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A study on perceived risk, frugal shopping and perceived enjoyment that affect customer attitude to accept toy and equipment renting for children

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Abstract

Industrialization and urbanization have made merchandise affordable and quick to get. Human have become used to buying more than their needs and have thus been ready to discard the products purchased. Access-based consumption is a trend that is gaining more popularity in today's society, where consumers can access new and different items without having to own them. Renting is one of the access-based consumption, and this concept has been applied in many sectors such as fashion, property, and recently used in children's items, as more Millennials now live in limited space. They, therefore, have to be very critical in selecting which product to own. The study aims to expand research into access-based consumer behavior by identifying how perceived risk, frugality, and perceived enjoyment impact the attitude towards children's toys and equipment rentals. The study administered the online questionnaire to 100 respondents. The results showed that psychological risk harms attitude and perceived pleasure have a positive effect on attitude, and frugal shopping has a positive impact on perceived enjoyment and attitude. For renting business owners, marketing strategies suggested are embracing the sensation of enjoyment from renting. Promoting that by renting consumer houses, there will be less clumsiness with unwanted items. The benefit of getting new things regularly without having to buy, the advantage of playing and using goods beyond their usual shopping budget, and that by renting producers can maximize the life of one object.

Keywords: access-based consumption; product renting; perceived risk; perceived enjoyment; frugal shopping; attitude.

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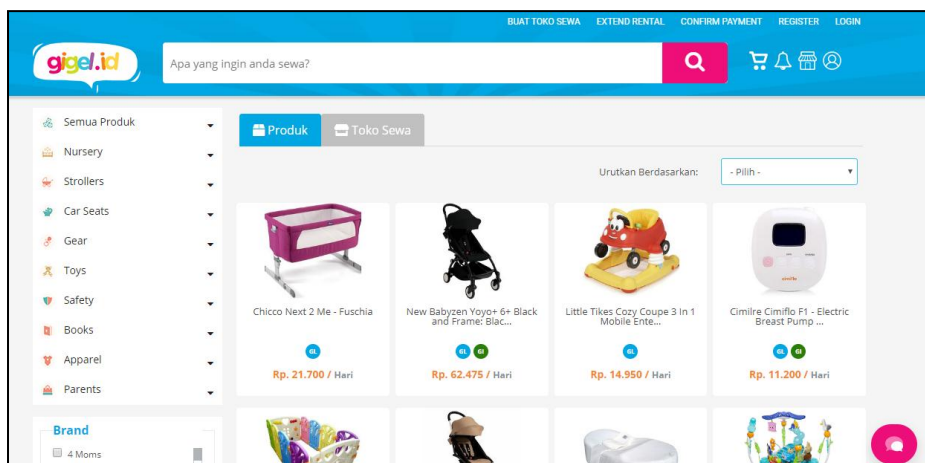
INTRODUCTION

Growth in industrialization is boosting rapid urbanization and consumerism in many parts of the world. Production and manufacture of products and services continually extract our natural resources. According to the global use of materials, over

the last 40 years, it has nearly tripled from 26.7 billion tons in 1970 to 84.4 billion tons in 2015 and is expected to double again to between 170 and 184 billion tons (WEF, 2018). Industrialization and urbanization also increase CO2 emissions, in addition to material extraction. This continuous extraction and emission have exhausted our surroundings. We used to buy more stuff than we need; this is called linear economy hyper-consumption (economy pattern extract-buy-use-dispose). Consumers can now buy more products that they used temporarily at a lower price. In the consumer culture, there is also pressure on the customer to follow fast-changing trends by buying trendy items to be accepted in their social communities. The social pressure exerted by consumers exceeds their financial capacity and suffers from more than the space available at home (Lang, 2018). Hyper-consumption caused many environmental problems, such as packed landfills and polluted the ocean (WEF, 2018). The effect of exhausting nature that everyone can feel is inconsistent and unpredictable weather.

