

Culture as Moderating Effect on Perceived Enjoyment that Affect Customer Attitude to Accept Toy and Equipment Renting for Children

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Abstract:

Now many millennials are living in a limited space, as property price is increasing every year. Now many millennials prefer experience over owning things. Therefore come access-based consumption, a trend that gains more popular in today's society, in which consumers can have access to new and various items without having to own them. One of access-based consumption is renting, and this concept has been applied in many sectors such as fashion, property and recently applied in items for children, as many types of equipment for children are needed temporarily. Through renting, they can be critical in choosing which product to own. The study aims to research the relationship between perceived risk, perceived enjoyment, and attitude toward renting items for children. The online questionnaire was administered to 100 participants. The results are perceived enjoyment were proven play a significant role in influencing consumers attitude to rent items for their children while perceived enjoyment was negatively affected by perceived risk. Culture variables like age, gender, domicile, education and occupation do not moderate perceived enjoyment, but education variable affects perceived enjoyment directly, there is a correlation between perceived enjoyment and respondents' level of education, so the higher someone level education, the better his/her perceived enjoyment. The negative effect of perceived risk on perceived enjoyment should become a concern for toy renting business owners. Moreover, this study has highlighted the essential indicators of perceived enjoyment that influence consumer's attitude positively.

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I. INTRODUCTION

Industrialisation growth boosts rapid urbanisation and consumerism in many parts of the world. To fuel the industrial world, our natural resources are continuously extracted for manufacturing and production of products and services. According to world economic forum report in 2018, the global use of materials has almost tripled from 26.7 billion tones in 1970 to 84.4 billion tones in 2015 for the last 40 of years and is expected to double again to between 170 and 184 billion tones by 2050. Aside from material extraction, industrialisation and urbanisation also increase CO₂ emission. This

continuous extraction and emission have exhaust our natural environment. We used to buy more stuff than we need this is called hyperconsumption in a linear economy way (extract-buy-use-dispose economy pattern). Now consumers can buy more products that are used for temporarily at a cheaper price. In a consumer culture, there is also a pressure for customer to follow the fast-changing trends by buying the trending items to be accepted in their social communities, in which may exceed their financial capability and suffer for having more stuff than the space available at home (Lang, 2018). The hyperconsumption has causes many

environmental problems such as packed the landfills and polluted the ocean (Forum, 2018). The effect of exhausted natural that everyone can feel is the inconsistent and unpredictable weather and dying marines' lives.

Many concepts have been proposed to solve the environmental, one of them is sharing economy. Chappelow (2019) explained that sharing economy is an economic model where through peer to peer the activity of sharing goods and service is done and often facilitated by the online community-based platform. Idle assets and services are shared in short-term peer-to-peer through an online platform that connects the buyers and sellers. Using the advancement of information and communication technology, people collaboratively consume products and services. Within the context of sharing economy comes the access-based consumption term, defined as market-mediated transactions where no transfer of ownership takes place. This new type of consumption is a growing trend that provides the consumer with the benefit to access new and various products without the burden of ownership (Fleura Bardhi, 2012). Renting is one of the typical forms of access-based consumption (Sabine Moeller, The burdens of ownership: Reasons For Prefer Renting, 2012). This type of consumption has started to grow in children products industry in Indonesia. Some notable toy and equipment rental for children are gige.id, kiddy, babyloania, and babytavey and many others. The development of item renting business for children can seen in figure 1 and when you hit google search can be found 5.660.000 items results and google trend statistic showed that toy renting has been a trend for the past 12 months. They have provided renting service to consumers. Rental retailers can be an alternative solution for people who wants the trendy item at relatively low prices.

