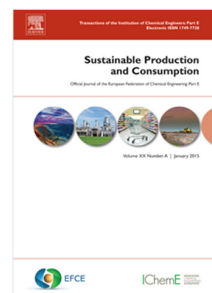


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Collaborative consumption: The influence of fashion leadership, need for uniqueness, and materialism on female consumers' adoption of clothing renting and swapping

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Highlights

- Collaborative consumption is a type of sharing that has moved from a community practice into a business model, which is considered as a new trend in sustainable consumption
- Fashion leadership positively affects consumers' intention to participate in both clothing renting and swapping.
- Need for uniqueness is positively related to the intention to clothing swapping, but not associated with clothing renting.
- Materialism is negatively associated with intention to both clothing renting and swapping.
- Collaborative consumption intention is affected by attitudes, perceived behavioral control, as well as past sustainable behaviors.
- The positive relationship between personality and intention to collaborative consumption is mediated by attitudes, perceived behavior control and past sustainable behavior.

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