Why rent, if you can buy?

Exploring Drivers of Collaborative Consumption and Communication Strategies for Consumer Behavior Change
Collaborative Consumption is an economic model wherein consumers gain access to goods without acquiring ownership, for example through sharing, trading, swapping, or renting (Belk, 2014). This approach is often viewed as a means to enhance resource efficiency and transform the economy in a sustainable way (Botsman, 2013). Likewise, the concept of toy rental suggests a more eco-friendly alternative to purchasing, extending a toy’s lifespan through shared usage among multiple families (Martin-Woodhead & Waight, 2023). The empirical data for this thesis was gathered through in-depth interviews, centered around a case study involving the toy-rental subscription service Tribu Box. This thesis aims to gain a deeper understanding of the behavioral drivers that influence parents’ adoption of Collaborative Consumption behavior within the children’s goods industry. This includes exploring internal and external motivators and barriers, as well as shedding light on how this consumption model contributes to sign-value and self-expression. The findings highlight that parents primarily value Collaborative Consumption in the form of toy rental for its practical utility, simplifying daily life and decluttering. Additionally, it enables parents to construct an identity centered around family time rather than material possessions and differentiating them from previous generations through increased adaptability and flexibility. Building on these findings and drawing on previous literature on environmental communication, the second part of this thesis formulates communication strategies that aim to promote sustainable consumption behaviors, encouraging consumers to embrace various forms of Collaborative Consumption.

Keywords: Collaborative Consumption, Sustainable Consumption, Motivators, Environmental Communication, Thematic Analysis, In-Depth Interviews
# Table of Contents

List of Tables .................................................................................................................. i

List of Figures .................................................................................................................. ii

List of Abbreviations .................................................................................................... iii

1 Introduction .................................................................................................................. 1

1.1 Aim and research questions .................................................................................. 2

2 Background .................................................................................................................. 3

2.1 Alternative forms of consumption ........................................................................ 3

2.2 Case study ............................................................................................................... 4

3 Critical Reflections .................................................................................................... 6

3.1 Critical reflection on sustainable consumption as an individual issue ............... 6

3.2 Critical reflection on Collaborative Consumption .............................................. 6

4 Literature Review ..................................................................................................... 9

4.1 Motivational drivers for Collaborative Consumption .......................................... 9

4.2 Environmental communication for behavioral change .................................... 11

4.3 Research gap ........................................................................................................ 13

5 Theory ....................................................................................................................... 14

5.1 Self-determination theory .................................................................................... 15

5.2 Sustainable consumption ...................................................................................... 16

5.3 The meaning of consumption beyond use-value ............................................. 17

5.4 The role of communication in fostering sustainable consumption behavior ..... 17

6 Methodology ............................................................................................................. 18

6.1 Method and sampling ........................................................................................... 18

6.2 Data analysis procedure ....................................................................................... 20

6.3 Research reflexivity ............................................................................................... 20

6.4 Research ethics and data privacy .......................................................................... 21

6.5 Limitations ............................................................................................................ 21

7 Analysis and discussion ........................................................................................... 22
7.1 Thematic Analysis ........................................................................................................... 22
  7.1.1 Easing the burdens of daily life ............................................................................... 23
  7.1.2 Ensuring quality play experiences ......................................................................... 27
  7.1.3 Sustainability: altruism or again just self-interest? .............................................. 28
  7.1.4 The meaning of possessions versus the meaning of renting ................................. 30
  7.1.5 Barriers to Collaborative Consumption .................................................................. 32
  7.1.6 Social influence or social influencer? ..................................................................... 34

7.2 Recommendations for effective communication of CC ............................................ 37
  7.2.1 Harnessing the knowledge of barriers and motivational factors .......................... 37
  7.2.2 Unlocking the power of social influence ............................................................... 39
  7.2.3 Leveraging the construction of non-materialistic self-identities ......................... 41

8 Conclusion ......................................................................................................................... 42

References ............................................................................................................................. 45

Appendix ................................................................................................................................. I
List of Tables

Table 1: Interview overview ........................................................................................................ 20
Table 2: Internal and external motivators for joining CC ............................................................... 23
Table 3: Barriers to Collaborative Consumption ......................................................................... 33
List of Figures

Figure 1: Example of Tribu Box content, ‘bear box’, 9 months+ ......................................................... 5
Figure 2: Self-determination theory (Scott et al., 2016) ................................................................. 15
Figure 3: Mood board – leveraging intrinsic motivation (own depiction, images may be protected by copyright) .................................................................................................................................................. 39
Figure 4: Example for leveraging social influence through group feedback and friendly challenges ............................................................................................................................................................................ 40
Figure 5: Mood board – employing positive framings of emotional & well-being gains....... 42
## List of Abbreviations

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>CC</td>
<td>Collaborative Consumption</td>
</tr>
<tr>
<td>e.g.</td>
<td>exempli gratia; for example</td>
</tr>
<tr>
<td>etc.</td>
<td>et cetera</td>
</tr>
<tr>
<td>GDPR</td>
<td>General Data Protection Regulation</td>
</tr>
<tr>
<td>n.d.</td>
<td>no date</td>
</tr>
<tr>
<td>NGO</td>
<td>Non-Governmental Organization</td>
</tr>
<tr>
<td>p.</td>
<td>Page</td>
</tr>
<tr>
<td>SDT</td>
<td>Self Determination Theory</td>
</tr>
<tr>
<td>SE</td>
<td>Sharing Economy</td>
</tr>
</tbody>
</table>
1 Introduction

Our current economic system operates on the constant extraction of the Earth's resources and the production, purchase, and ultimately the disposal of an ever-expanding range of products (Hickel, 2021). Despite the negative ecological implications, people, especially in the global north, continue to accumulate possessions, including items that see infrequent or limited use (Botsman & Rogers, 2011). To address the threats posed by overconsumption to ecosystems and the climate, substantial systemic change and shifts in consumer behavior are necessary. This includes transforming from a throwaway-culture into a society that uses resources in a more sustainable way and finding alternative forms of consumption (Botsman & Rogers, 2011).

Collaborative Consumption (CC) offers a promising alternative, by encouraging the shared use of goods and resources among individuals or organizations. It is therefore often seen as a sustainable solution to transform the economy and utilize resources more efficiently (Botsman & Rogers, 2011). As individuals gain temporary access to goods, CC provides environmental and economic benefits to society by satisfying consumer demands with fewer resources (Amasawa et al., 2020; Lüdeke-Freund et al., 2019). Businesses that offer access to goods without transferring ownership have become widespread in various industries and consumer goods offered for rent or sharing range from bicycles and technical devices to sports-gear and many others. Companies like Airbnb and Zipcar are popular examples of these business models. Similarly, CC is gaining popularity in the children’s goods sector: baby clothes, maternity wear and strollers are examples of consumer goods that can be rented. Children quickly outgrow clothes, gear, and toys, making the concept of access over ownership particularly relevant in the children's product sector (Wintermantel, 2023), which will be the focus of this thesis.

However, despite the evident benefits, many consumers remain hesitant to rent consumer goods, including children's products (Brandt, 2019). In a Statista Global Consumer survey conducted in Germany, involving 2,078 participants, approximately two-thirds of the respondents stated that renting is not a viable choice for them (Brandt, 2019).

Hence, the presumption is that more effective communication strategies need to be put in place, to promote sustainable consumption options like CC. To formulate these communication strategies, it is crucial though to comprehend the various factors influencing individuals' engagement or non-engagement. What are the driving forces behind consumer participation in CC? Are consumers primarily motivated by extrinsic factors like economic
benefits and convenience? Or do consumers view CC as a sustainable solution and engage in it due to intrinsic or altruistic motives such as sharing, a sense of community belonging, and environmental concerns? Additionally, it is important to identify the barriers that discourage consumers from trying CC. Are concerns limited to the perceived lack of quality associated with secondhand products? Or do deeper factors come into play, such as the inability to convey social status typically associated with ownership and material possessions? Is it possible that CC consumers find alternative ways to express their self-identity through access-based consumption without relying on material possessions as status symbols?

1.1 Aim and research questions

This thesis aims to answer these questions, exploring two consecutive aims. First, it aims to explore the behavioral factors that influence individuals in their decision to participate in modes of CC. This involves the examination of internal and external motivators through the lens of Self-determination theory, the investigation of barriers that hinder participation and the exploration of the creation of meaning through the lens of theories that explore how sign-value is created through possessions and consumption. The investigation will delve into whether individuals partake in CC with the intention of nurturing a sustainable self-identity, or if they perceive other advantages linked to renting, that enable them to convey sign-value. Therefore, the research questions are as follows:

RQ1 – What are the behavioral factors that influence consumers' decision-making in adopting Collaborative Consumption behavior in the children’s goods sector?

RQ2 – How do parents articulate and evaluate their participation in collaborative consumption as a sustainable practice?

These questions will be answered with the help of empirical data, gathered through in-depth interviews. Focusing on a specific industry, in this case the children’s goods sector, is necessary as previous research found that the influence of different motivational factors varies depending on the context and industry (Minami et al., 2021). These insights gained from active CC consumers will inspire the second part of this thesis.

Building upon the identified drivers and barriers to CC and the understanding of how parents evaluate their participation in CC as a sustainable practice, the second part of the study will focus on developing communication strategies aimed at promoting individuals to engage in CC within the children's sector.
By exploring these inquiries, this thesis aims to contribute to the existing knowledge base and provide insights that can inform the development of communication strategies that effectively promote innovative and sustainable forms of consumption and resonate with individuals to inspire a meaningful shift in consumer behavior.

2 Background
To establish the necessary background for the thesis, this chapter will delve into the nature of two alternative consumption models that offer access to goods without ownership. The concepts of Shared Economy and Collaborative Consumption will be discussed and distinguished, as they are often used interchangeably. Furthermore, this chapter will offer insights into the specific case study that serves as the focal point of this research.

2.1 Alternative forms of consumption
Alternative forms of consumption include the concepts of Sharing Economy (SE) and Collaborative Consumption (CC). They both describe a form of consumption, where consumers gain only temporary access to goods, without acquiring ownership (Belk, 2014). The concepts of SE and CC have often been used interchangeably by scholars (Minami et al., 2021).

Within the Sharing Economy, two individuals usually share a product or service. This process is often mediated with the support of the Web 2.0, and the distinctive feature is the fact that no material compensation is involved. A prominent example of SE is Couchsurfing (Minami et al., 2021).

Collaborative Consumption on the other hand, as understood by most scholars, comprises monetary compensation (Minami et al., 2021). Botsman (2013) defines CC as “an economic model based on sharing, swapping, trading, or renting products and services, enabling access over ownership”. One of the most prominent examples for CC is Airbnb, where individuals can rent rooms or entire accommodations from other individuals, mediated through the provider’s app and website. Another type of CC, occasionally also referred to as “product-service systems” (Amasawa et al., 2020), involves business models where individuals can rent consumer goods directly from companies, rather than from other individuals. Companies like zipcar, which provides car-sharing services, the well-known bike-rental platform Swapfiets, and the toy-subscription service Tribu Box, which will be presented in the next chapter, are examples of this form of CC.
As outlined in the introduction, SE and CC both offer considerable environmental benefits. By sharing or renting goods and services instead of owning them individually, CC promotes resource efficiency. It allows for more efficient utilization of resources by maximizing their use and reducing waste. This reduces the overall demand for new production, leading to lower resource extraction and decreased environmental impact (Botsman & Rogers, 2011; Amasawa et al., 2020; Lüdeke-Freund et al., 2019).

2.2 Case study

This study seeks to investigate the factors that drive CC in the children's goods sector. This sector is of particular interest due to the significant environmental impact that CC can have in this consumption context, as children quickly outgrow items such as clothes, toys, and furniture. According to Schor (2004), an American child receives on average 70 toys per year, with a staggering 99% of all toys being eventually dumped in landfills (MacCathmhaoil, 2023). In addition, the extensive amount of plastic utilized in kids' toys poses environmental threats (Nur-A-Tomal et al., 2020), given that plastic makes up 90% of overall toy sales (Goldberg, 2017). By sharing toys or other children's goods through CC, multiple families can utilize the same items, extending their lifespan and reducing the need for new production.

This thesis focuses on only one specific sector, as previous research found that motivational factors that enhance the participation in CC are dependent on the consumption context (Ruan et al., 2022; see section 4.1). Furthermore, authors studying the drivers of CC have called for further research to examine different fields of CC worldwide in order to enhance cross-sector validity and reveal further context or industry specifics (Möhlmann, 2014). Therefore, the research design of this thesis is based on a case study.

The case study will provide an in-depth exploration of the German-based toy rental subscription service Tribu Box, focusing on its customers’ motivations and points of view. Tribu Box offers educational toys for children between 0 – 3 years. Customers can sign up for a subscription and receive a box of carefully curated developmental toys for their child to play with. The toys are age-appropriate and selected to support the child's development and learning, following an educational approach called “Montessori”. Therefore, the Tribu Boxes do not comprise toys like dolls or stuffed animals, but instead provide toys that support the development of motoric skills or teach basic knowledge such as geometrical forms, colors, etc. Each box can be returned at any time as soon as the child outgrows the toys. The next box, curated for the succeeding age range, is delivered simultaneously. The average time that a box stays in use before it is being swapped for the next one is 3 months. This model allows
parents to provide their children with a variety of educational toys to play with, without having to purchase toys. The rental subscription service of Tribu Box thereby grants its customers access to goods without transferring ownership and can thus be classified as a Collaborative Consumption provider for developmental toys. Tribu Box’s ambition is to save parents with children from 0 – 3 years the time-consuming process of researching age-appropriate toys, to offer cost savings compared to purchasing and to help reduce clutter and disorder in the nursery. Furthermore, the company aims to promote sustainability by prolonging the time of usage per toy and by reducing the amount of waste generated from unused or outgrown toys. According to Tribu Box, every toy is being used by at least 12 families, before retiring. Furthermore, Tribu Box claims that each subscriber saves roughly 15 kg of waste with a yearly subscription, supposing that toys are normally being disposed of or stored away after the child outgrows them (Tribu Box GmbH, n.d.).