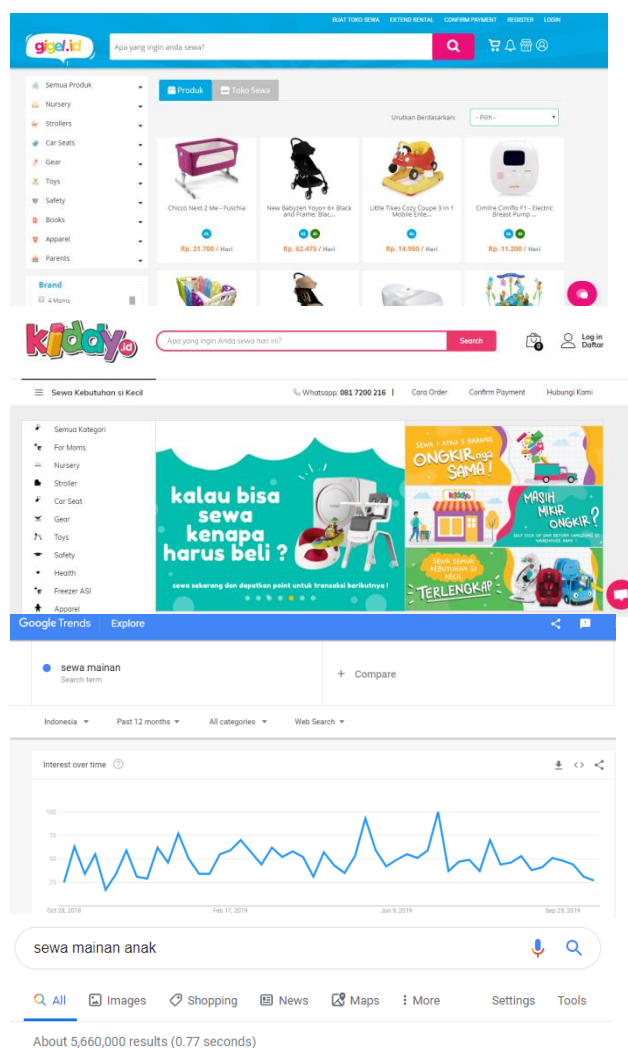


Fig.1. Renting Items for Children Business and Trend

Source: gige.id, kiddy.id, tren.google.com

Access-based consumption continues to expand and gain more attention as, in recent years, more and more parents are shopping online for their baby needs (Nielsen, 2015). In regard to renting some studies have been done in clothing renting regarding their issues, perceived risk and enjoyment (Jui-CheTu 2018, and Lang 2018). There has been less study of toy and equipment renting for children. Perceived risks by previous researches have been identified as the essential elements that influence purchasing decisions (Dholakia 2000, Lang 2018). Financial risk, performance risk, psychological risk and social risk were identified as the risk that may impede renting behaviour (Jiyun Kang, 2013). On the

other hand, Mohd Suki (2011) found that perceived enjoyment influence attitude. Moreover, according to Lang(2018) frugality may motivate consumer to rent, as renting make a product more affordable than buying it.

The aim of the study is to expand the research about access-based consumption behaviour by identifying how perceived risk, frugality and perceived enjoyment impact the attitude toward toy and equipment renting for children. Another goal is to gain descriptions about Indonesia renter consumer profiles who are more likely to rent toy and equipment for children. Hopefully, this study may give extend to the existing literature about access-based consumption by giving new perspective on how access-based consumption is applied in the children category. May this study encourages the renting business as the sharing economy business model that boost sustainability.

II. LITERATURE REVIEW

Access-based consumption

It is considered as one form of collaborative consumption (Leismann et al. 2013 cited in Lang 2018). In access-based consumption, consumers can use the product under a specific limit of time by paying access fee, while the product is still owned by the provider (Tobias Schaefer K. W., 2015). Temporary use of specific product is the focus of access-based consumption, rather than ownership. Therefore it brings environmental benefit because it facilitates multiple consumers to use the products at different times, this increase the use frequency of products that might be disposed after specific limit of usage (Armstrong et al. 2015; Botsman and Rogers 2010 cited in Lang 2018). Benefits for customers are the opportunity to experience a variety of new products in which maybe more than their financial capability to buy them and this form of consumption release them from the problem of ownership and maintenance (Belk, 2007). For example, a person who cannot afford luxury items

can now consume them through access-based consumption. Moreover, children easily outgrow their toys, clothing and gears like strollers and car seat are used temporarily. Businesses will generate revenue and profit by providing accesses to multiple customers to use the product temporarily while still owning the products and responsible for the disposal of the products.

Renting is defined as one of access-based consumption. It is a transactional process in which one party for a fixed amount of money offers temporary access to an item to another party. There is no transfer and change of ownership (Moeller, 2010 and Durgee, 1995). Renting was an old concept; and has been applied in many various products and services for some time such as car renting, furniture, clothing and musical instrument. Recently renting has been started to be applied in many types of products by selling products as service, and raising awareness about the positive environmental impacts of access-based consumption. The rental market is targetted to consumers who do not want to spend money on the things that are to be used temporarily, renting make things more reasonably priced and convenient. Renting gives consumers the joy of using the products without the burden of purchasing, maintaining, and storing while also removing the risk obsolescence and any troublesomeness when product has reaches its end of life. Market-conscious consumers with limited financial conditions often find renting services preferable (Allied Market Research, 2017). In the last five years, toy and equipment for children industry have adopted the renting business model, as now more consumers are living in a smaller space, so they prefer to rent things that they are going to use temporarily.