Many concepts are proposed to solve the environmental problem; one of them is sharing the economy. Sharing the economy is an economic model in which, through peer-to-peer sharing of goods and services, the online community platform is often facilitated ("Sharing Economy Definition," n.d.). The online peer-to-peer platform connects buyers and sellers to share idle assets and services in the short term. Using the advancement of information and communication technology, people are collaboratively consuming products and services. The access-based consumption term, defined as market-based transactions where no transfer of ownership takes place, comes within the sharing economy context. This new type of consumption is a growing trend that gives consumers the benefit of accessing new and different products without the burden of ownership (Bardhi & Eckhardt, 2012).

Rental is one of the typical forms of access-based consumption (Moeller et al., 2013). This type of consumption has begun to increase in the children's products industry in Indonesia. Some notable children's toys and equipment rentals are gigel.id, kiddy, babyloania, babytavey, and many others. It is, therefore, interesting to explore Indonesian consumer behavior towards children's rentals. Figure 1 is the growth of the children's item rental company, and when you hit google search founded 5,660,000 item results, and Google's trend statistics show that toy rental has been a phenomenon for the past 12 months. They have provided renting services to consumers. Rental retailers can be an alternative solution for people who want the trendy items at relatively low prices.



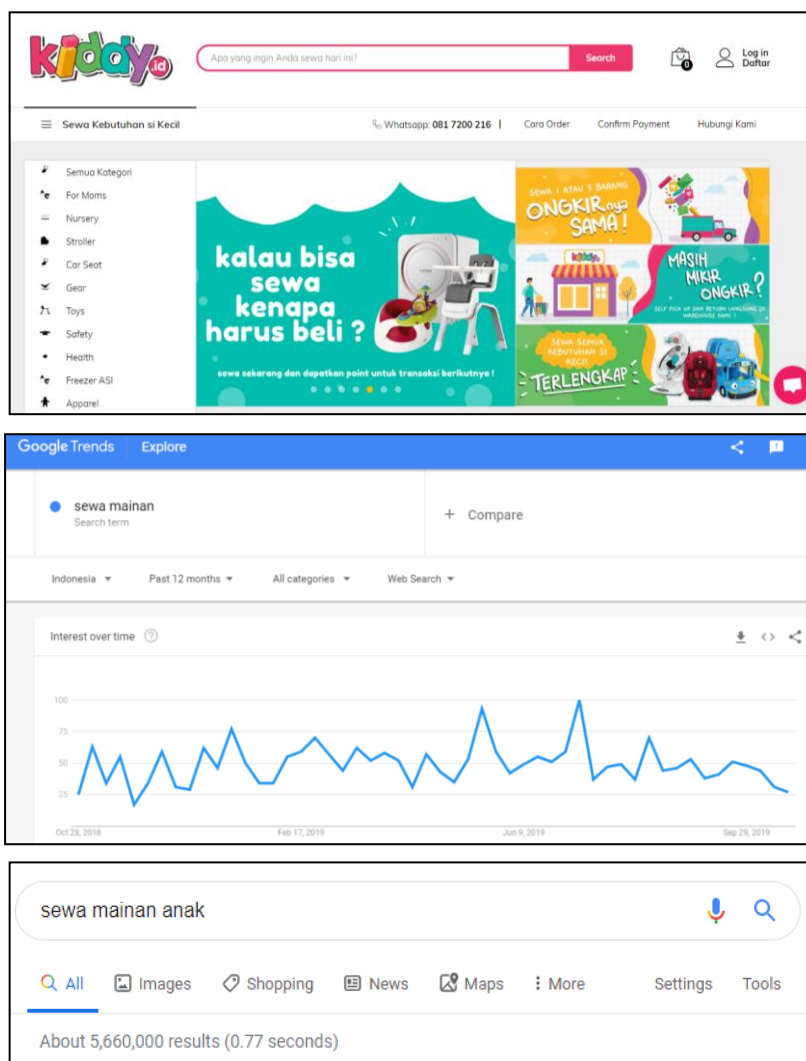


Figure 1 Renting Items for Children Business and Trend
Source: gicle.id, kiddy.id, tren.google.com

Access-based consumption continues to expand and gain more attention as more and more parents have been shopping online for their child's needs in recent years. ("Is 'Baby Online' The New 'Baby On Board'? – Nielsen," n.d.).