As Tribu Box offers a very specific offer tailored to the need of developmental toys for children between 0 – 3 years, this case study does not claim to be representative for the whole toy industry or the whole children’s goods sector. Nevertheless, the case study offers the possibility to explore parents’ considerations in consumption decisions regarding child related products. It is presumed that similar mechanisms play a role when choosing children’s furniture, clothes, or gear such as strollers. Therefore, this case study aims at offering insights that can be translated to promote a range of CC providers within the children’s products sector.

Figure 1: Example of Tribu Box content, ‘bear box’, 9 months+
3 Critical Reflections

The aim of this chapter is to recognize that the assumptions underpinning this thesis warrant a more critical examination. Adopting a reflective stance, the purpose is to scrutinize the conceptualization of sustainable consumption as an individual concern, and further to critically assess the sustainability of CC. The intent here is not to seek a singular truth, but rather to underscore the existence of multiple viewpoints.

3.1 Critical reflection on sustainable consumption as an individual issue

This thesis, in line with many other studies, conceptualizes sustainable consumption as individual consumer choice and consumer behavior. This work focuses on using communication to drive CC as a form of sustainable consumption on an individual level, with the aim of driving social change by influencing people’s decision making. However, this narrow focus on individual choice has been criticized for neglecting the complexity of consumption (Fischer et al., 2021), which is influenced by a variety of factors such as social norms, cultural values, and marketing practices. The approach is therefore criticized for representing a privatization and depoliticization of sustainability efforts (Fischer et al., 2021). Considering that the climate crisis will not be solved solely with actions on an individual level, it is often argued that we need a more fundamental, systemic change of society and economy (e.g. Raworth, 2017; Hickel, 2020). Therefore, it is important to clarify that we cannot allow policy makers and companies to pass on their responsibilities to individuals, and that the approach on an individual level can only be one complementing part of a bigger transformational process. However, it is also important to recognize the cumulative impact of individual actions, as they contribute to a larger collective effort. The significance lies in the notion that individual actions can inspire others and initiate a ripple effect, ultimately leading to broader social change.

3.2 Critical reflection on Collaborative Consumption

The term ‘Collaboration’ has its etymological origin in the latin words “com- ‘with’ and laborare ‘to labor’, ‘to work’” (Online Etymology Dictionary, n.d.), thus examining the array of services and platforms encompassed by CC, certain questions arise: what is the object of collaboration, who claims that this practice is collaborative, and especially, who is collaborating with whom and to what ends? These questions don't have a singular answer due to the vast array of CC options, with the object of collaboration ranging from entire houses over cars to luxury items or tools. Likewise, the missions and purposes of different CC platforms range from philanthropically aiming at fostering a sense of community through
sharing, to others that are pursuing primarily economic goals of both users and providers (Dreyer et al., 2017).

Regarding the question of ‘who is collaborating with whom’, one can observe that there is a distinction between ‘people sharing things’ and ‘the shared use of things’ (Fraanje & Spaargaren, 2019). The former aims at connecting people through sharing and usually encompasses no monetary compensation. The latter form of CC refers either to individuals sharing goods that are provided and owned by a company, or to individuals sharing their own possessions amongst each other rather anonymously, mediated through a web-based platform without much interaction amongst the participants. Belk (2014) refers to these models of CC as ‘pseudo-sharing’, as they are basically just two-sided markets, mediated through the web 2.0. Nevertheless, those CC providers claim to be sustainable by solving the issue of underutilization by optimizing the speed, efficiency and safety of sharing. Providers argue that they offer streamlined processes which allow to use resources at their maximum, a fact that would not be possible in unorganized peer-to-peer sharing. A company like Tribu Box would e.g. ask their critics to consider a scenario where a toy is passed through 11 families on flea markets before the 12th family discards it – realistically the toy would likely be discarded earlier than that. But this form of CC can ultimately lack any meaningful social interaction among participants and might prioritize profits over social or environmental gains (Fraanje & Spaargaren, 2019). Thus, while some forms of CC can foster connections and interactions among users (Botsman & Rogers, 2011; Albinsson & Perera, 2012; Benoit et al., 2017), it can also lead to a sense of detachment and impersonal transactions, especially when businesses step in to replace traditional secondhand markets and erode the sense of community that traditional forms of exchange and consumption provide (Fraanje & Spaargaren, 2019).

Several other points of criticism must be considered regarding CC. First, CC providers have been criticized for deteriorating labor and working conditions. Some argue that businesses like Uber or TaskRabbit lead to job insecurities (Glöss et al., 2016), the decline of conventional full-time jobs, the vanishing of healthcare and insurance benefits, the undermining of labor unions, and the conversion of workers into constant self-employed entrepreneurs compelled to adopt a self-branding mentality (Dreyer et al., 2017). Critics state that SE and CC thereby magnify the most extreme aspects of the prevailing economic structure: “it is neoliberalism on steroids” (Morozov, 2013, no page).

Furthermore, numerous CC and SE enterprises are criticized for circumventing governmental rules that are in place for traditional businesses, such as evading taxes, bypassing safety
regulations and disability compliance standards in the tourism sector or bypassing licenses required in certain industries such as taxi-licenses in the transportation sector (Martin et al., 2015; Cheng, 2016).

Another point of criticism is the fundamental questioning of the actual environmental impact of CC, as the physical transportation of goods between the participants (Moncef & Dupuy, 2021) or the operation of a web-based platform generates emissions. Furthermore, the enhanced access to a commodity could result in greater utilization and heightened environmental effects associated with its use (Verboven & Vanherck, 2016).

Lastly, opponents fear that cultural shifts might be observed within CC contexts. The convenience and efficiency of CC might encourage a culture of convenience and disposability, where individuals are more inclined to acquire and discard resources without considering long-term consequences.

To summarize, as a significant portion of CC companies are supported by substantial investments from venture capitalists (Stephany, 2015), there is an increasing concern that the principles of CC could transform into a regular business model pursued by profit-oriented enterprises. This evolution might, in turn, compromise the initial societal and environmental aspirations that CC originally strived to embody (Cheng, 2016; Martin et al., 2015). This raises the question of whether CC services can be called sustainable, even if they are operating within the capitalistic paradigm, and their ultimate goal is to grow and create profits? Are solar panels, wind turbines, electric vehicles, oat milk or bamboo toothbrushes sustainable even if a company or its investors generate profits from them? As the aim of this thesis is not to ostracize capitalism, but to understand how people articulate and evaluate their participation in CC as a supposedly sustainable practice within the current dominant economic paradigm, this question will not be addressed conclusively here.

In conclusion, CC presents a variety opportunities and challenges. Even though it has the potential to reshape how we use resources, it's important to critically assess its implications on various fronts, especially when the process of sharing does not only happen on peer-to-peer level and for altruistic or philanthropic motives. When business providers are involved, it must be kept in mind that they operate within the current dominant social and economic paradigm of capitalism. Leveraging the benefits whilst being aware of drawbacks of this form of consumption is essential to ensure a more equitable and sustainable future.
4 Literature Review
This literature review serves a twofold purpose by examining two distinct areas of research. Firstly, it aims to explore existing studies on the motivational factors that influence participation in CC, aligning with the first research question. Secondly, it delves into the scholarly field of environmental communication, analyzing articles that elucidate effective communication strategies for inducing behavioral change. This exploration will contribute to the second aim of this thesis, which is to provide communication recommendations for CC.

4.1 Motivational drivers for Collaborative Consumption
CC has become such a disruptive phenomenon, that the author Belk updated and refined his oft-quoted phrase “You are what you own” into “You are what you share” (Belk, 2014). And since CC providers have seen an increase in popularity, the research field related to CC has been growing. But even though the number of studies about CC and SE has been growing over the past decade, according to Minami et al. (2021) “there is still limited knowledge regarding the motivations that lead consumers to want to take part in these sharing and collaborative movements” (p. 134).

Numerous studies have investigated CC in various industries and specific sectors. One burgeoning market and area of research is the fashion rental and luxury fashion rental industry (Ruan et al., 2022; Mukendi & Henninger, 2020). Furthermore, the tourism and travel sector has garnered significant attention, with Airbnb being a prominent subject of study (Möhlmann, 2014; Tussyadiah, 2014). Another extensively examined industry is carsharing (Möhlmann, 2014; Bardhi & Eckardt, 2012). Researchers often focus on these specific cases and industries, as the drivers to adopt a collaborative consumption behavior vary in different consumer contexts (Minami et al., 2021). Numerous studies indicate that motivations for participating in fashion rental, utilizing peer-to-peer accommodation rentals, or renting a car vary significantly.

Several drivers for CC have been unveiled by previous research. First, scholars such as Botsman and Rogers (2011) argue that community memberships and the desire to be part of a group or community play a crucial role in engaging in CC. Research from Albinsson and Perera (2012) has highlighted that community belonging is both a motivator as well as an outcome of CC, but it must be noted that the authors include non-monetary-based sharing in their definition of CC. Additionally, Benoit et al. (2017) find that a social orientation significantly influences engagement in CC. Other researchers on the other hand could not find
any evidence that community belonging and reciprocity influence people’s decision making in car sharing (Fraanje & Spaargaren, 2019; Bardhi & Eckhardt, 2012).

Second, cost savings or economic benefits have been identified as significant motivators driving participation in CC in different industries, such as fashion rental (Ruan et al., 2022), car-sharing, tourism (Möhlmann, 2014; Mont, 2004), and others (Minami et al., 2021). Bardhi and Eckhardt (2012) emphasize that economic concerns often outweigh ethical considerations in CC in the car-sharing context. Research based on Self-determination theory by Minami et al. (2021) confirms the finding that economic or utilitarian value is a main reason for participation in new modes of exchange. Moeller and Wittkowski (2010) on the other hand find that price consciousness does not have a significant influence on the preference for ownership or renting, in the context of peer-to-peer sharing.

Furthermore, research has shown that trend affinity is a motivator that drives participation in CC, for example in the luxury fashion rental industry (Moeller & Wittkowski, 2010). Consumers who desire to use trendy products are more likely to opt for access and sharing rather than ownership. Trend orientation is associated with the desire for access to the latest products and the symbolic power it brings (Moeller & Wittkowski, 2010).

Utility has been identified as another motivator driving participation in CC, as evidenced by several authors. The concept of utility, rooted in the idea of self-interest and maximizing personal benefit, has been shown to influence consumption decisions and habits (Bardhi & Eckhardt, 2012; Minami et al., 2021; Möhlmann, 2014). Its significance for example in car-sharing has been found by Möhlmann (2014) and Lamberton and Rose (2012).

Furthermore, scholars find that convenience plays a significant role in the context of CC (e.g. Bellotti et al., 2015). Moeller and Wittkowski (2010) emphasize the benefits thanks to the convenience of renting as opposed to the burdens associated with ownership. Engaging in CC provides individuals with the convenience of acquiring desired goods or services without encountering the inconveniences typically linked to ownership, such as concerns over obsolescence, the risk of making incorrect selections, and the responsibility of managing maintenance and repairs.

Authors find varying importance for intrinsic motivators, and especially environmental concerns seem to have a varying influence. Some scholars have recognized environmental concerns as a significant motivator driving participation in CC. Hamari et al. (2016) for example find that the perception of sustainability plays a crucial role in shaping favorable
attitudes towards CC. Other studies however cannot find empirical evidence that environmental concerns matter for CC (e.g. Möhlmann, 2014, Moeller & Wittkowski, 2010). Therefore, scholars call for future research to further unveil the role of environmental consciousness (Schuitema & De Groot, 2015; Möhlmann, 2014).

**4.2 Environmental communication for behavioral change**

Over the past decades, research on environmental communication has produced a significant number of recommendations on successful climate communication and the research field offers comprehensive knowledge about which communication strategies are effective in changing behavior and which might backfire. In the early days of climate communication, communicators believed that that the lack of knowledge about environmental issues is the primary barrier to pro-environmental behavior. But this theory has been deemed insufficient by many scholars due to its failure to account for the complex psychological factors influencing human behavior (Klöckner, 2015; Kolandai-Matchett, 2009; McKenzie-Mohr, 2000; Abrahamse et al., 2005).

Other communication strategies have found to be more effective by researchers. To start with, scholars have researched diverse framing strategies to improve communication beyond information transmission. The core concept of the framing theory is that the manner in which information is presented can influence individuals' viewpoints and decision-making (Chong & Druckman, 2007). During the 2000s, an increasing number of authors and organizations advocated for the adoption of positive framings in climate change communication, as opposed to the commonly used fear-based or sacrifice-focused messages (Moser & Dilling, 2007; Myers et al., 2012; O’Neill & Nicholson-Cole, 2009; Maibach et al., 2010; Stoknes, 2014; Gifford & Comeau, 2011). Subsequently, numerous scholars have supported the approach of positive framings, presenting empirical evidence that suggests excessive negativity can overwhelm individuals, causing them to disregard or reject scientific evidence pertaining to climate change (Feinberg & Willer, 2011; O’Neill & Nicholson-Cole, 2009). This motivational-oriented strategy involves conveying messages that highlight visions, solutions, and values, with the aim of promoting pro-environmental behaviors (Gifford & Comeau, 2011; Moser & Dilling, 2007).