Theory of Reasoned Action (TRA)

A theoretical model developed by Azjen and Fishbein (1980) with aims to explain individual future behaviour based on his intention to engage

or not engage in a particular behaviour. The theory stated that there is a causal link between beliefs to behaviour through attitudes and intentions. The theory stated that there are two determinants predicting someone's behaviour: the first one is attitude if a person perceives certain behaviour will yield positive outcome, he will have positive attitudes towards that behaviour. The second one is subjective norm, how the social pressures his perception to perform or not perform that behaviour. According to Jui-CheTu (2018) TRA is about how a person before taking any action he thinks, and he will not take any action until he knows the meaning behind the action.

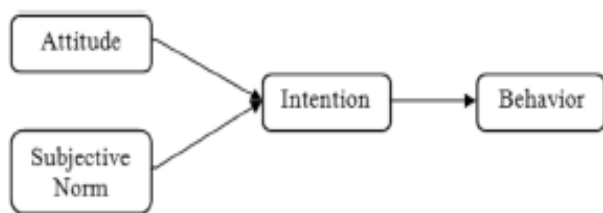


Fig.2. Theory of reasoned action (TRA)

Source: Ajzen and Fishbein(1980)

Theory of Planned Behavior (TPB)

TPB is developed from TRA, since in most cases many factors influence behaviour (Ajzen, 1985). TPB add perceived behavioural control as the new variable. Perceived behavioural control refers to the ability to control within the required resource and opportunity when an individual is going to certain actions. The level of difficulty perceived by the individual to perform certain behaviour. When he perceives that he possess more resources and opportunities, the resistance to act will become smaller, and their perceived behavioural control will be stronger and they more likely intent to perform the actions. Therefore, by adding perceived behavioural control the relationship between behavioural intention and actual intention will become stronger and stable (Davis, 1989). The perceived behavioural control consists of two factors: self-efficacy and facilitating conditions (Ajzen, 1985). Self-efficacy is one-person self-evaluation for his ability to perform something,

and it focuses on what individual able to compete in the future instead of his past actions: the higher self-efficacy, the higher intention behaviour and vice versa. Facilitating conditions are the external factors that give restrictions. If an individual believes that the resources to perform specific actions are inadequate, the perceived behavioural control for the actions will become lower (Ajzen, 1991). The previous study have proven that TPB can predict new concept of acceptance intention (Taylor, 1997).

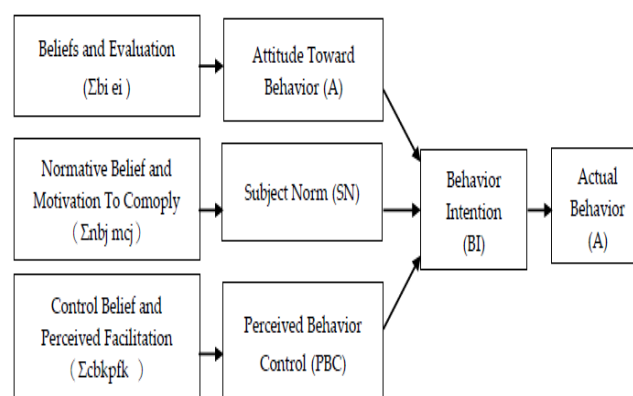


Fig.3. Theory of Planned Behaviour (TPB)

Source: Ajzen (1985)

In the context of toy and equipment renting for children applying TPB model, if consumers believe that they will positively benefit through renting, they will belikely to rent.

Hofstede Cultural Dimension

A theory developed a Dutch social psychologist Geert Hofstede in 1980. He developed his theory from his research about national values in the different nation in IBM's one hundred thousand (100,000) IBM employees in sixty-six (66) countries. Started from 4 dimensions: power distance, individualism, uncertainty and avoidance then add two dimensions in feminity and indulgence dimension 1991 (Zimorodian, 2015). It is a framework of study to understand the cultural differences and their impact on a business context (Soares, 2006). Hofstede's cultural framework is the most broadly used in management,

psychology, sociology, and marketing studies (Søndergaard, 1994).