As far as renting is concerned, Several researchers have conducted some clothing rental studies about the issues, perceived risk, and enjoyment (Hussain, Mkpojiogu, & Yusof, 2016). In Indonesia, there has been less study of children's toy and equipment rental. At the same time, this could be an interesting analysis for an entrepreneur who wants to set up a children's rental company. Previous research identifies perceived risks as crucial factors that influence purchasing decisions. The potential to impede rental behavior was a financial risk, performance risk, psychological risk, and social risk (Kang & Kim, 2013). On the other hand, Suki (2011) found that perceived enjoyment influences attitude. Moreover, according to Lang (2018), frugality may motivate the consumer to rent because renting makes the product more affordable than buying it.

Access-based consumption is a form of collaborative consumption (Leismann, Schmitt, Rohn, & Baedeker, 2013). In the case of access-based-consumption, consumers

may use the product by paying access fees within a specific time limit, while the provider owns the product (Schaefer, Lawson, & Kukar-Kinney, 2016). Temporary use of a particular product is the focus of consumption based on access rather than ownership. Therefore, it brings environmental benefits because it makes it easier for multiple consumers to use products at different times. It increases the frequency of use of products that are usually disposed of by people after a specific limit of use (Armstrong, Niinimäki, Kujala, Karell, & Lang, 2015; Botsman, 2017). Benefits for customers are an opportunity to experience a variety of new products in which they may have more than their financial capacity to purchase them, and this form of consumption removes them from the problem of ownership and maintenance (Belk, 2007). For example, a person who cannot afford luxury goods can now consume them through access-based consumption. Besides, children quickly outgrow their toys, clothing, and gear like strollers, and temporarily use car seats. Businesses will generate revenue and profit by providing access to multiple customers to use the product temporarily while still owning the products and responsible for the disposal of the products.

One of the access-based consumption is the rental business model. It is a transactional process in which one party provides temporary access to an item to another party for a fixed amount of money. There is no transfer or change of ownership (Moeller et al., 2013). Renting was an old concept; many different products and services have used renting idea for some time, such as car rental, furniture, clothing, and musical instruments. Recently, renting has begun to be involved in many types of products by selling products as a service and raising awareness of the positive environmental impacts of access- consumption. Consumers who do not want to spend money on things that they temporarily used are the rental business target market; renting makes items more reasonably priced and convenient. Renting gives consumers, the pleasure of using products without the burden of purchasing, maintaining and storing, while at the same time eliminating the risk of obsolescence and any problems when the product has reached its end of life. Market-conscious consumers with limited financial conditions often find rental services preferable ("Online Clothing Rental Market Size, Share and Forecast by 2023 | AMR," n.d.). In the last five years, children's toys and equipment have adopted a rental business model, as more consumers are now living in a smaller area. Therefore, they prefer to rent things that they're going to use temporarily.

The study aims to expand the research about access-based consumption behavior by identifying how perceived risk, frugality, and perceived enjoyment impact the attitude toward toy and equipment renting for children. Another goal is to gain descriptions about Indonesia renter consumer profiles who are more likely to rent toys and equipment for children. Hopefully, this study may give extend to the existing literature about access-based consumption by providing a new perspective on how the children category applies access-based consumption. May this study encourage the renting business as the sharing economy business model that boosts sustainability (Lück, Scholz, & Kolditz, 1986).

This study following factors as having an impact on consumer attitudes towards children's toys and equipment rental: economic risk, functional risk, psychological risk, social risk, frugal shopping, perceived enjoyment, and behavior. Consumers who give a high rate on each factor are likely to have a positive attitude and a higher intention to rent.

Previous study that concerns about the possibility of losing money because of purchasing decisions (Kang & Kim, 2013), the risk as consumers may think is that renting is a waste of money because they have to return the goods. Previous studies have shown that the risk of losing money and lack of trust are significant concerns in renting. In contrast, the economic risk of ownership has a positive impact on the frequency of consumers using access-based consumption (Armstrong et al., 2015; Schaefers et al., 2016). Overall, perceived risk can lead to negative feelings such as unease, anxiety, and uncertainty, mainly when money is involved, and this may prevent consumers from viewing rent as a good thing (Yüksel, A & Yüksel, 2007).