The strategic consideration of values in particular is another approach that was suggested by previous literature (e.g. Abrahamse et al., 2005). Values can be defined as deeply held beliefs and principles that individuals consider important and that guide thoughts, actions, and behavior (Schultz & Zelezny, 2003). While values only indirectly influence behavior (Scott et
al., 2016), empirical research by Van Riper and Kyle (2014) found that individuals who held self-transcendent values assumed responsibility for their actions' environmental consequences and therefore displayed a higher propensity to engage in pro-environmental behaviors. Self-transcendent values encompass biospheric values, which evolve around the well-being of non-human species and the Earth's biosphere as a whole and altruistic values, which represent the consideration of the well-being of others. Egoistic values on the other hand are associated with self-interest and personal benefit (Van Riper & Kyle, 2014). And while the assumption, that tailoring environmental messages to align with individuals' value orientations could promote responsible behavior change (Schultz & Zelezny, 2003), still needs to be confirmed by further research (Scott et al., 2016), some NGOs like the World Wildlife Fund are already using this technique for their environmental campaigns (Crompton, 2008).

Another successful communication strategy highlighted by numerous scholars is to “use the power of social networks” (Stoknes, 2014, p. 166). Social factors are amongst the most influential factors in influencing sustainable consumer behavior change, as consumers are frequently influenced by the presence, behaviors, and expectations of others (Abrahamse et al., 2005; White et al., 2019). Therefore, communication research suggests enabling peer review, peer comparison and social status mechanisms that promote sustainable behavior (Ayres et al., 2009; Stoknes, 2014; White et al., 2019). Other authors recommend to strategically employ messaging about norms, like e.g., “others are also taking part in protecting the environment, are you?” (Scott et al., 2016). Moreover, findings from Rezvani et al. (2018) indicate that it may be more effective to target consumers who have a strong belief in social norms regarding pro-environmental behavior and emphasize both the “hedonic and normative aspects of pro-environmental behavior” (p. 1272) when communicating with this group, instead of using general mass communication strategies.

Watkins et al. (2016) propose yet another approach to leverage social influence by strategically tailoring messages to individuals' social identities, taking into consideration their political orientation and moral foundations, for optimizing communication effectiveness.

Effective communication can also involve recognizing the significance of consumption as a means of self-identity formation, where both sustainable consumption and non-consumption can play a role (Connolly & Prothero, 2003). By understanding this aspect, communication efforts can be enhanced by establishing a positive association between sustainable consumption behavior and an individuals' self-concept (White et al., 2019).
Another body of research has focused on the formation of habits, and how communication can help to break unsustainable habits. One recommendation to transform habits into more pro-environmental behavior is to make sustainable actions easy and convenient. Another is to employ nudging techniques (Stoknes, 2014). Nudging in terms of communication can for example mean to re-organize informational messages about pricing in the moment of purchase, to nudge consumers to the eco-friendlier consumption choices (Kallbekken et al., 2013). Another communication strategy to break unsustainable habits is the use of prompts. Prompts refer to pre-behavioral messages that serve as reminders to consumers regarding the desired sustainable behavior (White et al., 2019). Furthermore, research has proven that sharing feedback on what consumers have achieved with their pro-environmental behavior can have a great reinforcing effect on changing unsustainable behavior-patterns (Abrahamse et al., 2005; Tiefenbeck et al., 2016).

A shortcoming of traditional climate communication is, that climate threats usually seem to be distant, as something that affects polar bears and future generations (Stoknes, 2014). Therefore, scholars propose to draft communication messages that encourage pro-environmental behavior in a way that closes the time and distance gap (Stoknes, 2014; Kolandai-Matchett, 2009; White et al., 2019). Firstly, actively encouraging people to think of future benefits or secondly, emphasizing immediate gains has proven effective (Reczek et al., 2018). Thirdly, appealing to people’s empathy, and emphasizing notions of intra-generational and global justice can evoke a sense of responsibility (Kolandai-Matchett, 2009; Zaval et al., 2015). Lastly, highlighting local impacts can enhance relevance and personal connection (Leiserowitz, 2006; Weber, 2010).

Although an all-embracing summary of the scholarly field is not feasible within the scope of this thesis, this chapter has provided an overview of various studies on effective communication strategies aimed at fostering pro-environmental behavior change. It is evident from the research that a wide range of methods can be employed to achieve this goal. However, the abundance of approaches and strategies also underscores the absence of a universal rule or one-size-fits-all solution.

4.3 Research gap

The literature review reveals that while a significant body of literature examines the motivators for CC across industries, scant research focuses on the driving factors behind consumer engagement in CC within the children's goods sector (toys, clothing, strollers, carriers, etc.). This presents a research gap that needs addressing to reveal sector-specific
motivations for parents, given the sector's potential to yield substantial environmental benefits through resource reduction. Moreover, the role of intrinsic factors and the consensus on environmental concerns within this research field remain unclear.

In addition to investigating motivational factors, this analysis will shed light on how parents convey meaning through renting rather than attaching significance to ownership and belongings. This particular aspect of studying CC as a means of communication and self-identity expression remains relatively unexplored in previous CC research. By delving into this dimension, the study will contribute to the current understanding of how consumers manifest their identities through sustainable consumption practices and the deliberate reduction of possessions.

Furthermore, the literature review reveals a wide range of recommendations from previous studies regarding successful communication strategies for promoting sustainable consumption behavior. Many of these recommendations focus on strategically leveraging behavioral and psychological factors that shape individual behaviors, including emotions, dissonance, values, identity construction, and motivation. But only limited knowledge exists on how to craft communication messages to drive CC, based on psychological drivers specific to the context of renting consumer goods.

Therefore, this study aims to contribute to research by exploring these aforementioned factors and merging them. This means that effective communication strategies for promoting CC will be developed, that are based on behavioral influencers of CC unveiled by empirical data on the one hand, and previous research findings regarding effective climate communication on the other hand.

5 Theory
This chapter delves into the theoretical underpinnings that inform the exploration of the empirical data. The Self-determination theory (SDT) will be introduced as a lens through which to understand the motivational factors that drive sustainable consumption behavior. Furthermore, this chapter briefly outlines the concept of sustainable consumption and situates CC within this area of research. Subsequently, this chapter discusses the significance of consumption beyond use-value and explores how sign-value is created and how self-identity can be constructed through consumption. Moreover, the pivotal role of communication in fostering behavior change towards sustainable consumption behavior will be investigated.
5.1 Self-determination theory

To understand consumer behavior, it is necessary to comprehend motivation as a central issue (Ruan et al., 2022). As this study aims to understand the influence of external and internal motivational factors, the self-determination theory (SDT) will help reflect on the findings of the empirical study. SDT is a prominent theory of human motivation that has demonstrated its effectiveness in identifying the factors that impact behavior (Gilal et al., 2019).

According to SDT, there are three needs that must be satisfied to achieve the highest level of motivation: People require autonomy, which includes the freedom to make choices about what, when, and how to proceed, rather than being constrained by rules or external evaluations. Relatedness refers to a sense of social connection and acceptance by others. This can manifest as a desire to fit in or engage in a collective movement. Competence represents the need to skillfully perform actions and achieve desired outcomes, contrasting with feelings of incompetence or lacking the necessary skills for success. According to SDT, depending on how the circumstances facilitate the fulfillment of these needs, it results in the emergence of either amotivation, extrinsic motivation or intrinsic motivation (Deci & Ryan, 2008).

![Figure 2: Self-determination theory (Scott et al., 2016)](image)

Amotivation can occur when the basic needs are not fulfilled. It refers to a lack of intention and motivation and usually results in a lack of action. When an individual’s needs are fulfilled, intrinsic motivation is most likely to occur. It means that one finds fulfillment in the activity itself (Minami et al., 2021). It drives high levels of engagement and personal satisfaction in one's actions.
Extrinsic motivation falls between the spectrum of amotivation and intrinsic motivation. When individuals are motivated extrinsically, they conform to the expectations of others in order to obtain incentives such as money or praise, even if these behaviors do not align with their own values (Deci & Ryan, 2008).

In cases where the behaviors happen to be consistent with an individual’s values, extrinsic motivation may resemble intrinsic motivation. The distinction lies in the fact that extrinsically motivated individuals act in accordance with their values due to external rewards, such as social approval. In contrast, genuinely intrinsically motivated individuals choose to act in alignment with their values regardless of situational consequences (Scott et al., 2016).

Deci and Ryan (2008) argue that motivation which arises intrinsically has a more significant and long-term impact on behavior than extrinsic motivators such as economic benefits. This emphasizes why it is essential for communicators to unveil the role of intrinsic motivations, in order to create communication strategies that can lead to long lasting behavioral change, including the adoption of sustainable consumption behavior.

5.2 Sustainable consumption

Literature offers numerous definitions of sustainable consumption (Connolly & Prothero, 2003). White et al. (2019) define sustainable consumer behavior as “actions that result in decreases in adverse environmental impacts as well as decreased utilization of natural resources across the lifecycle of the product, behavior, or service”.

While acknowledging the drawbacks of CC highlighted in chapter 3, it can be contended that CC adheres to this definition of sustainable consumption by reducing environmental impacts through resource efficiency and prolonging product lifecycles. CC allows for the sharing of goods, resulting in fewer resources being required and items being used by multiple individuals instead of being discarded quickly. This perspective is supported by several authors who view CC as a means to achieve sustainable economic transformation and resource utilization (Amasawa et al., 2020; Botsman and Rogers, 2011; Lüdeke-Freund et al., 2019). However, given the diversity of CC models, assessing the sustainability of a service must always be a case-by-case assessment that necessitates a comprehensive evaluation of its unique operations, business model, foundational principles, economic environment, and the effects it imposes on stakeholders, users, communities, and the environment (Dreyer et al., 2017).
5.3 The meaning of consumption beyond use-value

In the 1980s, a number of scholars theorized that beyond the utilitarian perspective of consumption, which focuses on its functional value, consumption can also be examined through a communicative lens, by looking at how use-value can be turned into sign-value (Baudrillard 1981, as cited in Richins, 1994; Belk, 1988). Scholars in this area of research emphasize the meaning that consumers derive from their consumption experiences (Connolly & Prothero, 2003). Richins (1994) argues that possessions have both private and public meanings. While private meaning refers to the value that an owner ascribes to a possession, public meaning refers to the social and symbolic aspects of possessions, where individuals use their belongings to communicate messages about themselves to others. These meanings are influenced by societal norms, cultural values, and social comparisons, as possessions can function as symbols of status, identity, and self-expression (Richins, 1994). Furthermore, the significance of consumption in shaping individual identity has been widely recognized in contemporary societies (Belk, 1988). Belk's (1988) theory of the extended self suggests that individuals incorporate possessions and their meanings into their self-identity, extending the concept of self beyond physical boundaries to include external objects that have personal significance and emotional attachment (Belk, 1988).

Therefore, studying consumption involves exploring not only its utilitarian value but also the communicative aspects, as individuals seek to convey messages, construct identities, and understand the inherent sign-value of the goods they own or services they consume (Papaoikonomou et al., 2016). In the context of Collaborative Consumption only limited knowledge exists on how sign-value is constructed by individuals when renting goods rather than owning them.

5.4 The role of communication in fostering sustainable consumption behavior

The preceding sections have explored the concept of sustainable consumption, delving into the role of motivation in driving such consumer behavior and uncovering how individuals derive meaning from their consumption choices. Building upon these discussions, this section aims to examine the pivotal role of communication in influencing consumption decisions and fostering sustainable consumption behavior.

Cox (2013) sees environmental communication as a tool that aims to educate and raise awareness among people about environmental issues. It also seeks to influence or mediate their thoughts, attitudes, and behaviors towards adopting more sustainable ways of living. Likewise, Fischer et al. (2021) found that sustainable consumption communication is often
seen as a means to influence individual consumption choices, either in a business-to-consumer or government-to-consumer communication context (Fischer et al., 2021).

Similarly, Klöckner (2015) emphasizes the significant role of communication in promoting pro-environmental behavior. The author however argues that effective communication goes beyond providing standard information and facts about environmental issues and emphasizes the importance of understanding the psychological factors that influence individuals' behavior as well as attitudes, values and emotions related to the environment (see also McKenzie-Mohr, 2000; Scott et al., 2016). This understanding in return underscores the need to tailor communication strategies to target specific audiences and take the beliefs, values, and identities of individuals into consideration. Pro-environmental communication can be most effective when it aims to create positive emotional associations, builds social norms supporting sustainable behavior, and provides practical guidance for implementing environmentally friendly actions. By employing psychological insights and utilizing proven communication approaches, communication can play a pivotal role in driving pro-environmental behavior and fostering a sustainable society (Klöckner, 2015).

However, communicators need to keep in mind that the way individuals perceive and think about sustainability and sustainable consumption is typically influenced by an intricate combination of various sources of information, as well as diverse forms of communication and social processes (Kolandai-Matchett, 2009). Therefore, even the best campaign can have its limitations when other influences are counteracting.