There are six Hofstede cultural dimensions within the value range from 0 -100 (Business2you, 2017):

1. Power Distance Index (PDI)

Index measures how the less powerful citizen accepts the unequal power distribution. The issues discussed here are how society copes the disparities among the people. A country with low power distance the people strive to balance the power distribution and ask for justification of power inequalities. For instance: Germany, Austria, and Denmark are countries with low power index. On the other hand, countries with high power distance index the people have to accept the hierarchical order in which everybody has a place and needs no further reasoning. For example, countries with high power index scores are Latin, Asian, and Arab countries.

2. Collectivism vs Individualism (INV)

Index measures how people sense of priority and self-image is defined in terms of "I" or "We." A collectivistic country is where the individuals put 100% trust and loyalty to a particular group to look after them. While individual countries, individuals take care only for themselves and their close families.

3. Uncertainty Avoidance Index (UAI)

Index measures how individuals in society feel troubled with the uncertainty of the unknown future. Countries with low uncertainty avoidance index have a relaxing attitude where actions are more important than principles where tolerance for uncertain is accepted, and rules of constraint for the uncertainty is minimal. On the other hand, countries with high uncertainty index keep firm belief and

code of manner and preserve traditional values and customs. These countries have many rules to constrain vagueness of the future. Chile, Peru, and Argentina are the example of countries with high uncertainty avoidance index.

4. Feminity vs Masculinity (MAS)

What values considered as necessary in society. Countries with masculine values like Japan, value accomplishment, a substantial prize for success, bravery. In general, society at large is more competitive. Countries with feminism value like Norway and attentive to each other, care for the weak and equality of life. Most people in society try to achieve harmony in life with each other.

5. Short vs Long Term Orientation / Pragmatism) (LTO)

Index measures society's sense of priority and their sense of using the past to overcome the challenges in the present or future. Countries with short term orientation like Morocco view social change with distrust and prefer to maintain traditions and norms. While countries with long-term orientation like China and Japan, are future-oriented, nurture prudence, and hard work in modern education as a means to make for the future.

6. Restraint vs Indulgence (IND)

Index measures how people try to regulate their desires and impulses. Constraint countries are very rigid and regulated by strict social norms. Indulgence countries value the satisfaction of desires to have joy and fun at life.

III. Research Framework

This study hypothesises the following as factors that affect consumers' attitude towards renting toy and equipment for children: perceived risk that

consist of economic risk, functional risk, psychological risk, social risk, perceived enjoyment and attitude. Culture variables are added as moderating variable for perceived enjoyment and attitude. Consumers who give high rate on each factor are likely to form a favorable attitude towards renting. These factors act as the external variables of attitude are modeled in TPB.

The relation between Perceived Risk and Perceived Enjoyment

Economic Risk

Concerns about the possibility of losing money because of purchasing decision (Kang and Kim, 2013). The risk like consumers may think that renting is a waste of money because in the end he/she must return the goods. The previous studies found that the risk of losing money, lack of trust are significant concerns in renting, on the other hand the economic risk of proprietorship positively influence the frequency of consumer using access-based consumption (Armstrong et al. 2014, Schaefer, 2016). In overall term, perceived risk may cause negative feelings like unease, anxiety and uncertainty, especially when involving money, and this may hinder consumers from perceiving renting as a good thing (Yüksel, 2007).

Product Risk

The concerns about the hesitation about whether or not the product will perform as expected (Schaefer, 2016). Renting means that a product is shared and worn by many users. This can cause many concerns such as hygiene matters on the rented goods. Consumers may feel anxious about contagion when they know that the products have been used many times by strangers (Schaefer, 2016, Armstrong, 2014). Furthermore, consumers may also have doubts regarding the product quality, since it has been used many times by multiple users. Logically, the perceived functional

risk is likely to cause negative attitudes and emotional feelings.

Psychological Risk

A concern about how one's self-image was influenced by certain behaviour (Kang, 2013). Consumers concern how they could lose self-esteem or ego because they perform behaviour. Psychological risk has been found negatively influence to perceive enjoyment (Yüksel, 2007). Renting may be associated to low status and low buying power (Bardhi, 2012). Some consumers may feel that renting will not suit their image and cause low self-esteem. Lang(2018) proposed that security may also become an issue since consumers will not own the products.