The concerns about hesitation as to whether or not the product will perform as expected (Schaefers et al., 2016). Renting means that a product is shared and used by many users. Renting can give rise to some concerns, such as hygiene issues for rented goods. Consumers may feel anxious about contagion when they know that products have been used by strangers sometimes (Armstrong et al., 2014; Schaefers et al., 2016). Besides, consumers may also have doubts about the quality of the product, since it has been used by multiple users many times. Logically, perceived functional risk is likely to give rise to negative attitudes and emotional feelings. The study, therefore, proposes the following hypothesis. And, a particular behavior can influence one's self-image (Kang & Kim, 2013). Consumers are concerned about how they might lose self-esteem or ego because of their actions. Psychological risk adversely affects enjoyment (Yüksel, A & Yüksel, 2007). Low status and low purchasing power may be associated with renting (Bardhi & Eckhardt, 2012). Some consumers may feel that renting is not going to suit their image and cause low self-esteem. Lang (2018) proposed that safety could also become a matter of concern as consumers would not own the products.

There is a study that concerns have raised that consumers may be judged or disapproved by their family members or friends after making a purchase decision or using certain products. The pressure of judgment may damage their image in the eyes of their peers. The hyper-consumption culture has shaped the sense of the belonging and social status of the consumer to the possession of certain goods. Consequently, renting may raise specific questions about the status group of consumers (Schaefers, et al., 2016; Kang & Kim, 2013).

Currency and material resources are the two main aspects of frugal shopping. Frugal consumers are usually concerned about the price and value of the product. They avoid any activity that wastes money and resources. By renting, consumers have access to items beyond their purchasing power. The savings factor may attract frugal consumers (Evans, 2011). Renting is cheaper than buying; consumers can keep up with the current trend at a reduced cost. Hence, these factors may have a positive influence on customers. Therefore, the study suggests the following hypothesis:

How pleasurable a specific action is perceived by someone, despite all the risks associated with the work. Perceived enjoyment is the pleasure, fun, and fulfillment obtained from doing a specific action. A person will be likely to do or repeat enjoyable work more than an activity, which is not fun (Suki, 2011). In a shopping context, perceived enjoyment is very crucial in retail. The previous study by Kang & Kim (2010) showed that perceived enjoyment is the key factor that affects consumer attitudes and

intentions toward shopping behavior. Sharing goods through renting maybe a mixed signal to the consumer, some may feel discouraged, and some may like it. The positive influence of perceived enjoyment to collaborative consumption has been confirmed by previous studies (Liu, 2013; Lang, 2018). Hence, in the research, perceived enjoyment will have a real influence on attitude and intention toward renting toys and equipment for children. In this study, perceived enjoyment is the degree in which a person associates renting with fun and pleasurable.

Attitude is the degree of positive or negative evaluation from a person regarding the behavior. A positive attitude indicates that he/she is more likely to perform the action and vice versa. In renting context, a previous study stated that people tend to have a positive attitude toward renting products as product trends change quickly, and this may bring financial pressure to follow the pattern (Gullstrand Edbring, Lehner, & Mont, 2016). Renting may be an alternative to product consumption in which consumers may have access to a new product for a brief time without having to purchase to be in the latest trend. Owning a product creates many burdens, such as maintenance, storing issues, buying supplies by renting difficulties, and this can lead to a positive attitude towards renting a product among consumers. As to form a person's attitude consisting positive and negative assessment, perceived risk, frugal shopping influences the customer's attitude towards renting.

METHOD

For the sampling strategy, an online survey was done to collect the data. The research used the method of probability sampling. The researcher submitted questionnaires to 150 subjects and effectively received 100 respondents. As a means of ensuring a representative sample, there is a screening question at the beginning of the questionnaire. Respondent criteria are young families with children under ten years of age who are millennials who never rent but have heard of some rental companies such as gigel.id, kiddy, babyloania and babytavey.