6 Methodology

This chapter provides an overview of the employed empirical methodology, the sampling procedure, and the analysis procedure. Additionally, a reflexive perspective is adopted, ensuring a critical examination of the researcher's role and biases. Furthermore, ethical considerations that have been taken into account throughout the research process will be addressed.

6.1 Method and sampling

A qualitative research method was chosen to gain deeper insights into the interviewees’ perspectives and concerns (Bryman & Bell, 2019). Therefore, in-depth, semi-structured interviews were conducted online.
The empirical object are consumption practices among parents of young children. The research participants are parents with children between 0 – 3 years. A purposive sample was selected to access information rich cases that provide relevant insights regarding the research question (Clark et al., 2021). The sample was recruited by asking for volunteers amongst Tribu Box’s social media followers. As only women signed up as volunteers for the interviews, the sample consisted solely of female participants. This can be explained with the fact that mothers are still more likely than fathers to make decisions about child related topics (Craig & Mullan, 2011; Almqvist & Duvander, 2014). The interviewees live in Germany, as this is Tribu’s core market. The sample includes 7 Tribu Box customers as well as 2 social media followers who are not yet active subscribers but interested in the provider. Therefore, the sample provided a deep understanding of the factors that actually drive consumers to use the subscription service and gave insights into what possible barriers are. Most participants were between 28 and 35 years old, one participant was over 40. The participants have a diverse professional background and live in various places in Germany. Table 1 gives an overview of the conducted interviews. A tenth interview was conducted but discarded due to the lack of quality.

An interview guide was developed to help acquire answers related to the research questions. The interview guide can be found in the attached appendix A.

<table>
<thead>
<tr>
<th>Name (pseudonym)</th>
<th>Age</th>
<th>Profession</th>
<th>Age of Child(ren)</th>
<th>Residence / Citizenship</th>
<th>Tribu subscriber</th>
<th>Date of Interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anna</td>
<td>44</td>
<td>Librarian and Copywriter</td>
<td>2 years</td>
<td>Berlin / USA</td>
<td>Yes &gt; 12 months</td>
<td>02.05.2023</td>
</tr>
<tr>
<td>Bea</td>
<td>32</td>
<td>IT consultant, automobile industry</td>
<td>6 months</td>
<td>Weinstadt / Germany</td>
<td>Yes, 4 months</td>
<td>02.05.2023</td>
</tr>
<tr>
<td>Caro</td>
<td>30</td>
<td>Wedding Photographer</td>
<td>6 months</td>
<td>Nordrhein-Westfalen Germany</td>
<td>Not yet</td>
<td>03.05.2023</td>
</tr>
<tr>
<td>Doro</td>
<td>33</td>
<td>Elementary school teacher</td>
<td>1 year</td>
<td>Berlin Germany</td>
<td>Yes, 6 months</td>
<td>03.05.2023</td>
</tr>
<tr>
<td>Elsa</td>
<td>28</td>
<td>Police officer</td>
<td>3 months</td>
<td>Edingen-Neckarhausen Germany</td>
<td>Yes, new customer</td>
<td>04.05.2023</td>
</tr>
<tr>
<td>Fiona</td>
<td>34</td>
<td>Psychological pedagogue / Spanish teacher</td>
<td>8 months</td>
<td>Berlin Spain</td>
<td>Yes, 2 months</td>
<td>05.05.2023</td>
</tr>
</tbody>
</table>
Table 1: Interview overview

<table>
<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>Occupation</th>
<th>Years of Experience</th>
<th>City</th>
<th>Country</th>
<th>Customer Status</th>
<th>Interview Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hannah</td>
<td>33</td>
<td>Judicial clerk</td>
<td>2 years</td>
<td>Frankenthal</td>
<td>Germany</td>
<td>Yes, new customer</td>
<td>05.05.2023</td>
</tr>
<tr>
<td>Isabell</td>
<td>35</td>
<td>Doctor</td>
<td>2.5 years 2.5 years 8 months</td>
<td>Fürth</td>
<td>Germany</td>
<td>Yes, 5 months</td>
<td>08.05.2023</td>
</tr>
<tr>
<td>Jana</td>
<td>33</td>
<td>Macroeconomist, ministry for economy Saxony</td>
<td>3 years 6 months</td>
<td>Dresden</td>
<td>Germany</td>
<td>Not yet</td>
<td>08.05.2023</td>
</tr>
</tbody>
</table>

6.2 Data analysis procedure

After conducting the interviews, each interview was transcribed, in line with the process recommended by Bryman and Bell (2019) and Clark et al. (2021). A total of 98 pages of transcribed data were produced. One interview (Anna) was held in English, the others were conducted, transcribed and analyzed in German and only the quotes showcased in Chapter 7 were translated into English. To analyze the data, a thematic analysis was conducted following a process with six stages as suggested by Braun and Clarke (2006).

To begin with, the data was examined by transcribing, reading, re-reading, and noting initial ideas. In the second step, interesting features of the data were identified, and initial codes were generated systematically from relevant data in all interviews. The coding was conducted inductively, which means the codes are closely linked to the data. The codebook developed during this process is included in Appendix B. The software nVivo was used to support this process. Subsequently, in the third step, potential themes were formed by grouping codes, and relevant data for each theme was collected. The themes were then reviewed in the fourth step, and a thematic map of the analysis was created by ensuring that they worked well with the coded extracts and the entire data set. In step five, the themes were analyzed further to generate clear definitions and names for each one. Finally, the analysis was concluded by selecting vivid and compelling examples and conducting a final analysis of the selected extracts, which were then related back to the research question and literature (Braun & Clarke, 2006). The results of the analysis are reported in chapter 7.

6.3 Research reflexivity

To make the researchers role fully transparent it needs to be added that the author of this thesis worked for Tribu Box between October 2022 and April 2023 as Marketing Manager. However, the former employment at Tribu Box does not lead to any biases in favor or against the company, as the researcher makes a conscious effort to separate personal experiences from this research. Furthermore, Tribu Box did not influence or manipulate the findings or analysis.
of this thesis in any way. As the aim of this study is to give recommendation for communication strategies, from which Tribu Box amongst other CC providers will be able to benefit from, Tribu has no reason to distort data. Tribu Box did not influence the research questions, the data collection procedure or the outcomes of the study in any way. Moreover, this thesis was neither a commissioned work nor did the researcher get incentivized in any monetary or non-monetary way for the study. Therefore, there was no conflict of interest that might have influenced the researcher to distort data, interpretation or results in any way.

Tribu Box offered the access to their social media community in order to recruit the interviewees and incentivized each interview participant with a 20€ voucher to thank their customers for participating in this research.

6.4 Research ethics and data privacy

The researcher sought informed consent from the interviewees about the processing and usage of the collected data. The people interviewed for this thesis were informed about the purpose of the study and were aware, that the answers they gave would be used for and analyzed in this research. To align with the General Data Protection Regulation (GDPR), the participants were transparently informed about how their data would be processed and used. The participants signed a GDPR Consent Sheet (see Appendix C) to allow the processing of their data and were informed that they could withdraw their approval at any given time.

The researcher considered ethical implications along the whole research process as proposed by Brinkmann and Kvale (2018). However, apart from data privacy concerns, no further negative consequences are expected to arise for the subjects due to the participation in the research project. Nevertheless, to reduce the risk of unnecessary exposure, all personal data was handled with the utmost care, discretely and in a safe manner. This means that personal data was processed anonymously from the moment of transcribing, so no data can be traced back to the individual interviewees. The recordings of the interviews were deleted once the transcription was completed. All documents including personal data were protected by passwords at all times during and after the research process. All contact information of the participants was deleted once there was no reason to contact them anymore.

6.5 Limitations

While this thesis provides in-depth insights and rich contextual data from the case study, it is essential to acknowledge its inherent limitations. One limitation of this qualitative research is the relatively small sample size, which limits the generalizability of findings to a larger
population (Bryman & Bell, 2019; Simons, 2014). Furthermore, the individuality of participants' experiences and potential reliance on anecdotes are important considerations (Brinkmann & Kvale, 2018). However, by emphasizing the quality of the interviews as laid out by Brinkmann and Kvale (2018), by acknowledging contextual understanding, and by creating transparency regarding the researcher’s role, the credibility and contribution of this research was enhanced.

Moreover, another limitation of this study is the inability to test the recommended communication strategies. Due to the limited scope of this work, it was not feasible to execute the suggested communication messages, preventing the measurement of their effects. Consequently, there is a clear need for future research and practitioners to explore the actual impact of different communicative approaches, closely monitor their success and assess their effectiveness.

Additionally, it is important to acknowledge a general limitation in communication studies. Even if a message manages to surpass competing messages and reaches an individual's attention, that person must still understand, believe, evaluate, and interpret the words and images within the context of their own intricate psychology (Corbett, 2006). It is crucial to recognize that changing individual attitudes and behaviors, whether in oneself or others, cannot be achieved through a simplistic, top-down, "magic bullet" message that instantaneously enlightens people about environmental issues. We are complex social and psychological beings, and such a simplistic solution does not exist (Corbett, 2006).

7 Analysis and discussion
This chapter presents findings and the results of the thematic analysis. It concludes with various recommendations for promising communication strategies to promote CC, all of which are grounded in the uncovered insights.

7.1 Thematic Analysis
The interviews yielded valuable insights into the motivation behind sustainable consumption behavior, both in general and specifically in the context of CC.

Various motivators influencing individuals' decisions to participate in CC were identified. Table 2 provides a summary of these motivators, while Appendix D offers a more detailed breakdown of how they were categorized into internal and external factors.
Additionally, the study identified various barriers that impede individuals from participating in CC, which will be discussed in detail in section 7.1.5.

The following themes were developed from the data: “Easing the burdens of daily life”, “Ensuring quality play experiences”, “Sustainability: altruism or again just self-interest?”, “The meaning of possessions versus the meaning of renting”, “Barriers to Collaborative Consumption”, “Social influence or social influencer?”. The following chapter will discuss these themes in detail.

Due to the limited scope of this thesis and in line with the recommendation from Braun and Clarke (2013), the findings of the thematic analysis and the discussion will be presented together for each theme to avoid repetition and prolixity.

7.1.1 Easing the burdens of daily life

The primary motivations expressed by interviewees for joining CC through Tribu Box can be summarized as the desire to alleviate the challenges associated with parenting and make their lives more manageable. As parenting can be demanding, parents actively seek ways to simplify their daily routines, and engaging in CC to access toys emerges as a practical solution. Opting for a toy rental subscription offers numerous benefits that contribute to easing their daily lives, including the reduction of clutter, convenience and time-saving, delegating responsibility, flexibility, the opportunity to test new toys before purchasing, and the assurance of a trusted provider, which minimizes transaction costs.

The most prevalent intrinsic motivation expressed by interviewees was the aspiration to declutter their homes and embrace a more minimalist lifestyle with fewer possessions. This motivator is driven by the desire to create a pleasant environment at home that is free from clutter. It brings an inherent satisfaction of having a tidy home and eases the burden of too
many possessions. This motivator was named in all interviews, and for most participants it was one of the main reasons they opted for renting toys, instead of owning them.

“…but somehow yes, to summarize, I think I wanted to counteract this a bit, that we simply have a bunch of stuff here that we just don't really need.” Bea

The wish to own fewer things often relates to items related to the child, but also encompasses other possessions, as Caro explains:

“Yes, so basically I try – not only related to the baby, but also generally related to my life – I try to have just as little stuff as possible, because it drives me crazy, if stuff is lying around everywhere and you need more and more storage room.” Caro

Needing to reduce the amount of stuff one owns often relates to practical reasons, as Caro mentions, for example the room that is needed to store stuff, but it also stems from the psychological burden that seems to accompany excessive ownership, as Caro also explains: “I somehow have the feeling that the more stuff we have, the more overwhelmed I feel by it.”

This is very insightful, as advertisements often try to convince consumers that possessions will deliver contentment and joy. Nevertheless, as Caro’s statement as well as research demonstrates, material possessions fail to deliver emotional fulfillment (Dunn et al., 2011). On the contrary, research has proven that excessive clutter can have negative impacts on people’s subjective well-being and cause distress (Roster et al., 2016).

When it comes to decluttering, renting provides the advantage of preventing consumers from becoming too emotionally attached to their possessions. Knowing from the outset that they will eventually have to return the rented items allows individuals to let go more easily. As a result, renting not only helps lighten the physical burden of belongings but also relieves the mental weight of forming unnecessary emotional attachments to objects. As one interviewee expressed: “…basically I would also like to own less, but I already have so much, […] and it is more difficult to part with things than to just put the brakes on acquiring. […] Otherwise, you think ‘well I once paid money for this’, […] so you don’t want to be ungrateful, and you put things back into the cabinet even though you don’t need them anymore. […] But with Tribu I know that this [box] was optimally tailored for the developmental stage, and I think ‘well, now that stage is completed, so now it is also ok to let go’.” Doro

Examining this statement through the lens of theories that propose individuals assign public or private meaning to their possessions, and extend their self-identity to objects, as suggested by Belk (1988) in his theory of the extended self, it becomes evident that parting with objects is
often more challenging for individuals once they have purchased and attached meaning to them. Doro’s statement vividly underlines that. In contrast, when objects are rented, the data suggests that there is a lesser degree of emotional attachment due to the temporary nature of the arrangement and the absence of deep-seated personal significance. These factors make it easier for the participants to declutter their homes, which in turn eases the burdens of daily life as a parent.