Social Risk

Concerns raised that after making a purchase decision or using certain products, consumers may get judgement or disapproval from his/her family members or friends. This may damage their image in the eyes of their peers. The hyper-consumption culture has shaped that owning certain goods represent a sense of belonging and represent the consumer's social status. Therefore, renting may raise certain questions in which status group consumers belong to (Schaefer, 2016, Kang, 2013).

Therefore, the following hypothesis was proposed:

H1a: Perceived risk influence negatively consumers attitude of toy and renting for children.

H1b: Perceived risk influence negatively consumers perceived enjoyment of toy and equipment renting for children.

The relation between Perceived Enjoyment and Attitude

Perceived Enjoyment

How enjoyable a certain action is perceived by someone, in spite of all the risk associated with the action (Davis, 1992). Perceived enjoyment is

the pleasure, fun, and fulfilment obtained from doing certain action (Teo et al. 1999). A person will likely to do or repeat enjoyable action more than an activity which is not fun (NorazahMoh Suki, 2011). In shopping context, perceived enjoyment is very crucial in retail. The previous study by Davis (1992) and Kang (2010) showed that perceived enjoyment is the key factor that affects consumer attitudes and intentions toward shopping behaviour. Sharing goods through renting may give a mixed signal to consumer, some may feel discouraged and some may like it. The positive influence of perceived enjoyment to collaborative consumption has been confirmed by previous studies (Hamari, 2015, Lang, 2018). Hence, perceived enjoyment is expected to have real influence on attitude and intention toward renting toys and equipment for children. In this study, perceived enjoyment is the degree in which a person associate renting with fun and pleasurable.

Attitude

The degree of positive or negative evaluation from a person regarding the behaviour (Azjen, 1991). Positive attitude indicates that he/she is more likely to perform the behaviour and vice versa. In renting context, a study done by Edbringa et al. (2015) stated that people tend to have a positive attitude toward renting products as product trend change quickly and this may bring financial pressure to follow the trend. Renting may become an alternative to product consumption in which consumers can have access to new product for a temporary period without having to purchase in order to be in the latest trend (Edbring, 2015). Owning a product create many burdens such as maintenance, storing issues, buying supplies by renting these may be reduced, and this may create a positive attitude toward renting product among consumers (Hamari, 2015). As to form a person attitude is consist of positive and negative

evaluation, the perceived risk, frugal shopping influence customer attitude toward renting.

Therefore, the following hypothesis was proposed:

H2: Perceived enjoyment positively influence consumersattitude of toy and equipment renting for children.

The relation between Culture and Perceived Enjoyment

The research built on previous research premises that confirmed different cultures might have perceived enjoyment and attitude differently (Furrer et al., 2000, Laroche et al. 2004). Cultures moderates the formation of perceived enjoyment and attitude (Mendel et al., 2016,Tat Keh, 2008, Kao, 2017). From the hofstede six cultural dimension collectivism vs individualism is represented by age, as age represent the individual level of maturity and area of residence may affect the custom and tradition of a person. Femininity vs masculinity is represented by gender. Short vs long term orientation is characterized as education and ocupation as they both affect an individual ability to think short or long term.

Therefore, the following hypothesis was proposed:

H3a: Culture (individual and collectivism, age) moderate the relationship between perceived enjoyment and attitude.

H3b: Culture (individual and collectivism, domecile) moderate the relationship between perceived enjoyment and attitude.

H4: Culture (femininity and masculinity, gender) moderate the relationship between perceived enjoyment and attitude.

H5a: Culture (short and long term orientation, education) moderate the relationship between perceived enjoyment and attitude.

H5b: Culture (short and long term orientation, ocupation) moderate the relationship between perceived enjoyment and attitude.

Research Model

The model was developed from TPB model and adding Hofstede cultural dimension as moderating variables that affect the relationship between attitude and perceived enjoyment in which external variables. TPB stated that believed and evaluation (risk) influenced attitude. For the purposive purpose, the research focuses on attitude not on renting intention, as renting a toy and equipment for children is still a new concept for certain people. Therefore, analysing the attitude will be the first stepping stone for researching consumer behaviour of renting toys and equipment for children in Indonesia.

