements. Organizational Research Methods, 10(1), 5–34. https://doi.org/10.1177/1094428106289252

xxiii.   Forbes. (2024, May). Fashion Rental Market Makes A Comeback—As Gen Z And Millennials Revive Brands Like Nuuly, Rent The Runway. https://www.forbes.com/sites/hyunsoorim/2024/05/28/fashion-rental-market-makes-a-comeback-as-gen-z-and-millennials-revive-brands-like-nuuly-rent-the-runway/

xxiv.   Future Market Insights. (2025). Online Clothing Rental Market Size, Share & Forecast 2035. https://www.futuremarketinsights.com/reports/online-clothing-rental-market#:~:text=Online clothing -rent

xxv.   Gaur, A., & Kumar, M. (2018). A Systematic Approach to Conducting Review Studies: An Assessment of Content Analysis in 25 years of IB Research. Journal of World Business, 53(2), 280–289. https://doi.org/10.1016/j.jwb.2017.11.003

xxvi.   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

xxvii.   Henninger, C. E., Taylor Brydges, Iran, S., & Vladimirova, K. (2021). Collaborative Fashion Consumption – A Synthesis and Future Research Agenda. Journal of Cleaner Production, 319, 1–12. https://doi.org/10.1016/j.jclepro.2021.128648

xxviii.   Hirsch, J. E. (2005). An Index to Quantify an Individual's Scientific Research Output. Proceedings of the National Academy of Sciences, 102(46), 16569–16572. https://doi.org/10.1073/pnas.0507655102

xxix.   Holtström, J., Bjellerup, C., & Eriksson, J. (2019). Business Model Development for Sustainable Apparel Consumption: The Case of Houdini Sportswear. Journal of Strategy and Management, 12(4), 481–504. https://doi.org/10.1108/JSMA-01-2019-0015

xxx.   Indian Express. (2025). Luxury Made Affordable: Why Renting Is The Buzzword In The Fashion Industry. https://indianexpress.com/article/et-al-express-insight/luxury-made-affordable-why-renting-is-the-buzzword-in-the-fashion-industry/

xxxi.   Iran, S., Geiger, S. M., & Schrader, U. (2019). Collaborative Fashion Consumption – A Cross-Cultural Study Between Tehran and Berlin. Journal of Cleaner Production, 212, 313–323. https://doi.org/10.1016/j.jclepro.2018.11.163

xxxii   Iran, S., & Schrader, U. (2017). Collaborative Fashion Consumption and Its Environmental Effects. Journal of Fashion Marketing and Management, 21(4), 468–482. https://doi.org/10.1108/JFMM-09-2016-0086

xxxiii.   Jain, S., & Mishra, S. (2020). Luxury Fashion Consumption in Sharing Economy: A Study of Indian Millennials. Journal of Global Fashion Marketing, 11(2), 171–189. https://doi.org/10.1080/20932685.2019.1709097

xxxiv. Johnson, E., & Plepys, A. (2021). Product-Service Systems and Sustainability: Analysing the Environmental Impacts of Rental Clothing. Sustainability, 13(4), 1–30. https://doi.org/10.3390/su13042118

xxxv. Johnson, K. K. P., Mun, J. M., & Chae, Y. (2016). Antecedents to Internet Use to Collaboratively Consume Apparel. Journal of Fashion Marketing and Management, 20(4), 370–382. https://doi.org/10.1108/JFMM-12-2015-0092

xxxvi. Khitous, F., Urbinati, A., & Verleye, K. (2022). Product-Service Systems: A Customer Engagement Perspective in the Fashion Industry. Journal of Cleaner Production, 336, 130394. https://doi.org/10.1016/j.jclepro.2022.130394

xxxvii. Kim-Vick, J., & Cho, E. (2024). Gen Z Consumers' Intention to Adopt Online Collaborative Consumption of Second-hand Luxury Fashion Goods. Journal of Global Fashion Marketing, 15(4), 440–458. https://doi.org/10.1080/20932685.2024.2339230

xxxviii. Lang, C. (2018). Perceived Risks and Enjoyment of Access-Based Consumption: Identifying Barriers and Motivations to Fashion Renting. Fashion and Textiles, 5(1), 1–18. https://doi.org/10.1186/s40691-018-0139-z

xxxix. Lang, C., & Armstrong, C. M. J. (2018a). Collaborative Consumption: The Influence of Fashion Leadership, Need for Uniqueness, and Consumers' Adoption of Clothing Renting and Swapping. Sustainable Production and Consumption, 13, 37–47. https://doi.org/10.1016/j.spc.2017.11.005

xl. Lang, C., & Armstrong, C. M. J. (2018b). Fashion Leadership and Intention toward Clothing Product-Service Retail Models. Journal of Fashion Marketing and Management, 22(4), 571–587. https://doi.org/10.1108/JFMM-12-2017-0142