Another prominent motivator for renting that helps to tackle the challenges of daily life is the convenience of Tribu Box's service and the associated time savings. This external motivator provides an opportunity to alleviate the challenges of parenting by offering practical benefits: “They just send it to me. I love that it's delivered to the door. That's really easy for me. I just, you know, I just don't have a lot of time, I guess.” Anna

The convenience also lies in the fact, that subscribers don’t have to bother with the process of reselling children’s toys and clothes, which is for most of the interviewees a time-consuming and unpleasant task: “And, taking photographs and selling stuff is also time-consuming. And I simply don't have the time at the moment.” Isabell

The next motivator to join CC that was identified in line with this theme is the ability to delegate responsibility. Doro finds a fitting analogy for this, by comparing toy-rental with the rental of bicycles:

“If you own something, you also have to take care of it: where do we put it? Is it protected from water? [...] If you rent something, someone else takes care of it. So, the benefit with Tribu was that someone else takes the responsibility and thinks about what is suitable for my child and with the cargo bike, they are kept in good condition. I have no problem with it and if there is a problem, I know someone else will take care of it, right?”

This internal motivator reflects the desire to delegate the task and responsibility of toy research, which reduces the cognitive load on parents.

Another aspect that eases the burden of the daily life is the aspect of cost savings. Participants stated that renting toys saves money, as opposed to buying. This external motivator involves a tangible external reward (cost savings), that motivates the behavior, but at the same time research shows, that financial stability has a great impact on emotional well-being, improves health and stress levels (Howgego, 2019) and thus eases the burden living. As Elsa puts it: “it just pricewise makes a difference, compared to if you would always buy age-appropriate toys yourself. I really must say that.”
Isabell amongst other participants also mentions the extrinsic motivator *flexibility*, which pertains to the adaptability provided by the toy rental service.

“... the fact that it is just for rent. You can send it back again and swap and what I also like is that it doesn’t remain for a fixed time with me. Instead, if I see, for example, ‘my kids don’t really like this box so much’, then I can just get myself another box at any time, I think that’s just also great. And that I can choose the subscription-runtime.

Flexibility helps to reduce the mental load on parents that is otherwise associated with rigid schedules and long-term commitments. Using a service that offers this kind of flexibility can also lead to a sense of empowerment and reduced stress and enables individuals to focus on other priorities.

The next factor that reduces mental strain by reducing transaction cost is the aspect of *trial*. Parents appreciate to try toys before they buy them to see if their children actually like them. Bea for example said: “And I thought the whole concept behind Tribu was really good because you can try things out and send them back.” This motivator involves the benefit of assessing toy suitability and avoiding potential wasteful purchases, which reduces transaction costs.

The last motivator that underscores the desire to alleviate daily life challenges is *trust*. While trust is naturally an essential factor in any consumer-company relationship, it becomes a particularly beneficial feature of CC, as CC is often compared by consumers to peer-to-peer secondhand shopping. In comparison to peer-to-peer transactions, engaging with a corporate provider offers the benefit of reliable safety, cleanliness, and quality. Bea explains, why she would rather rent gear such as car safety seats or strollers, than buy them second hand:

“I think if this is solved by the company itself, which then also stands up for it, so that everything is also quality-wise ok, then I would think that’s great. Private [sellers] would be difficult again, because some things..., no...?”

Or Jana for example reports that the flawless quality is a precondition for her to join CC, and she trusts Tribu Box to comply with that expectation: “the way I see the concept, they guarantee that the toys come in perfect condition.”

To summarize this theme, renting offers the possibility to minimize the stress of day-to-day-life by offering the possibility to minimize transaction costs, to free oneself from too many possessions, and to minimize what Moeller and Wittkowski (2010) refer to as the burdens of ownership, which are the risk of selecting the wrong product, responsibility for maintenance, the risk of paying the full price for an object that is only seldomly used and the risk of the
possessions becoming obsolete. All these factors reduce mental load and cognitive as well as physical weight related to possessions.

Furthermore, all the aforementioned factors arise from what White et al. (2019) describe as self-interest. According to economic and evolutionary theories, the utilization of appeals to self-interest can effectively shape pro-environmental behaviors (e.g. Griskevicius et al., 2012; Bamberg et al., 2015; Rezvani et al., 2018; Lanzini & Thøgersen, 2014). Research indicates that sustainable offers have a stronger appeal to consumers when their self-relevant motives are fulfilled compared to when they are not fulfilled (Schuitema & De Groot, 2015).

7.1.2 Ensuring quality play experiences

The data revealed three more motivators that drive consumers to participate in CC. These are very specific to the context of the case study, and are thus distinct from motivators that might drive CC in other consumption contexts like fashion rental, car-sharing, holiday accommodation etc. These factors are the diversity of toys, their age-appropriateness, and the fact that only temporary access is needed for these toys.

The first aspect, toy diversity, relates to the desire for providing varied and enriching experiences for the child's development. Anna amongst others reports that this is an important benefit of renting toys:

“She [the child] gets quickly bored by a toy. I mean, you know, she's really absorbed in things for a while and then she just quickly loses interest and kids are just growing so quickly between the especially the zero to three years old phase that she constantly needs new stimulation and new things. She's a very curious child in particular. So, I just feel like switching it up quickly is important.”

Furthermore, parents recognize the benefit of renting in ensuring a continuous supply of age-appropriate toys for their children. This external motivator provides a practical benefit of having access to age-appropriate educational toys, without having to research development steps etc. yourself. Hannah for example reports:

“It's difficult to find something age-appropriate, then you have it at home and then you realize, ok, maybe he's still too young for it or maybe he's already too old for it, yes, then you forget to send it back, then you have it lying at home...”

Another factor that is directly related to the children’s goods industry is the fact that the items are only needed temporarily. This motivator arises due to the children's rapid growth and the need for age-appropriate educational toys during specific developmental stages:
“It really is, because you use it for these..., especially the first year, you use these things so shortly it just doesn't make sense to really have to own all these...” Anna

Research found that the length of usage has a substantial impact on consumers' preference for the mode of acquisition. When the duration is brief, renting is favored, whereas for longer durations, buying is preferred, even when both choices entail identical economic consequences (Moore & Taylor, 2009). Especially within the children’s good sector, this is a valuable insight that can drive CC.

These three drivers collectively arise from the aspiration to optimize the child's development and facilitate quality play experiences. Although parents aim to reduce clutter and possess fewer items, they also want to ensure their children have access to a variety of toys that support their play experiences, development, and learning. As parents receive a constant stream of parenting advice via a multitude of media-channels, they are put under immense pressure (Martin-Woodhead & Waight, 2023). “Neuroparenting creates the idea that the child is the ‘output’ of parental ‘input’” (Martin-Woodhead & Waight, 2023, p. 195), which explains why parents are reluctant to deprive their children of the possibility to engage with a wide range of developmental toys, even though they wish to reduce their possessions.

Thus, the rental subscription serves as a facilitator, enabling the interviewed mothers to offer a range of diverse play experiences that would otherwise be challenging to provide:

“[Tribu is] just making it simple for me to step into this new world, especially when I didn't have time when she was a baby.” Anna

While these motivators are somewhat unique to the context of educational toy rental, they can likely be translated to other consumption contexts within the children's goods sector. The age-appropriateness and temporary nature of access are directly tied to the specific needs that arise from children's rapid growth and ever-changing demands for items such as gear, toys, clothes, furniture, and others.

7.1.3 Sustainability: altruism or again just self-interest?

In studies regarding CC or other alternative forms of consumption, it is often theorized that one of the main motivating factors that drive consumers to join various modes of CC are environmental concerns (Hamari et al., 2016; Moeller & Wittkowski, 2010; Möhlmann, 2014). Furthermore, scholars usually see the origin of sustainability concerns in a set of self-transcendent values, rather than self-interest motives (Scott et al., 2016).
Sustainability as a motivator was frequently reported to influence the interviewees decision to opt for renting toys: “And sustainability, because I've read that, I think, one toy is used about 10 times by Tribu. And I think that's great, too.” Elsa

And even though sustainability was mentioned by almost all participants (8 out of 9) as a motive to join CC, it was only rarely identified as the primary driver. As Bea puts it: “It helps to live a bit more resource efficient ... but it is not the main reason for me.”

Despite consumers acknowledging the sustainability benefits of renting toys instead of buying them, the interviewees often suggested that the driving force behind their sustainable consumption choices is not altruistic concerns for the environment, but rather self-centered co-benefits of sustainable products. This trend became obvious throughout the previous themes of this analysis, and it could also be observed in other consumption contexts unrelated to toy-rental, such as clothing, food, and transportation, where sustainable behavior was embraced when it was associated with additional benefits:

“...we bought many things, like clothes, secondhand, but then really good quality, like wool and silk, that would've otherwise been too expensive for me. Like this, it was much more affordable.” Caro

Or Elsa, who explains why she prefers sustainable toys: “Yes, exactly, and product quality, definitely yes. I feel safer when he has something made of wood and not plastic.”

This finding suggests that sustainable consumption is more likely to be adopted when it aligns with self-interests, offering advantages such as healthier, safer, and longer-lasting products. However, when sustainable consumption is perceived as burdensome, expensive, time-consuming, or inconvenient, people are less inclined to engage in it. In those cases, people find excuses and use justification mechanisms, to explain their unsustainable behaviors: “But then you always get that problem with the budget, things that are sustainable tend to be more expensive, so in some instances... instances like clothing for example I have to go to Uniqlo and buy certain clothing. I mean, I simply can't afford to be shopping this expensive”, as Anna refers to the priciness of sustainable consumption options.

Caro refers to sustainable modes of transportation in a similar manner, complaining about the lacking availability of public transport:

“But the problem is just really, well, that's not meant to be an excuse, because of course we could do it differently, but it's just that we live in a small town and here the infrastructure is just not there so that you could get along well with bus and train or something.”
The interviewees thus find rational explanations for why they don’t engage in sustainable consumption, enabling them to avoid cognitive biases.

The data suggests that the advantage of CC lies in the absence of trade-offs for consumers. The interviewees see toy-rental as a solution that allows them to engage in environmentally friendly consumption while simultaneously reaping personal benefits and enjoying the convenience of the service. Thus, aligning with the perspective of Devinney et al. (2012), this finding supports the notion that consumers can engage in environmentally friendly behavior, even if the driving force isn't explicitly rooted in environmental or social considerations.

Furthermore, these findings underscore some of the points that have been raised within the critical reflection in chapter 3.2. Engagement in CC primarily stems from individualistic motivations and self-interest. Consequently, in this context, CC does not serve as a consumption method that nurtures community bonds or genuine collaboration.

7.1.4 The meaning of possessions versus the meaning of renting

The data collected through the interviews offers the possibility to explore the creation of meaning in the rental process through the theoretical lens of meaning making (Richins, 1994) and the theory of the extended self (Belk, 1988). While prior research suggests that meaning in CC and SE contexts is often derived not from the possession, but from community affiliation (Botsman & Rogers, 2011; Albinsson & Perera, 2012), this case study did not reveal any mentions of community belonging in the interviews. Ultimately, collaborative consumption, when designed as in this case study as a business-to-peer provider instead of a peer-to-peer sharing service, is lacking the social dimension that other forms of the SE can have, when sharing is based on reciprocity and no monetary compensations are involved.

Furthermore, while a greater emphasis on environmental concerns was expected, the findings indicate, as laid out in the last theme, that utilitarian motives hold greater prominence in the data. Therefore, the creation of an environmentally conscious and altruistic self-identity was not found to be a main source of meaning making in this context.

On the contrary, participants were also asked which meanings they projected on their possessions and if possessions like cars, houses or even children’s gear from popular brands still hold sign-value as status symbols. And while previous research found that materialistic values remain on a high level (Twenge & Kasser, 2013), the data of this study suggests that materialistic status symbols are becoming less important to the participants:
“Well, I couldn’t care less what kind of car I drive [...] whether there is a star or 4 rings on it, I couldn’t be more indifferent. It should drive. But I know that there are also people in our generation to whom this is important, but I don’t think as many as in my parents’ generation.”

Jana

Hence, since meaning does not originate from community belonging, environmentalist values, or materialistic motivations, how is meaning created through renting? The data suggests that meaning is created in multiple ways. Firstly, it could be observed that consumers employ their engagement in CC as a symbolic tool to construct their identity as smart consumers:

“I had a long list [of toys] on amazon for the next 3 or 5 months and it was very funny because I planned ‘ok then when he's 6 months old I'm going to buy this and this and this[...]. And I thought OK in total I will pay a certain amount. And then I came across Tribu and I saw, I can pay 20€ a month and I have the toys and then I get new toys. And then I thought ‘OK, this is so much smarter’.” Fiona

Secondly, sign-value is carried through prioritizing time with the children, engaging in activities, and placing greater value on experiences over material possessions.

Researcher: Do you think you have to sacrifice something because you are trying to consume less?

Doro: I rather believe that I am enabled to do a lot more, because by not consuming so much, by not buying so much, I have much more money, for example for activities and so on. That’s super conclusive for me, right? I don’t have to spend money all the time on things, and I can rather go on a big daytrip, or we can go have dinner somewhere, for example.”

Similarly, Isabell is referring to how she prioritizes time with her children: “The twins, they need so much attention and I’d rather invest my time in them instead of sorting through stuff and old toys for hours.”