The indicators are modified from previous research and adopted to the Indonesian context (Kasser, 2005; Kang & Kim, 2013; Lang 2018). The researcher used five-point- scales with one = strongly disagreeable, and five = strongly agreeable. Perceived risk consists of four components: economic risk, functional risk, psychological risk, and social risk (Kang & Kim, 2013). The study used a frugal shopping construct from Kasser (2005). A semantic differential is used and adapted from Lang (2018) as a means of measuring the attitude towards children's toys and equipment rental. In a semantic differential scale, respondents can choose the adjective they prefer from each statement. The questionnaire attempts to capture how perceived risk, frugal shopping, and perceived enjoyment affect respondents' attitudes towards children's toys and equipment rental. The attitude is dependent on the variable.

In the beginning, the study identified a recent trend in the rental of toys and children's equipment, followed by a description of some market leader in the toy rental business in Indonesia to provide context and research knowledge. The questionnaire's title is how perceived risk, frugal shopping, and perceived enjoyment affect the rental

attitude. Forty questions and 15 minutes to fill out the questionnaire are stated in advance to give clear expectations as to how many items and the time needed to complete the survey. The respondent can get a voucher of Rp 100,000.00 for sending packages by installing paxel apps (logistic courier service).

The questionnaire begins with demographic questions asking about their age, gender, occupation, latest education, residence, and monthly income. The Indonesian context in the questionnaire was on the respondent's buying habits when purchasing toys or equipment for their children, like buying frequency, where to buy, and their considerations when buying. The previous research didn't discuss this before. Researchers asked the respondents to respond to each statement based on their Likert scale agreement on perceived risk, frugal shopping, perceived enjoyment, and attitude towards the rental of toys and children's equipment.

The data collected was analyzed in the Smart PLS 3 student version to apply PLS-SEM Path Modeling, to see any cause and effect between the constructs and to test the hypotheses. Validity is checked using average variance extracted above .70 value and reliability is tested by bootstrapping to see whether the model can be generalized to a broader sample.

RESULTS AND DISCUSSION

There were 100 respondents. They've never rented before, but they've heard of a few rental companies like gigel.id, kiddy, babyloania, and babytavey, and the profile as follows.

Table 1. Demographic characteristics of survey respondents

No.	Demographic	Categories	Percentage (%)
1	Age	18-23	.90
		24-29	6.90
		30-35	34.00
		35-40	34.90
		40-45	15.00
2	Gender	Women	78.20
		Man	21.80
3	Occupation	Employee	45.30
		Housewife	35.80
		Entrepreneur	14.20
		Freelance	3.80
		Government employee	.90
4	Latest Education	High School	15.10
		Bachelor Degree	61.30
		Master Degree	22.60
		Tangerang	52.80
5	Residence	West Jakarta	23.60
		East Jakarta	2.80
		North Jakarta	1.90

No.	Demographic	Categories	Percentage (%)
		South Jakarta	.90
		Central Jakarta	2.80
		Bekasi	1.90
		Bogor	1.90
		Bandung	4.70
6	Monthly Income	4.000.000 – 6.000.000	22.60
		6.000.000 – 10.000.000	19.80
		10.000.000 – 15.000.000	18.90
		15.000.000 – 20.000.000	5.10
		20.000.000 – 25.000.000	2.80
		25.000.000 - 30.000.000	3.80
		>30.000.000	17.00
7	Buying frequency	Once a week	5.70
		Once a month	46.20
		Once every three months	15.10
		Once every six months	7.50
		Once a year	7.50
8	Where to buy	Outlet at mall	78.30
		Online shopping	49.10
		Outlet at modern market	29.20
9	Considerations when buying	Functional and feature	79.20
		Quality of made	62.30
		Economical Price	55.70
		My kid's favorite	48.10
		Good design	40.60
		Longevity of usage	34.00
		Brand	23.60