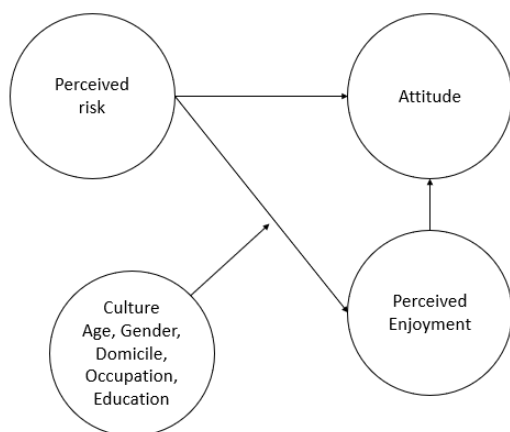


Fig. 4. Research Model

Source: Researchers Data (2019)

IV. RESEARCH METHOD

For a purposive purpose sampling strategy, the data is collected through an online survey. The questionnaire was measured on 5 point-Likert scales with 1 =strongly disagree, to 5 = strongly agree. Perceived risk consists of four aspects: economic risk, functional risk, psychological risk and social risk (Kang, 2013). Frugal shopping behaviour was adapted from Kasser (2005). To measure attitude toward toy and equipment renting for children, a semantic differential is employed and adapted from Lang (2018). In semantic differential scale, respondents were requested to select the adjective they prefer from each statement. The questionnaire tries to capture

how the perceived risk, frugal shopping and perceived enjoyment affect respondents attitude toward toy and equipment renting for children. So the attitude is the dependent variable.

An introduction about a recent trend of renting toy and equipment for children is stated as the introduction, some market leader in the toy renting business in Indonesia is also described to give context about the research. The questionnaire is titled how perceived of risk, frugal shopping and perceived enjoyment affect attitude toward renting. Forty questions and 15 minutes to fill the questionnaire were stated upfront to give clear expectation regarding how many questions and time needed to finish the questionnaire. In the end, a respondent can get a voucher for sending package worth of Rp. 100.000,00, by installing paxel apps (a logistic courier service).

The questionnaire begins with demographic questions asking about their age, gender, occupation, latest education, residence, and monthly income. Continue by a question asking about their buying habits when purchasing toys or equipment for their children like buying frequency, where to buy, and their considerations when buying. Then respondents were asked to answer each statement based on their agreement on Likert scale about the perceived risk, frugal shopping, perceived enjoyment and attitude toward renting toys and equipment for children.

The data gathered was analysed in Smart PLS 3 to apply PLS-SEM Path Modeling, to see any cause and effect between the constructs and to test the hypotheses. The validity was checked through average variance extracted beyond 0.7 value and reliability is tested through bootstrapping, to see whether the model can be generalized broader sample.

V. RESULTS AND DISCUSSION

There were 100 respondents. They have never rented before, and the profile as follows.

Table 1

Demographic characteristics of survey respondents

No.	Demographic	Categories	Percentage
1	Age	18-23	0.9%
		24-29	6.9%
		30-35	34%
		35-40	34.9%
		40-45	15%
2	Gender	Women	78.2%
		Man	21.8%
3	Occupation	Employee	45.3%
		Housewife	35.8%
		Entrepreneur	14.2%
		Freelance	3.8 %
		Government employee	0.9%
4	Latest Education	High School	15.1%
		Bachelor Degree	61.3%
		Master Degree	22.6%
		Tangerang	52.8%
5	Residence	West Jakarta	23.6%
		East Jakarta	2.8%
		North Jakarta	1.9%
		South Jakarta	0.9%
		Central Jakarta	2.8%
		Bekasi	1.9%
		Bogor	1.9%
		Bandung	4.7%
6	Monthly Income	4.000.000 – 6.000.000	22.6%
		6.000.000 – 10.000.000	19.8%
		10.000.000 – 15.000.000	18.9%
		15.000.000 – 20.000.000	5.1%
		20.000.000 – 25.0000.000	2.8%
		25.000.000 - 30.000.0000	3.8%
		>30.000.0000	17%
7	Buying frequency	Once a week	5.7%
		Once a month	46.2%
		Once every three months	15.1%
		Once every six months	7.5%
		Once a year	7.5%

8	Where to buy	Outlet at mall	78.3%
		Online shopping	49.1%
		Outlet at modern market	29.2%
9	Considerations when buying	Functional and feature	79.2%
		Quality of made	62.3%
		Economical Price	55.7%
		My kid's favorite	48.1%
		Good design	40.6%
		Longevity of usage	34%
		Brand	23.6%