Furthermore, the approach of freeing oneself from the burdens of excessive ownership also serves as a means of identity formation in a society, that requires an increasing amount of flexibility and adaptability (Bardhi & Eckhardt, 2012). It enables contemporary mothers to distinguish themselves from their preceding generation, especially as certain traditional status symbols have in some cases become unattainable in the present era. As a quote from Caro illustrates:
“...with the current prices, we will most likely not be able to afford to buy a house or to buy an apartment. And then we ask ourselves more often whether that might just be, ... we consciously ask ourselves whether it is perhaps simply a farewell to this old model of life, that the majority of people in the generation of our parents owned property and that maybe it will be completely different for us. That it simply doesn't work for us any longer, because we have to be more flexible with our workplaces, our life model, because it's simply a new and different [life model] than that of our parents, really.”

Doro’s thoughts go into a similar direction:

“...it is quite clear to me: we will not need the space that my parents have claimed for us as a family. And even though I am totally grateful for this [space we had], for me it is quite clear we do not need the space. And we can ... the theoretical benefits that we could have through owning a house, through owning this space, we can also achieve those benefits in other ways.”

By opting for access over ownership, the interviewees seem empowered to cultivate their modern identities and embrace a heightened level of flexibility regarding their possessions. The need for storage is rendered unnecessary, granting individuals a sense of liberation and adaptability.

In summary, the data reveals that while the primary drivers for engaging in CC revolve around practicality and convenience, emphasizing its use-value, the act of renting itself also generates sign-value. By joining CC, individuals perceive a more meaningful utilization of their time and other resources, thereby creating meaning and an identity that firstly, manifests in being a smart shopper, secondly, puts greater emphasize on quality-time with their families than on material possessions, and thirdly, emphasizes flexibility and adaptability.

7.1.5 Barriers to Collaborative Consumption

This theme consists of the barriers to CC that participants reported, as they directly influence peoples’ decision to join CC. The barriers that hinder individuals from engaging in CC are just as diverse as the motivating factors. Table 3 shows an overview of the uncovered deterrents that emerged from the data.
Barriers to Collaborative Consumption in general

Barriers to Collaborative Consumption related to Tribu Box

<table>
<thead>
<tr>
<th>Aversion to subscription-models</th>
<th>No individualization possibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of awareness</td>
<td>Child/ren is/are still too young</td>
</tr>
<tr>
<td>Fear of loss or damage</td>
<td></td>
</tr>
<tr>
<td>Getting attached</td>
<td></td>
</tr>
<tr>
<td>Concerns about safety or hygiene</td>
<td></td>
</tr>
<tr>
<td>Misperception of costs of renting</td>
<td></td>
</tr>
<tr>
<td>Using other sources for children’s goods</td>
<td></td>
</tr>
</tbody>
</table>

Table 3: Barriers to Collaborative Consumption

One general barrier that was reported by the interviewees is the general aversion of subscription models, like Anna notices: “I mean, maybe it's this thing that they don't like to get into subscriptions because I've noticed that sort of a thing with my husband, he's reluctant to sign up for anything that's like a re-occurring charge.” This aversion goes in line with previously described findings, as the previous theme revealed that flexibility is highly valued by the participants.

Furthermore, the interviewees speculate that there is a general lack of awareness, and they assume that most people are simply not familiar with the concept of renting toys: “I think quite often people don’t know that such a thing exists.” Bea

Moreover, participants mentioned the concern to lose or damage toys, which might consequentially lead to additional costs. This concern has been expressed regarding toys, but Doro for example also contemplated this factor in regard to peer-to-peer sharing of baby-clothes: “A friend also said, she'd rather buy the clothes new, [...] because they intend to have a second child, and she's worried about the clothes getting worn down.” Doro

One of the most frequently mentioned barriers is the worry about what happens when the child gets attached to one of the toys. Even though the case study’s example Tribu Box offers the possibility that customers can purchase toys which the children have fallen in love with, this barrier was reported frequently.

“The big disadvantage is that the child might fall in love with a toy [...] it's relevant because you really don't want take away their favorite toy after 3 months from a two- or three-year-old.” Bea

The fact that participants are afraid of their kids’ emotional attachment to a toy actually mirrors the previous finding that parents, in their efforts to facilitate decluttering, try to avoid
attaching private meaning to their belongings. However, when it comes to their children, they are reluctant to deprive the child of the personal meaning they might attribute to a toy.

Another general barrier are concerns regarding the safety or hygiene of rented objects. “People think if you rent something, the quality won't be good, it will be broken, or they're afraid because maybe it's dirty.” Fiona

Furthermore, interviewees speculated that others may have cost-related concerns regarding CC, as people might perceive rental prices as too high, potentially surpassing the cost of purchasing second-hand items: “ok 19.90 a month ...I don’t know, that sounds like a lot for some, I think ...” Bea

Another barrier that was mentioned by several participants was the simple fact that people get their children’s goods, and toys in particular, from other sources, e.g., as presents or second hand from relatives or friends and therefore simply do not need renting as an additional source of toys.

While all the aforementioned barriers can be applicable to a variety of CC providers in the children’s goods industry, two aspects were mentioned that specifically relate to Tribu Box: i.e., the absence of the possibility to individualize one’s toy boxes and the fact that renting toys for very young babies is not worthwhile, as babies don’t need much toy stimulation during the first 0 to 12 months.

It is important to note that these barriers have been reported by people who are either already customers of Tribu Box or who are thinking about getting a subscription, so this overview might miss out on insights that might be reported by people who are not willing to try alternative modes of consumption.

7.1.6 Social influence or social influencer?
This theme discusses two sides of the same coin: the influence that social networks have on the participants and, conversely, the influence that the participants have on their peers. As research shows, social standing and the evaluation of others can be highly influential factors that drive behavior, and comparing oneself to peers has a powerful emotional impact that often outweighs individual self-interest (Abrahamse et al., 2005; Stoknes, 2014; White et al., 2014).
Looking at the empirical data, a pattern emerges that indicates that interviewees do not receive significant pressure from peers towards sustainable consumption behavior. Hannah replies to the question if sustainability is important for her family and peers:

“No, actually not at all. Well, I've never talked about the subject with anyone, let's put it that way. [...] But I don't know anyone in my environment who would pay much attention to it, I guess?”

Some participants have a social surrounding with more nuances in their peers’ behavior and attitudes, where some people seem to be very conscious about sustainability and others less, like Elsa explains:

“Hmm, difficult. My in-laws are definitely very sustainable. My parents, on the other hand, are not. They still go on vacation 3 or 4 times a year taking the plane, so they don't really care. My friends are also very concerned about how things will continue in the future for the next generation. But we never really talk about sustainability.” Elsa

These statements imply that the participants are not very likely to be influenced by their peers, as sustainability is not a topic that is frequently discussed. Conversely, the data suggests that in many cases the participants are actually having a greater pro-environmental impact on their peers than the other way round. One example is Bea, who asked her parents to stop giving too many gifts to the grandchild: “and of course, I also told my parents ‘please reduce the amount of gifts’, because we care about that, and my mom asked ‘well but we are still allowed to give some, right?’”, or Fiona who explains how her mother, who is from Spain, learns about recycling when visiting Germany: “... and in this time she lives with us and she has seen everything we do and what we buy... And she always thinks, because we always separate our garbage plastic, glass... and that they do not have that in Spain.”

It therefore becomes apparent that the interviewees, who are already engaged in or at least interested in CC are having a more positive impact on their peers’ environmental behavior than the other way round. They can be seen as early adopters, who have already internalized an array of sustainable consumption choices in their daily lives. How this can be leveraged to further promote CC will be discussed in chapter 7.2.

One mechanism through which social networks influence behavior are social norms (Nolan et al., 2008; Cialdini, 2005). The data reveals that participants express pro-environmental norms, when criticizing others for their unsustainable behavior or consumption.
“...in my part-time job I actually experienced that my two bosses... I don't know, at least once a week, they went shopping somewhere and bought some new piece of clothing, I think that's so crazy and awful to be honest.” Caro

These statements indicate that individuals become irritated or frustrated with others' behavior when they perceive that others are not investing the same level of effort into sustainable behavior as they themselves are:

“I have the feeling that people either don't pay attention to it or simply don't understand it. I have the feeling that our parents' generation somehow doesn't even bother and doesn't really deal with the subject at all.” Isabell

Equity Theory suggests that when individuals perceive something as unfair, it triggers negative emotions and a feeling of unease, prompting us to desire and pursue change and restore balance (Scott et al., 2016). As explored in theme 7.1.3 (Sustainability: altruism or again just self-interest?), sustainable consumption is frequently viewed as being more expensive and inconvenient, thereby creating a perception of unfairness when not everyone contributes equally. According to Scott et al. (2016), in order to restore fairness, individuals have the option to rebalance the equation by either reducing their own contributions or attempting to influence and modify the behavior of others. The latter is an important insight that can be leveraged to promote CC.

However, the problem here lies in the fact that people often feel uncomfortable with trying to influence other people’s behavior and usually try to refrain from being a moralizer, like Anna says: “And I don't want to, like, be like, well, 'why aren't you just...'. Like, nagging them?”

Hannah refers to the same struggle:

Hannah: “I think what's still in many people's heads is that they're quickly being labeled as an 'eco-warrior'. I can imagine that, yes.”

Researcher: “Do you think that has a negative connotation?”

Hannah: “For me not at all. Erm but I think..., I once talked with a friend about it, because with our children, we just paid attention to their nutrition and sweets and such things... And then you also get remarks like 'oh yes there's the eco-warrior-mom...’”

And although Hannah says, the term is not negatively afflicted, it became obvious in the interview that she would rather avoid being labelled like that. This finding has also been proposed by previous literature, which states that even individuals who are environmentally
conscious might hesitate to embrace the label "environmentalist," likely due to a reluctance to be associated with the negative stereotype that portrays environmentalists as radical activists with antisocial tendencies (Bashir et al., 2013; Corbett, 2006; Scott et al., 2016).

This theme highlights that participants view social networks as having a limited role in driving additional sustainable consumption behavior. Conversely, current subscribers exert a positive influence on their peers and expressed the desire for increased social acceptance of pro-environmental behavior.

7.2 Recommendations for effective communication of CC

Drawing upon the preceding analysis, this chapter discusses possible communication strategies that can help promote CC within the children’s goods sector. These strategies hold significant promise, as they are not only based on the findings of previous literature, but also take into account the previously described behavioral factors that influence sustainable consumption behavior in the context of CC.

7.2.1 Harnessing the knowledge of barriers and motivational factors

Based on the findings regarding the different motivators and barriers to CC, several communication strategies can be recommended to promote CC in the children’s goods sector.

First, the analysis of the barriers to CC brings to light that a majority of people simply lack awareness for the concept of renting consumer goods. People who are unaware of a solution or a provider cannot intentionally seek to use that offer. Therefore, the first step must be to raise awareness for the concept of CC. However, sustainability research has proven repeatedly that the information-deficit model alone is insufficient to spark pro-environmental consumption behavior, and that merely providing information on sustainable behavior is not enough to inspire action (Stoknes, 2014).

Therefore, it is necessary to pair this first communicative stage of raising awareness with further communication strategies. The first one would be to address barriers to CC and thereby overcome them. As the analysis has unearthed barriers specific to CC, this opens up the possibility to target them with precision. E.g., to dismiss the concern of quality and safety flaws, highlighting and showcasing cleaning procedures or giving insights into quality management procedures can improve trust. Another promising communication tactic could be to encourage the creation of testimonials and reviews from existing customers, which are often seen as credible sources for new customers (Kusumasondjaja et al., 2012). Similar approaches can be used to inform and dismiss each of the above-named barriers. However, a
possible pitfall to this strategy can be the fact that planting a new idea is usually easier than debunking an existing one, as studies indicate that the repetition of misinformation, even when attempting to rectify it, heightens people's familiarity with the inaccurate information (Lewandowsky et al., 2012). Therefore, the effectiveness of such campaigns needs to be tested and carefully monitored by communicators, and other communication messages should accompany those campaigns.

The next tactic to communicate CC that can be derived from the findings is the promotion of extrinsic and self-beneficial motivators. Highlighting motivators that promise to ease the burden of daily life for parents (as discussed in chapter 7.1.1) can be leveraged in communication campaigns, like the fact that CC offers convenience and time-savings, reduces mental load and eases the burdens of ownership. This holds especially true for those individuals who are not already heavily invested in pro-environmental behavior, and do not yet have strong altruistic or biospheric values, that would allow to convince them with environmental messaging (Rezvani et al., 2018; Scott et al., 2016). Previous literature has proven that the enhancement of personal gains can be an important motivator for sustainable consumption (Bamberg et al., 2015; Rezvani et al., 2018; Lanzini & Thøgersen, 2014), especially when the task is as easy as subscribing to a toy-rental box (Scott et al., 2016). However, in order to avoid that extrinsic motivators “crowd out pro-environmental motivations” (White et al., 2019, p. 28), it is wise to pair the communication of extrinsic motivators with intrinsic ones as long as they support each other, to form “motive alliances” (Rezvani et al., 2018). As the thematic analysis has uncovered, this is the case in CC, as sustainable consumption in the context of CC does not lead to personal sacrifices, but actually helps to alleviate the challenges of daily life for parents.

The next recommended communication strategy is to highlight the intrinsic motivators that have been unveiled by the preceding analysis. Intrinsic motivators can lead to the most substantial behavioral change, and can create “sustained, highly engaged action” (Scott et al., 2016, p. 236). The case study has shown that especially the intrinsic motivator “Avoid clutter” provides a promising angle for communication of CC, as it was so strongly emphasized by all interviewees. To ensure the maximum impact of this message, it is important to consider people's tendency to lack understanding of numerical facts. To address this, using tangible representations that incorporate visual images and analogies can be highly effective (White et al., 2019). For instance, one impactful approach could be to use a timelapse video that vividly illustrates the nursery gradually becoming cluttered over the years, in contrast to how tidy and
organized it could appear by joining CC. This visual representation will enhance the message and make it more compelling.