Sources: data processed

From the demographic data of a total of 100 participants. 78.20% were female, and 21.90% were male. The dominant age group was 30-35 (34.00%), and 35-40 (34.90%) and mostly occupied as an employee (45.30%) and housewives (35.80%). In regards to education, 61.30% had a bachelor's degree, and 22.60% of them had a master's degree. In regards to monthly income, 22.60% of respondents reported monthly income being Rp 4,000,000.00 – Rp 6,000,000.00 (19.80%) of respondents reported monthly income being Rp. 6,000,000.00 – Rp. 10,000,000.00 and lastly 18.90% of respondents reported monthly income being Rp. 10,000,000.00 – Rp. 15,000,000.00. Their buying frequency is once a month (46.20%) and 78.30% of respondents are buying stuff for their children through an outlet at the mall. Respondent's primary considerations while buying things for their children are functional and feature (79.20%), quality of made (62.30%), and economical price (55.70%).

Convergent validity test is met as the AVE result all was greater than .50 shown in table 2

Table 2. AVE

No.	Construct	AVE
1	Attitude	.770
2	Economy Risk	.623
3	Frugal Shopping	.673
4	Perceived Enjoyment	.599
5	Functional Risk	.770
6	Psychological Risk	.672
7	Social Risk	.783

Sources: data processed

Discriminant Validity is met as each construct's square root of the AVE should be higher than its highest correlation with any other construct (Fornell-Lacker Criterion). The study omitted indicators which have outer loading < .70.

Table 3. Discriminant Validity

	Attitude	Economy Risk	Frugal Shopping	Functional Risk	Perceived Enjoyment	Psychology Risk	Social Risk
Attitude	.878						
Economy Risk	-.346	.789					
Frugal Shopping	.334	.099	.820				
Functional Risk	-.227	.535	.058	.774			
Perceived Enjoyment	.635	-.282	.332	-.252	.877		
Psychology Risk	-.461	.485	-.053	-.451	-.543	.820	
Social Risk	.384	.289	.103	.233	-.432	.693	.885

Sources: data processed

Table 4. Research Model Measurement

Construct	Indicators	Outer Loading
Economic Risk	ER 1 Renting goods for my children is a waste of money since it is temporary and, in the end, I will not own it	.807
	ER 2 I am afraid it will cost me some money to maintain the products that i rent, such as laundry and changing the battery.	.767
	ER 3 The amount of penalty makes me reluctant to rent, and I prefer to buy.	.804
	ER 5 Now there are many affordable options for children's goods, so why should I rent.	.778

Construct	Indicators	Outer Loading	
Functional Risk	FR 1	The quality of the rented goods is usually not in good condition; it is not as shown in the photograph.	.749
	FR 2	I am concerned with the cleanliness of rented goods.	.858
	FR 3	I will feel uncomfortable seeing my children play or use goods that have been used by multiple users.	.726
	FR 4	I reluctant to rent because I could not see the goods directly; my son might not like him.	.757
Psychological Risk	PSIR 1	I am afraid that renting goods will not good for me	.860
	PSIR 2	It will be difficult for me to suit my children's age development with the available rented goods.	.838
	PSIR 3	I am afraid my children will lack childhood memories because of many of his/her goods rented.	.758
Social Risk	SR 1	I am concerned with what others may think of me when I rent goods for my children	.917
	SR 2	I am concerned that my friend will pity my children because they are playing or using rented items.	.893
	SR 3	I am afraid that the rented item is already out of date	.864
	SR 4	I feel uncomfortable seeing my children play or use rented items in public or during a playdate with my friends.	.864
Frugal Shopping	FS 2	I always find the best value for the money I spent for purchasing goods for my children.	.906
	FS 4	Even for small goods I compare values.	.735
Perceived Enjoyment	PE 1	The benefit of renting is that my child will get different toys continuously every month, without my having to buy toys	.920
	PE 2	The benefit of renting is that my child can play toys or use items that are beyond our budget.	.916
	PE 3	The benefit of renting is that multiple users can use one item.	.845
	PE 4	The benefit of renting is that my children grow so fast and my house won't be full of stuff.	.825
Attitude	A1	I think that sharing goods for my children is : Stupid/wise	.845

Construct	Indicators	Outer Loading
	A2 Harm/Beneficial	.867
	A4 Unsatisfying/ Satisfying	.903
	A5 Unenjoyable/Enjoyable	.894

Sources: data processed

In the structural model, it is calculating R², collinearity test, and hypotheses test. The higher the R², the better the exogen construct can explain the endogen construct. In table 3 it is described that economic risk, functional risk, psychological risk, social risk, and frugal shopping could explain perceived enjoyment by 41.30%, so there are 58.70% other constructs that are not incorporated within the model. While economy risk, functional risk, psychological risk, social risk, frugal shopping, and perceived enjoyment can explain attitude by 48.20%, there are 51.80% other constructs that are not explained within the model.