Estimation and Validation

Convergent validity test is met as the AVE result all was greater than 0.5 shown in table 2

Table 2
AVE

	Cronbach's Alpha	Composite Reliability	Average Variance
Attitude	0.900	0.930	0.769
Perceived Enjoyment	0.900	0.930	0.770
Perceived Risk	0.904	0.927	0.679

Discriminant Validity is met as the square root of the AVE of each construct should be higher than

its highest correlation with any other construct (Fornell-Lacker Criterion)

Table 3
Discriminant Validity

	Attitude	Perceived Enjoyment	Perceived Risk
Attitude	0.877		
Perceived Enjoyment	0.632	0.877	
Perceived Risk	-0.432	-0.492	0.824

Indicators who have outer loading < 0.7 are omitted.

Table 4
Research Model Measurement

Construct	Indicators	Outer Loading
Perceived Risk	PR 1 I am afraid that renting goods will not good on me	0.773
	PR 3 I am afraid my children will lack childhood memories because many of his/her goods were	0.745

		rented.	
	PR 4	I am concerned with what others may think of me when I rent goods for my children	0.899
	PR 5	I am concerned that my friend will pity my children because they are playing or using rented items.	0.854
	PR 6	I am afraid that the rented item is already out of date	0.837
	PR 7	I feel uncomfortable seeing my children play or use rented items in the public or during a playdate with my friends.	0.824
Perceived Enjoyment	PE 1	The benefit of renting is that my child will get different toys continuously every month, without me having to buy toys	0.922
	PE 2	The benefit of renting is that my child can play toys or use items that are beyond our budget.	0.926
	PE 3	The benefit of renting is that one item can be used by multiple users.	0.840
	PE 4	The benefit of renting is that my children grow so fast and my house won't be full of stuff.	0.815
Attitude	A1	I think that sharing goods for my children is : Stupid/wise	0.823
	A2	Harm/Beneficial	0.855
	A4	Unsatisfying/ Satisfying	0.915
	A5	Unenjoyable/Enjoyable	0.910

Structural Model

In structural model calculating R^2 , collinearity test and hypotheses test. The higher R^2 the better exogen construct can explain the endogen construct. In table 3 described that perceived risk and perceived enjoyment can explain attitude by 42.3%, so there are 57.7% other constructs that

are not incorporated within the model. While perceived risk can explain perceived enjoyment by 23.9%, so there are 76.1% other constructs that are not explained within the model.

Adding culture as moderating variable can be obtained result as follows:

Table 5
PLS result estimated coefficients

	T statistic	P values
Direct effect on Perceived Enjoyment		
Age > Perceived Enjoyment	0.877	0.190
Dom > Perceived Enjoyment	0.676	0.249

Edu > Perceived Enjoyment	2.210	0.014
Gender > Perceived Enjoyment	0.304	0.381
Ocu > Perceived Enjoyment	0.417	0.338
Perceived Enjoyment > Attitude	6.599	0.000
Perceived Risk > Attitude	1.623	0.052
Perceived Risk > Perceived Enjoyment	4.782	0.000
Moderation effects on Perceived Enjoyment		
Age x Perceived Enjoyment	0.925	0.177
Dom x Perceived Enjoyment	0.656	0.256
Edu x Perceived Enjoyment	0.883	0.189
Gender x Perceived Enjoyment	1.384	0.083
Ocu x Perceived Enjoyment	1.533	0.063

P values <0.05 means that significant.

H1a	Perceived risk influencenegatively consumers attitude of toy and equipment renting for children	Rejected
H1b	Perceived risk influence negatively consumers perceived enjoyment of toy and equipment renting for children	Accepted
H2	Perceived enjoyment positively influences consumersattitude of toy and equipment renting for children.	Accepted
H3a	Culture (individual and collectivism, age) moderate the relationship between perceived enjoyment and attitude	Rejected
H3b	Culture (individual and collectivism, domicile) moderate the relationship between perceived enjoyment and attitude	Rejected
H4	Culture (feminity and masculinity, gender) moderate the relationship between perceived enjoyment and attitude	Rejected
H5a	Culture (short and long term orientation, edu) moderate the relationship between perceived enjoyment and attitude	Rejected
H5B	Culture (short and long term orientation,ocu) moderate the relationship between perceived enjoyment and attitude	Rejected

From the hypotheses testing is founded that attitude was influenced positively by perceived enjoyment. While perceived enjoyment was influenced negatively by perceived risk.The level

of education effect perceived enjoyment directly. Looking inside the significant construct the indicator that above the average from 1-5 scale.