In summary, the thematic analysis has revealed the key motivators and barriers associated with CC in the children’s goods industry, providing valuable insights for the development of effective communication strategies. To effectively promote CC, a combination of diverse communication tactics is recommended. This approach entails raising awareness, addressing and overcoming barriers, and forming motive alliances to create “win-win”-communication that highlights both environmental benefits and personal gains.

7.2.2 Unlocking the power of social influence

The analysis of the theme Social influence or social influencer? revealed that existing early adopters of CC can have a significant impact on their social surroundings in promoting pro-environmental behavior and consumption. To effectively promote CC, communication efforts should capitalize on this understanding by harnessing the influence of social networks, as emphasized by Stoknes (2014). This can be achieved through strategies such as enlisting current consumers as brand ambassadors, featuring their testimonials, and offering incentives for referrals. Furthermore, previous literature by Rezvani et al. (2018) suggests targeting early adopters’ friends and families with normative messaging to promote sustainable consumption behavior, since it may yield better results compared to targeting individuals unrelated to adopters.
Another effective approach to leveraging social influence for promoting CC is to place emphasis on collective achievements. According to several studies, feedback can be a powerful tool to foster the formation of sustainable behavior (Abrahamse et al., 2005; Tiefenbeck et al., 2016; White et al.; 2019). This entails supplying consumers with information regarding their own performance on a particular task or behavior, which could, in the case of CC, be the amount of waste, CO\textsubscript{2} or resources that an individual saved through renting. Providing people with visual representations of their accomplishments can be a compelling form of reinforcement, especially when emphasizing the collective achievements made as a group (White et al.; 2019). In the context of CC providers, the group can be composed of a customer and her friends who she recruited to join CC.

![Figure 4: Example for leveraging social influence through group feedback and friendly challenges](image)

Encouraging friendly challenges, as suggested by White et al. (2014), offers a promising avenue for promoting CC to a wider audience. Via an app or simply a CC-provider’s customer portal, customers could be enabled to track the collective amount of toy waste saved alongside their friends through toy rentals. This allows for meaningful comparisons with other CC members, fostering a sense of competition and shared accomplishment. With the help of this fun and gamified encouragement, existing customers would be motivated to recruit their friends and thereby enlarge the movement.
The last communication strategy recommended based on the findings regarding the influence of social networks is to make strategic use of Equity Theory and peoples’ wish to restore fair conditions when they perceive their peers’ efforts towards sustainability as too low compared to their own. In this case communication efforts should aim for enabling people to have meaningful conversations with their friends and family about sustainable consumption. As mentioned above, people often find it hard to bring up and talk about sustainable consumption, because they don’t want to be perceived as moralizers or “eco-warriors”. Equipping those people with the right tools, arguments and tactics would improve their confidence and enable them to make the most out of their important role as an in-group advocate for sustainable consumption behavior. Organizations such as Climate Outreach have proposed a number of tips to make climate conversations more impactful (Climate Outreach, 2022). This advice can easily be tailored to and adapted for the context of sustainable consumption.

7.2.3 Leveraging the construction of non-materialistic self-identities

The authors Heiskanen and Pantzar (1997) underscored that voluntary shifts in consumption practices cannot be achieved by businesses or policymakers, without a clear understanding of why and how we consume. Understanding consumption not only from its utilitarian perspective, but also acknowledging that individuals express their identities through consumption choices (Connolly & Prothero, 2003) enables communicators to utilize more meaningful messages to inspire sustainable consumption. Using the insights from the earlier analysis, powerful communication messages can connect with consumers' views on how renting aids in forming an identity as savvy shoppers who value flexibility and adaptability.

Moreover, emphasizing that CC provides a possibility to nurture a self-identity focused on quality family time rather than material belongings holds great potential. This perspective offers a compelling and optimistic framing option. In line with the preceding analysis, the minimalist movement often stresses that people with lifestyles of voluntary simplicity are more apt to concentrate on things considered essential to them (Millburn & Nicodemus, 2022) and can thus achieve greater emotional well-being and satisfaction (Shafqat et al., 2023). Additionally, a range of studies on effective climate communication suggested focusing on framings of emotional well-being gains (Maibach et al., 2010; Myers et al., 2012; Stoknes, 2014), a solution which can be well adapted for sustainable consumption communication. Emphasizing the well-being benefits in campaigns by showcasing how reducing spending on unnecessary material items redirects attention towards essential elements of life such as
Collaborative Consumption provides consumers with the opportunity to access goods using fewer resources, making it a sustainable consumption practice. Especially in the context of children's goods, CC offers significant environmental benefits by considerably reducing resource usage and extending the lifespan of products. This is particularly relevant for children's items, which are otherwise often only used for short periods of time. And as the analysis revealed, consumers see the benefit of CC in the fact that resource usage can be reduced without making personal sacrifices.

However, even as CC is often celebrated as a solution to fix our current disconnected and ecologically unsound market system, there is a rising concern that CC might evolve into a ‘normal’ commercial business model, thereby eroding its original social and 'collaborative' aspects (Fraanje & Spaargaren, 2019). This study partly confirms this notion, as the empirical data reveals that parents are primarily motivated by personal gains instead of motives of community belonging or sustainability. Therefore, one might question whether "collaborative" is actually still the right term to describe the myriad of business models subsumed as CC.

The analysis reveals that while environmental concerns exist, self-centered motives such as the desire to ease the challenges of daily life, for example through reducing transaction costs, saving time and most importantly, decluttering homes play an important role when opting for access over ownership. Decluttering is made easier by renting, as consumers can avoid
emotional attachment to goods, which makes parting with items easier. Given that the study’s participants expressed the wish to downsize their homes, declutter their lives, avoid emotional attachment to items, thereby aiming for a more meaningful life, the inquiry arises: are we, as suggested by Belk (2014), venturing into a “post-ownership economy” (p. 1599)? While this study's findings do align with this idea, a broader societal perspective reveals that a considerable transformative journey is still ahead of us before such a state is achieved.

Furthermore, this research explores how CC consumers derive meaning and express their identity through renting. Consumers form their sense of self through the things they buy, and possessions (or their deliberate absence) play a big role in how we see ourselves and how we want others to see us. The data of this study suggests that CC consumers perceive themselves as smart shoppers who prioritize family time over material possessions and emphasize a flexible lifestyle. This knowledge can be used to promote eco-friendly buying by linking the notion of being environmentally conscious with feeling good about who we are (White et al., 2019) and simultaneously emphasizing well-being gains (Myers et al., 2012).

The contribution of this study lies in its utilization of these empirical findings to develop promising communication strategies. By drawing upon existing research on environmental communication, general communication strategies were adapted to suit the specific context of toy rental. Consequently, this research offers not only a comprehensive analysis of the behavioral factors influencing CC but also identifies communication strategies that are likely to promote sustainable consumption behavior in the form of CC. As numerous evaluation studies have demonstrated the effectiveness of social marketing campaigns that incorporate behavioral and psychological theories in promoting desired behavioral changes (Abrahamse et al., 2005; Rezvani et al., 2018; McKenzie-Mohr, 2000; Scott et al., 2016), this study provides promising recommendations. These recommendations range from raising awareness and addressing barriers to effectively promoting intrinsic and extrinsic motivators with compelling communication techniques. Furthermore, this study lays out how social influence can be leveraged for communicating CC and outlines the potential self-identities that can be portrayed in communication to align with consumers' positive self-perceptions.

While individual behavioral change is crucial, it is acknowledged that a more systemic change is also necessary. Communication that aims at fostering sustainable consumption behavior should not replace essential changes in political frameworks but can serve as a starting point for social movements (Fischer et al., 2021, Bamberg et al., 2015).
This thesis contributes to the understanding of CC in the children's goods sector by investigating motivations, meaning creation, barriers, and effective communication strategies. By adopting the findings and recommendations of this study, practitioners can work towards promoting CC amongst the target group of parents.
References


Cox, R. (2013). *Environmental Communication and the Public Sphere.* SAGE.


# Appendix

Appendix A: Interview Guide

---

## Introduction

**Welcome & Info**
- What’s your name?
- Introduction of myself, my relation to Tribu and my study program
- Aim of the research: I want to better understand what drives people to rent things instead of buying them

Inform about data privacy and create an open atmosphere
- All data will be processed anonymously
- The interview will be recorded and transcribed afterwards
- All personal data will be deleted immediately after finishing the thesis - ask for signed GDPR Form
- There are no right or wrong answers
- You will not be judged for your answers, you can say everything, this is a safe space.

### START RECORDING

## Introductory Questions

**Demographics:**
- Where do you live?
- How old are you?
- How many kids do you have?
- Since when are you Tribu customer?
- What is your profession?

## Mid-interview Questions

**Motivators**
- Why do you think renting toys at Tribu Box is beneficial?
  - Which of these reasons is most important to you?
  - *Stuff at home: Follow up, why don’t you want so much stuff at home?*
  - *Sustainable: follow up - why exactly do you think it is sustainable? Is it always important for you to consume sustainably?*
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer/Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you already rent anything else?</td>
<td></td>
</tr>
<tr>
<td>Why do you think you don’t need to own the toys?</td>
<td></td>
</tr>
<tr>
<td>• Could you also imagine renting other things for your family?</td>
<td></td>
</tr>
<tr>
<td>Like Strollers or maternity wear?</td>
<td></td>
</tr>
<tr>
<td>• Do people who are important to you believe that sustainable consumption is important?</td>
<td></td>
</tr>
<tr>
<td>• Do you think everybody should put more effort into buying more sustainably?</td>
<td></td>
</tr>
<tr>
<td>How do you act sustainable in your daily live?</td>
<td></td>
</tr>
<tr>
<td>Do you always try to buy sustainably? When do you? When not? What role does sustainability play in your overall consumption decisions?</td>
<td></td>
</tr>
<tr>
<td>Are you trying to buy less in general?</td>
<td></td>
</tr>
<tr>
<td>Think about your life in 2030. How do you picture living in 7 years from now? What do you think life will look like?</td>
<td></td>
</tr>
<tr>
<td>Do you think it will be very likely that we will be able to transform to a sustainable society?</td>
<td></td>
</tr>
<tr>
<td>What media do you use on a daily basis?</td>
<td></td>
</tr>
<tr>
<td>What media do you prefer to learn more about family life / sustainability?</td>
<td></td>
</tr>
</tbody>
</table>

**Closing Questions**

Thank you for your time, effort, and reflection ... we are now coming to the end of the interview. Is there anything else that hasn’t come up yet but is very important to you? Or any clarifications or questions about what you want to ask me (gives respondent another chance to respond to my research aims). Of course, you can always reach out to contact me.

**For Non-Subscribers:**

<table>
<thead>
<tr>
<th>Analytical Concept</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Introduction</strong></td>
<td>Welcome &amp; Info</td>
</tr>
<tr>
<td>• What’s your name?</td>
<td></td>
</tr>
<tr>
<td>• Introduction of myself, my relation to Tribu and my study program</td>
<td></td>
</tr>
<tr>
<td>• Aim of the research: I want to better understand what drives people to rent things instead of buying them</td>
<td></td>
</tr>
</tbody>
</table>

Inform about data privacy and create an open atmosphere

• All data will be processed anonymously
• The interview will be recorded and transcribed afterwards
• All personal data will be deleted immediately after finishing the thesis -> ask for signed GDPR Form
• There are no right or wrong answers
• You will not be judged for your answers, you can say everything, this is a safe space.