Table 5. Hypotheses Test

	Hypotheses	Coefficient Value	P- Value	Decision
H1a	Perceived economic risk negatively influences the attitude of renting toy and equipment for children	-.024	.073	Rejected
H1b	Perceived economic risk negatively influences the perceived enjoyment of renting toy and equipment for children	-.080	.232	Rejected
H2a	Perceived functional risk negatively influences the attitude of renting toy and equipment for children	.023	.411	Rejected
H2b	Perceived functional risk negatively influences the perceived enjoyment of renting toy and equipment for children	-.035	.351	Rejected
H3a	Perceived psychological risk negatively influences the attitude of toy and equipment renting for children	-.020	.441	Rejected
H3b	Perceived psychological risk negatively influences the perceived enjoyment of toy and equipment renting for children	-.321	.015	Accepted
H4a	Perceived social risk negatively influences the attitudes of toy and equipment renting for children	-.154	.068	Rejected
H4b	Perceived social risk negatively influences the perceived enjoyment of toy and equipment renting for children	-.214	.058	Rejected
H5a	Frugal shopping positively influences the	.225	.014	Accepted

	Hypotheses	Coefficient Value	P- Value	Decision
	attitude of toy and equipment renting for children			
H5b	Frugal shopping positively influences the perceived enjoyment of toy and equipment renting for children	.347	.001	Accepted
H6	Attitude positively influences the perceived enjoyment of toy and equipment renting for children	.430	.000	Accepted

Sources: data processed

The test hypothesis was based on the perception of enjoyment and frugal shopping as a significant construct that affects someone's attitude towards children's toys and equipment rental. On the other hand, psychological risk negatively affects perceived enjoyment. Looking inside the significant construct the indicator that is above the average of 2.5 in the 1-5 scale.

Table 6. Significant construct and Item

Construct	Influence		Item	Mean
Frugal Shopping	Positive	FS 2	I always find the best value for the money I spent for purchasing goods for my children.	3.900
	Positive	FS 4	Even for small goods I compare values.	3.200
Psychological Risk	Negative	PSIR 2	It will be difficult for me to suit my children's age development with the available rented goods	2.680
	Negative	PSIR 3	I am afraid my children will lack childhood memories because of many of his/her goods rented.	2.590
Perceived Enjoyment	Positive	PE 4	The benefit of renting is that my children grow so fast and my house won't be full of stuff.	4.050
	Positive	PE 1	The benefit of renting is that my child will get different toys continuously every month, without my having to buy toys	3.730
	Positive	PE 2	The benefit of renting is that my child can play toys or use items that are beyond our budget.	3.660
	Positive	PE 3	The benefit of renting is that multiple users can use one item.	3.590

Sources: data processed

The study aims to understand the impediments and motivation for consumers to adopt access-based consumption, in particular, renting toys and equipment for their children. There are two accepted hypotheses out of six hypotheses. The low accepted hypotheses may suggest that the number of respondents should be more in numbers to strengthen the result. Another logical explanation regarding why few accepted hypotheses are that renting is still a new concept for Indonesian consumers, different from the US market. WFH (2018) stated that 94% of US consumers have used renting services before. The study results highlight that there is one perceived risk, which is a psychological risk that is negative influences perceived enjoyment while frugal shopping positively influences both consumer attitude and perceived enjoyment. Finally, perceived enjoyment positively influences consumers' attitudes toward renting toys and equipment for their children. This result gives perspective toward access-based consumption consumer behavior research. Specifically, the relationships between perceived risk, perceived enjoyment, and attitude toward renting items for children are new and novelty. This research is in the early and exploratory stage. This study gives future work a basis to look at different barriers and motivations to rent products.