xli. Lang, C., Li, M., & Zhao, L. (2020). Understanding Consumers' Online Fashion Renting Experiences: A Text-Mining Approach. Sustainable Production and Consumption, 21, 132–144. https://doi.org/10.1016/j.spc.2019.12.003

xlii. Lang, C., Seo, S., & Liu, C. (2019). Motivations and Obstacles for Fashion Renting: A Cross-Cultural Comparison. Journal of Fashion Marketing and Management, 23(4), 519–536. https://doi.org/10.1108/JFMM-05-2019-0106

xliii. Lang, C., & Zhang, R. (2024). Motivators of Circular Fashion: The Antecedents of Chinese Consumers' Fashion Renting Intentions. Sustainability (Switzerland), 16(5), 1–17. https://doi.org/10.3390/su16052184

xliv. Laudien, S. M., Manuel Guaita Martínez, J., & María Martín Martín, J. (2023). Business Models Based on Sharing Fashion and Accessories: Qualitative-Empirical Insights into a New Type of Sharing Economy Business Models. Journal of Business Research, 157, 113636. https://doi.org/10.1016/j.jbusres.2022.113636

xlv. Lee, S. H. N., & Chow, P. S. (2020). Investigating Consumer Attitudes and Intentions Toward Online Fashion Renting Retailing. Journal of Retailing and Consumer Services, 52, 1–9. https://doi.org/10.1016/j.jretconser.2019.101892

xlvi. Lim, W. M., Kumar, S., & Donthu, N. (2024). How to Combine and Clean Bibliometric Data and Use Bibliometric Tools Synergistically: Guidelines Using Metaverse Research. Journal of Business Research, 182, 1–31. https://doi.org/10.1016/j.jbusres.2024.114760

xlvii. McKinney, E., & Shin, E. (2016). Exploring Criteria Consumers Use in Evaluating Their Online

Formal Wear Rental Experience: A Content Analysis of Online Reviews. Clothing and Textiles Research Journal, 34(4), 272–286. https://doi.org/10.1177/0887302X16654269

xlviii. McKinsey & Company. (2023). What Is Fast Fashion? (pp. 1–5). https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-fast-fashion

xlix. Mishra, S., Jain, S., & Jham, V. (2021). Luxury Rental Purchase Intention Among Millennials – A Cross-national Study. Thunderbird International Business Review, 63(4), 503–516. https://doi.org/10.1002/tie.22174

l. Moher, D., Liberati, A., Tetzlaff, J., & Altman, D. G. (2009). Reporting Items for Systematic Reviews and Meta-Analyses: The PRISMA Statement. Annals of Internal Medicine, 151(4), 264–269. https://doi.org/10.7326/0003-4819-151-4-200908180-00135

li. 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

lii. Monticelli, A., & Costamagna, M. (2023). Environmental Assessment of the Rental Business Model: A Case Study for Formal Wear. Environment, Development and Sustainability, 25(8), 7625–7643. https://doi.org/10.1007/s10668-022-02363-x

liii. Mumu, J. R., Saona, P., Mamun, M. A. Al, & Azad, M. A. K. (2022). Is Trust Gender Biased? A Bibliometric Review of Trust in E-Commerce. Journal of Internet Commerce, 21(2), 217–245. https://doi.org/10.1080/15332861.2021.1927437

liv. Myin, M. T., Su, J., Wu, H. (Jeff), & Shen, H. (2023). Investigating the Determinants of Using Clothing Subscription Rental Services: A Perspective from Chinese Young Consumers. Young Consumers, 24(1), 95–113. https://doi.org/10.1108/YC-06-2022-1547

lv. Niknejad, N., Ismail, W., Bahari, M., Hendradi, R., & Salleh, A. Z. (2021). Mapping the Research Trends on Blockchain Technology in Food and Agriculture Industry: A Bibliometric Analysis. Environmental Technology and Innovation, 21, 101272. https://doi.org/10.1016/j.eti.2020.101272

lvi. Noe, H., & Hyun, J. (2024). Why Do and Why Don't Consumers Use Fashion Rental Services? A Consumption Value Perspective. Journal of Fashion Marketing and Management, 28(3), 566–580. https://doi.org/10.1108/JFMM-07-2023-0168

lvii. Palgan, Y. V., Zvolska, L., & Mont, O. (2017). Sustainability Framings of Accommodation Sharing. Environmental Innovation and Societal Transitions, 23, 70–83. https://doi.org/10.1016/j.eist.2016.12.002

lviii. Palomo-Domínguez, I., Elías-Zambrano, R., & Álvarez-Rodríguez, V. (2023). Gen Z's Motivations Towards Sustainable Fashion and Eco-Friendly Brand Attributes: The Case of Vinted. Sustainability (Switzerland), 15(11). https://doi.org/10.3390/su15118753