Table 6
Significant construct and Item

Construct	Influence		Item	Mean
Perceived Risk	Negative	PR 1	I am afraid that renting goods will not good on me	2.190
	Negative	PR 3	I am afraid my children will lack childhood memories because many of his/her goods were rented.	2.590
	Negative	PR 6	I am afraid that the rented item is already out of date	2.260
	Negative	PR 7	I feel uncomfortable seeing my children play or use rented items in the public or during a playdate with my friends.	2.240
Perceived Enjoyment	Positive	PE 4	The benefit of renting is that my children grow so fast and my house won't be full of stuff.	4.050
	Positive	PE 1	The benefit of renting is that my child will get different toys continuously every month, without me having to buy toys	3.730
	Positive	PE 2	The benefit of renting is that my child can play toys or use items that are beyond our budget.	3.660
	Positive	PE 3	The benefit of renting is that one item can be used my multiple users.	3.590

VI. Discussion

The study results highlight that perceived risk negatively influences perceived enjoyment, while perceived enjoyment positively influences consumers' attitudes toward renting toys and equipment for their children. This result contributes to the state-of-the-art access-based consumption consumer behavior research, specifically the relationships between perceived risk, perceived enjoyment and attitude toward renting items for children that have not been researched before. The negative results of perceived risk and positive influence perceived enjoyment toward attitude corresponds with previous study on perceived risk and enjoyment toward fashion renting conducted by Lang (2018) and Kang and Kim (2013). Concerns about renting that children will have less memorable childhood and the incompatibility between the available items with children age development, renting out of date goods, and public and social pressure about renting may impede consumer

attitude toward renting. As foreseen, the positive relationship between perceived enjoyment and attitude was confirmed. This means that consumers who see the benefits of renting are more likely to pursue renting in the future. The enjoyment feeling from renting can be embraced as follows: promoting that by renting consumer's house will less clutter with unwanted items; the benefit of getting new items regularly without having to buy; the benefit of playing and using items beyond their usual shopping budget; and that by renting the lifetime of one item is maximized. This result fosters the previous study on collaborative consumption conducted by Hamari (2015). Therefore, can be concluded that the attitude on renting items for children is a logical and rational process in which consumers considers the perceived risk and perceived enjoyment before forming their attitude toward renting items for children.

The study also found that culture variables do not moderate perceived enjoyment, but education

affects directly perceived enjoyment. This corresponds with existing research (Marzieh Mendel, 2016 and Hean Tat Keh, 2008). Therefore, there is a correlation between perceived enjoyment and respondents' level of education, so the higher someone level education, the better his/her perceived enjoyment.

VII. CONCLUSION

All in all, this study effectively identified the barriers and the motivation for renting items for children. This contributes to the existing literature by noticing the effects of perceived risk on attitude and perceived enjoyment, perceived enjoyment on attitude. Through structural equation estimation perceived perceived enjoyment were proven play significant role in influencing consumers attitude and perceived risk influence consumer's perceived enjoyment of renting items for their children. The negative effect of perceived risk on perceived enjoyment should become a concern for toy renting business owners. In the context of renting for children culture does not moderate perceived risk and enjoyment, but one culture variable which is education has direct effect on perceived enjoyment. Moreover, this study has highlighted the essential indicators of perceived enjoyment that influence consumer's attitudes positively.

VIII. LIMITATIONS AND SHORTCOMINGS

The study has several shortcomings that may need to be studied further in future research. Since the concept of renting items for kids are still very recent, and the majority of the respondents (78.3%) buying behaviour still very traditional; they buy items for their children in the official outlet. Although it has been explained at the beginning of the questionnaire, participants may have different understandings about renting items for their children. This different understanding may have an influence on their answer and generate bias. Second, the respondents never rent items for their children before, so they don't have

any actual renting experience. The zero experience may limit their evaluation on the perception of risk, frugal shopping, perceived enjoyment and attitude. Finally, in the future, this study should be continued and research about how attitude, perceived risk, and perceived enjoyment influence consumer's intention to rent items for children. As this is a trend to stay, as we cannot continue the hyper-consumption lifestyle and exhaust our natural environment with our extract-buy-use-dispose economy pattern.

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