The negative outcomes of psychological risk and positively perceived enjoyment of attitudes are consistent with the previous study on perceived risk and enjoyment of fashion rental conducted by Lang (2018) and Kang & Kim (2013). Concerns about renting children will have a less memorable childhood; therefore, to some consumers, ownership of children's memorabilia is still crucial. The incompatibility of available items with children's age development may also impede the consumer's attitude to rent.

Frugal shopping attracts frugal consumers who are usually more aware and concerned about the price and value of the products (Kasser, 2005). Although they're concerned about whether they're going to get the expected value for what they're paying for, yet, these concerns positively influence perceived enjoyment and attitude toward renting children's items. Frugal consumers, the target market for rental companies, are the 30-40 age group of employees with a bachelor's degree background with monthly income below Rp. 10,000,000.00 (42.40%). They used to buy their children's goods at the mall outlet once a month, and their purchase preferences are functional and functional, good quality made and affordable. Renting can be a solution for those who have a limited income because they can save money instead of buying temporary things for their children. As a result, saving money from renting should be embraced more by rental business owners in their marketing strategy as it attracts consumers.

As foreseen, the study confirms the positive relationship between perceived enjoyment and attitude. This means that consumers who see the benefits of renting are more likely to continue to rent in the future. Feelings of pleasure are: by renting consumer houses; they will be less cluttered with unwanted items, the benefit of getting new things regularly without having to buy. The advantage of playing and using goods beyond their usual shopping budget, and that maximized by renting the life of a single item. This result fosters the previous study on collaborative consumption conducted by Liu (2013). Therefore, the conclusion is that the attitude on renting items for children is a logical and rational process in which consumers consider the perceived risk, frugal shopping, and perceived enjoyment before forming their attitude toward renting items for children.

The study recommends several managerial recommendations. First rental businesses should embrace frugal shopping on their strategy that by renting with a certain amount of value, they can have temporary access to expensive items that they are reluctant to buy since children grow fast. Second, rental marketers should embrace the benefit of renting, such as: having access to a variety of products. Customers will perceive more enjoyment in looking at more products offered that are beyond their purchasing capability. By renting the house, there won't be a clutter of stuff, getting different toys without having the effort going to the store to buy, and it is possible to share multiple users by renting one product, reducing the idle time of unused products. Lastly, functionality and features, good quality, and excellent value for money are the three traits that respondents look at when buying items for their children. Rental marketers should describe the issue in detail as most rental business owners use the website as a marketplace and as a means of delivering value to their customers.

There are several deficiencies in the study that may need further investigation in future research. Since the concept of rental items for children is still very recent, and the majority of respondents (78.30%) buy behavior even very traditional, they buy things for their children in the official outlet. Although the study explains the definition of renting at the beginning of the questionnaire, participants may have different understandings about renting items for their children. This different understanding may influence their answer and generate bias. Second, the respondents never rent items for their children before, so they don't have any actual renting experience. The zero experience may limit their evaluation of the perception of risk, frugal shopping, perceived enjoyment, and attitude. Finally, in the future, this study should be continued and there must be a research about how attitude, perceived risk, frugal risk, and perceived enjoyment influence consumer's intention to rent items for children. Renting is a trend to stay as we cannot continue the hyper-consumption lifestyle and exhaust our natural environment with our extract-buy-use-dispose economy pattern.

CONCLUSION

All in all, this study successfully identified the risk and the motivation for renting items for children. This contributes to the existing literature by noticing the effects of psychological risk on attitude and perceived enjoyment, perceived enjoyment on attitude. Through structural equation estimation, the study founded that psychological risk, frugal shopping, and perceived satisfaction play a significant role in influencing consumers' attitudes to rent items for their children. The negative effect of psychological risk on perceived enjoyment should become a concern for toy renting business owners. Moreover, this study has highlighted the essential indicators of perceived enjoyment that influence consumer's attitudes positively.

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