START RECORDING

<table>
<thead>
<tr>
<th>Introductory Questions</th>
<th>Demographics:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Where do you live?</td>
<td>• Where do you live?</td>
</tr>
<tr>
<td>• How old are you?</td>
<td>• How old are you?</td>
</tr>
<tr>
<td>• How many kids do you have?</td>
<td>• How many kids do you have?</td>
</tr>
<tr>
<td>• What is your profession?</td>
<td>• What is your profession?</td>
</tr>
<tr>
<td>• When and where did you hear about Tribu?</td>
<td>• When and where did you hear about Tribu?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mid-interview Questions</th>
<th>Motivators</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Why are you interested in Tribu toys and renting toys instead of buying them?</td>
<td>• Why are you interested in Tribu toys and renting toys instead of buying them?</td>
</tr>
<tr>
<td>• Why do you think renting toys at Tribu Box is beneficial?</td>
<td>• Why do you think renting toys at Tribu Box is beneficial?</td>
</tr>
<tr>
<td>➢ Which of these reasons is most important to you?</td>
<td>➢ Which of these reasons is most important to you?</td>
</tr>
<tr>
<td>➢ Stuff at home: Follow up, why don’t you want so much stuff at home?</td>
<td>➢ Stuff at home: Follow up, why don’t you want so much stuff at home?</td>
</tr>
<tr>
<td>➢ Sustainable: follow up - why exactly do you think it is sustainable? Is it always important for you to consume sustainably?</td>
<td>➢ Sustainable: follow up - why exactly do you think it is sustainable? Is it always important for you to consume sustainably?</td>
</tr>
<tr>
<td>➢ Do you already rent anything else?</td>
<td>➢ Do you already rent anything else?</td>
</tr>
<tr>
<td>➢ Why do you think you don’t need to own the toys?</td>
<td>➢ Why do you think you don’t need to own the toys?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Barriers</th>
<th>Why haven’t you subscribed yet?</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Personal moral norms / Perceived social norms</th>
<th>• Do people who are important to you believe that sustainable consumption is important?</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Do you think everybody should put more effort into buying more sustainably?</td>
<td>• Do you think everybody should put more effort into buying more sustainably?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Green Consumer type</th>
<th>• How do you act sustainable in your daily live?</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Do you always try to buy sustainably? When do you? When not? What role does sustainability play in your overall consumption decisions?</td>
<td>• Do you always try to buy sustainably? When do you? When not? What role does sustainability play in your overall consumption decisions?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Future perceptions</th>
<th>Think about your life in 2030. How do you picture living in 7 years from now? What do you think live and society will look like?</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Do you think it will be very likely that we will be able to transform to a sustainable society?</td>
<td>• Do you think it will be very likely that we will be able to transform to a sustainable society?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Media Usage</th>
<th>• What media do you use on a daily basis?</th>
</tr>
</thead>
<tbody>
<tr>
<td>• What media do you use to learn more about family life / sustainability?</td>
<td>• What media do you use to learn more about family life / sustainability?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Closing Questions</th>
<th>Thank you for your time, effort, and reflection ... we are now coming to the end of the interview. Is there anything else that hasn’t come up yet but is very important to you? Or any clarifications or questions about what you want to ask me (gives respondent another chance to respond to my research aims). Of course, you can always reach out to contact me.</th>
</tr>
</thead>
</table>

III
# Appendix B: Codebook

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Files</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>Category</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Fathers role in child related topics</td>
<td>Fathers role in child related topics</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Media Usage</td>
<td>What media people consume</td>
<td>9</td>
<td>19</td>
</tr>
<tr>
<td>Where they learned about Tribu</td>
<td>How did people hear about Tribu? Was it Instagram, or friends, or did they actively search for an offer like this?</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>teaching values to kids</td>
<td>Mothers want to teach sustainable values or norms to their kids.</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Theme 1 What influences behavior</td>
<td></td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>cultural, educational, generational differences</td>
<td>participants describe differences in sustainable behavior depending on cultural, educational, generational or class background</td>
<td>8</td>
<td>26</td>
</tr>
<tr>
<td>future perceptions and worry</td>
<td>How participants picture the future in 7 - 10 years. They often worry about the future, or the future for their kids, but there is also some hope</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>peers attitudes towards and environmental behavior</td>
<td>Participants discuss their peers attitudes or pro-environmental behavior</td>
<td>8</td>
<td>14</td>
</tr>
<tr>
<td>Reasons for sustainable behavior</td>
<td>Category</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>children change view on sustainability</td>
<td>Mothers reporting that sustainability is especially important when buying things for their kids. Or they talk about how sustainability became more important to them since they have kids. They also report worries for their kids' future.</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>dislike for plastic &amp; electronic toys</td>
<td>Participants express their dislike for plastic &amp; electronic toys</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>minimalism</td>
<td>people expressing the wish for owning and having less. Everything that is coded in &quot;avoid clutter&quot; (motivator for renting) would also fit here</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Name</td>
<td>Description</td>
<td>Files</td>
<td>References</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-------</td>
<td>------------</td>
</tr>
<tr>
<td>sustainable product = quality and save</td>
<td>Participants often buy sustainable products not only for environmental reasons, but also because they perceive sustainable products as healthier, saver, free of toxics, etc.</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>sustainable products = cheaper</td>
<td>when sustainable products are actually cheaper, because they last longer or are second hand</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Reasons for unsustainable behavior</td>
<td>Category</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>convenience of unsustainable behavior</td>
<td>When people do things that are unsustainable, but it is just more convenient, time saving, etc. For participants, this is a reason why people often don't engage in sustainable behavior/consumption</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>costs of sustainable consumption</td>
<td>When sustainable consumption is seen as more pricy than normal consumption. It is therefore seen as a burden / negative. Participants see this as a reason why people often don't engage in sustainable behavior/consumption</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>fear of sacrifice</td>
<td>people are afraid to lose something, they feel like someone is trying to deprive them from things</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>lack of agency</td>
<td>people feel like their individual action cannot change anything</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>lack of knowledge</td>
<td>people take unsustainable consumption decisions because they lack the knowledge</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>lack of possibility for sustainable behavior &amp; consumption</td>
<td>People or their peers act unsustainable, because they don't have the possibility to act more sustainable. This is for example due to missing infrastructures</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>lack of time</td>
<td>People don't have time, that's why they behave unsustainable and buy unsustainable products</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>lack of urgency</td>
<td>people don't change, because they don't feel the urgency, or they are simply too lazy</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>status symbols and identity creation</td>
<td>Participants reflect on how ownership is still connected to status symbols and the relevance it still holds for them and their peers or society</td>
<td>8</td>
<td>15</td>
</tr>
</tbody>
</table>
in general. Minimalism could also be an expression of identity, but not for the participants. Being able to give gifts is important for grandparents, they need it to show their involvement.

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Files</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theme 2 Behavior</td>
<td><strong>Category</strong></td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>sustainable consumption &amp; pro-environmental behavior</td>
<td>examples when participants state they are acting sustainably: this includes buying more sustainable substitutes, buying from sustainable labels, food choices, reducing plastic, transportation choices, and buying less in general.</td>
<td>8</td>
<td>29</td>
</tr>
<tr>
<td>examples of peers' sustainable behavior</td>
<td>examples of peers' sustainable behavior</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Second Hand shopping &amp; selling</td>
<td>Everything that refers to Second Hand shopping and reselling.</td>
<td>9</td>
<td>15</td>
</tr>
<tr>
<td>unsustainable behavior &amp; consumption</td>
<td>examples where participants themselves or society at large behave or consume unsustainably.</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>examples of peers' unsustainable behavior</td>
<td>examples, when peers behave or consume unsustainably</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>negative attitudes towards consumerism</td>
<td>when people express their concerns about buying behavior of the society</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>Theme 3 Motivators and Barriers to CC</td>
<td></td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Barriers to renting</td>
<td>Barriers to renting that don't fit into any of the sub-codes</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>child too young</td>
<td>This barrier directly relates to the Tribu offer. Children under 6 months don't need many toys, so people don't see the need to enter a subscription already.</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>concerns about</td>
<td>People don't want to rent because they are</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Name</td>
<td>Description</td>
<td>Files</td>
<td>References</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-------</td>
<td>------------</td>
</tr>
<tr>
<td>safety, hygiene etc</td>
<td>concerned about safety, cleanliness, hygiene, etc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>things to better buy, not rent</td>
<td>This code contains examples for objects where safety and hygiene concerns occur.</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>costs of renting</td>
<td>when people are unsure, if renting is really cheaper than buying?</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>fear of loss or damage</td>
<td>people fear that they might lose or damage rented objects. You don't have to worry about that, when you already own the things.</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>getting attached</td>
<td>one of the most frequently mentioned barrier towards renting toys is the fact, that the children could get attached to a toy.</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>no awareness for renting</td>
<td>People don't rent, because they simply don't know, that it exists</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>no individualisation possibilities</td>
<td>A barrier to the Tribu concept of renting is that people cannot individualize the content of the box.</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>other sources</td>
<td>people get many toys as a gift or second hand. Due to these other sources, they don't need more things from a rental subscription</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>subscription</td>
<td>people don't like to bind themselves to subscription models, for various reasons.</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Motivators for renting</td>
<td></td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>age appropriate</td>
<td>parents value renting because it enables them to always have age-appropriate toys</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>avoid clutter</td>
<td>parents value renting because it enables them to reduce clutter, reduce the amount of toys they have at home, and reduce the amount of stuff in basements, etc.</td>
<td>8</td>
<td>23</td>
</tr>
<tr>
<td>convenience and time saving</td>
<td>parents value renting because it is convenient and saves them time. It saves time researching, time buying sustainably, time reselling stuff...</td>
<td>6</td>
<td>17</td>
</tr>
<tr>
<td>flexibility</td>
<td>renting is flexible</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>money saving</td>
<td>renting saves money opposed to buying</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Name</td>
<td>Description</td>
<td>Files</td>
<td>References</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-------</td>
<td>------------</td>
</tr>
<tr>
<td>only temporary access needed</td>
<td>parents want to rent children's goods, because they only need those things temporarily.</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>sustainability</td>
<td>parents like renting, because it is more sustainable than buying. But sustainability is seldom the main reason for renting</td>
<td>8</td>
<td>14</td>
</tr>
<tr>
<td>toy diversity</td>
<td>parents enjoy renting because they always get new, fun, engaging, and diverse toys for their kids. This is important because children outgrow toys fast or quickly lose interest in things</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>transmit responsibility</td>
<td>The provider has to take care of damage, loss, functionality, etc. In Tribu's case, the provider takes responsibility for researching the right toys, and saves parents the time of reselling. Therefore, this code is closely related to &quot;convenience and time saving&quot;</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>trial</td>
<td>related to toys but also to other objects, the advantage of renting is that you can try something and see if you really like or need it, before you buy it</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>trust</td>
<td>People trust the CC provider. This is an advantage in comparison to second hand shopping, because a company makes sure that toys or other objects to rent are functioning, save and flawless</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>other objects to rent</td>
<td>examples for other objects than toys, that people or their peers already rent or could imagine renting</td>
<td>8</td>
<td>21</td>
</tr>
<tr>
<td>other Tribu related benefits</td>
<td>benefits that are specifically related to Tribu Box, and not to rental in general. Nevertheless, these are also motivators for renting, just in very specific regards to the provider Tribu Box</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>curated by experts</td>
<td>Customers value the fact that the Tribu Boxes are informed and curated by experts</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>educative toys &amp; Montessori</td>
<td>Tribu customers appreciate that the toys are educative, diverse and often follow a Montessori-learning-approach</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>keep a toy</td>
<td>you also have the possibility to keep a toy, which is important to parents, in case children get attached to a toy</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Name</td>
<td>Description</td>
<td>Files</td>
<td>References</td>
</tr>
<tr>
<td>-----------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-------</td>
<td>------------</td>
</tr>
<tr>
<td>quality toys</td>
<td>participants appreciate that Tribu Toys are of high quality</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Theme 4 Change</td>
<td>Category</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>societal change</td>
<td>Participants think about society, they see examples where society has already changed, is changing, or needs to change. Some participants think change is not possible</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>strategies for change</td>
<td>What people think, how can we achieve change in society? This code includes suggestions for several actors (government, consumers, future generations, companies etc.), and it contains suggestions for different areas: consumer behavior change, consumption systems change, consumer self-empowerment</td>
<td>8</td>
<td>22</td>
</tr>
</tbody>
</table>
Einverständniserklärung zum Interview

Forschungsprojekt: Effective Communication of Collaborative Consumption
Durchführende Institution: Jönköping University
Projektleitung/Datenschutz: Oskar Westergren
Interviewerin: Andrea Wielath
Interviewdatum: 02.05.2023

Ich erkläre mich dazu bereit, im Rahmen des genannten Forschungsprojekts an einem Interview teilzunehmen.

_________________________  ___________________________  ___________________________
Ort, Datum  Name, Vorname  Unterschrift
Appendix D: Internal and external drivers

As discussed in Chapter 5.1, the unveiled motivators can be divided into internal and external motivators, which allows to derive more meaningful communication strategies. The following table summarizes which motivators for joining CC were reported by the participants and presents with which argumentation they were divided into internal and external drivers.

<table>
<thead>
<tr>
<th><strong>Internal Motivators</strong></th>
<th><strong>External Motivators</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Avoid Clutter</td>
<td>Convenience and time saving</td>
</tr>
<tr>
<td>Internal, as it is driven by the desire to create a certain environment at home, free from clutter. It brings an inherent satisfaction of having a tidy home, and “eases the burden” of too many possessions.</td>
<td>External as it relates to the practical benefits of convenience and time-saving associated with renting toys instead of buying them.</td>
</tr>
<tr>
<td>Toy diversity</td>
<td>Cost savings</td>
</tr>
<tr>
<td>Internal, as it relates to the desire for providing varied and enriching experiences for the child's development.</td>
<td>External, as it involves a tangible external reward (cost savings), that motivates the behavior</td>
</tr>
<tr>
<td>Delegate responsibility</td>
<td>Age appropriate</td>
</tr>
<tr>
<td>Internal, as it reflects the desire to delegate the task and responsibility of toy research, reducing the cognitive load on parents.</td>
<td>External, as it provides a practical benefit of having access to age-appropriate toys, without having to research development steps etc. yourself. It is therefore separate from the inherent satisfaction that the toys themselves provide.</td>
</tr>
<tr>
<td>Sustainability</td>
<td>Flexibility</td>
</tr>
<tr>
<td>Internal, as it aligns with personal values and a sense of responsibility towards the environment.</td>
<td>External, because it pertains to the convenience and adaptability provided by the toy rental service.</td>
</tr>
<tr>
<td></td>
<td>Only temporary access needed</td>
</tr>
<tr>
<td></td>
<td>Trial</td>
</tr>
<tr>
<td></td>
<td>External, as it involves the external benefit of assessing toy suitability and avoiding potential wasteful purchases.</td>
</tr>
<tr>
<td></td>
<td>Trust</td>
</tr>
<tr>
<td></td>
<td>External, as it refers to the benefit that a corporate provider can be trusted to guarantee safety and quality.</td>
</tr>
</tbody>
</table>