lix. Park, H., & Armstrong, C. M. J. (2017). Collaborative Apparel Consumption in the Digital Sharing Economy: An Agenda for Academic Inquiry. International Journal of Consumer Studies, 41(5), 465–474. https://doi.org/10.1111/ijcs.12354

lx. Park, H., & Armstrong, C. M. J. (2019). Is Money the Biggest Driver? Uncovering Motives for Engaging in Online Collaborative Consumption Retail Models for Apparel. Journal of Retailing and Consumer Services, 51, 42–50. https://doi.org/10.1016/j.jretconser.2019.05.022

lxi. Park, H., & Lee, M.-Y. (2022). The Two-Sided Effect of the COVID-19 Pandemic on Online Apparel Renting. Sustainability (Switzerland), 14(24), 1–16. https://doi.org/10.3390/su142416771

lxii.   Pedersen, E. R. G., & Netter, S. (2015). Collaborative Consumption: Business Model Opportunities and Barriers for Fashion Libraries. Journal of Fashion Marketing and Management, 19(3), 258–273. https://doi.org/10.1108/JFMM-05-2013-0073

lxiii. Pham, H. T., Hoang, K. T., Nguyen, T. T., Do, P. H., & Mar, M. T. C. (2021). Sharing Economy: Generation Z's Intention Toward Online Fashion Rental in Vietnam. Journal of Asian Finance, Economics and Business, 8(3), 997–1007. https://doi.org/10.13106/jafeb.2021.vol8.no3.0997

lxiv.   Ruan, Y., Xu, Y., & Lee, H. (2022). Consumer Motivations for Luxury Fashion Rental: A Second-Order Factor Analysis Approach. Sustainability (Switzerland), 14(12), 1–16. https://doi.org/10.3390/su14127475

lxv.   Savelli, E., Francioni, B., Curina, I., & Cioppi, M. (2024). Promoting Access-based Consumption Practices through Fashion Renting: Evidence from Italy. Journal of Consumer Marketing, 41(1), 61–77. https://doi.org/10.1108/JCM-02-2023-5843

lxvi.   Schor, J. (2014). Debating the Sharing Economy. Journal of Self-Governance and Management Economics, 4(3), 7–22. https://doi.org/10.22381/jsme4320161

lxvii. Shrivastava, A., Jain, G., Kamble, S. S., & Belhadi, A. (2021). Sustainability through Online Renting Clothing: Circular Fashion Fueled by Instagram Micro-celebrities. Journal of Cleaner Production, 278, 1–35. https://doi.org/10.1016/j.jclepro.2020.123772

lxviii. Statista Research Department. (2024). Rental Apparel Market Revenue Worldwide 2019–2026. https://www.statista.com/statistics/1195613/rental-apparel-market-revenue-worldwide/

lxix.   Tao, Q., & Xu, Y. (2020). Consumer Adoption of Fashion Subscription Retailing: Antecedents and Moderating Factors. International Journal of Fashion Design, Technology and Education, 13(1), 78–88. https://doi.org/10.1080/17543266.2020.1737247

lxx.   Tukker, A. (2004). Eight Types of Product–Service System: Eight Ways to Sustainability? Experiences from SusProNet. Business Strategy and the Environment, 13(4), 246–260.

lxxi.   Ulrich, I., Cacho-Elizondo, S., Damay, C., & Loussaïef, L. (2024). A Practice Theory Perspective on Apparel Sharing Consumption Models Exploring New Paths of Consumption in France and Mexico. Journal of Retailing and Consumer Services, 77, 1–15. https://doi.org/10.1016/j.jretconser.2023.103626

lxxii. van Eck, N. J., & Waltman, L. (2010). Software Survey: VOSviewer, A Computer Program for Bibliometric Mapping. Scientometrics, 84(2), 523–538. https://doi.org/10.1007/s11192-009-0146-3

lxxiii. Westerberg, C., & Martinez, L. F. (2023). Young German Consumers' Perspectives of Rental Fashion Platforms. Young Consumers, 24(3), 309–330. https://doi.org/10.1108/YC-06-2022-1543

lxxiv. Xu, Y., Chen, Y., Burman, R., & Zhao, H. (2014). Second-hand Clothing Consumption: A Cross-cu -ltural Comparison Between American and Chinese Young Consumers. International Journal of Consumer Studies, 38(6), 670–677. https://doi.org/10.1111/ijcs.12139

lxxv.   Zamani, B., Sandin, G., & Peters, G. M. (2017). Life Cycle Assessment of Clothing Libraries: Can Collaborative Consumption Reduce the Environmental Impact of Fast Fashion? Journal of Cleaner Production, 162, 1368–1375. https://doi.org/10.1016/j.jclepro.2017.06.128

lxxvi. Zupic, I., & Cater, T. (2015). Bibliometric Methods in Management and Organization. Organization -al Research Methods, 18(3), 429–472. https://doi.org/10.1177/1094428114562629