

The Role of Consumers' Attachment to Branded Goods and Attitude towards Renting

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Abstract

Purpose - This study focuses on an empirical analysis of the factors affecting the behaviors of consumers who are extremely attached to branded products, and who commit themselves to renting them.

Research design, data, methodology - The survey was conducted on college students enrolled in marketing classes. In total, 240 questionnaires were distributed. A total of 226 were returned. Questionnaires, excluding those that were void, were used for empirical analysis. We confirmed that the research model is sound by using a covariance structural analysis, and estimated its parameters. To estimate these parameters, a maximum likelihood method was used.

Results - This study confirms that prominence and self-expressiveness positively affect brand attachment. Further, positive beliefs about, and the practicality of renting branded goods, influence attitudes toward their rental. In addition, commitment to renting branded goods is positively affected by attachment to the brand and attitude towards goods rental.

Conclusions - Marketers should manage positive beliefs in and the practicability of renting branded goods, as well as the self-expressiveness and prominence of such products.

Keywords : Prominence, Self-expressiveness, Attachment, Commitment, Renting Behavior.

JEL Classifications : C83, L81, M31, P46.

1. Introduction

In the preceding studies on the rental industry, Cachon and Lariviere (2004) investigated demand and profitability of the industry whereas Tang and Deo(2008) presented a probability model to forecast the minimum rental price and the optimum purchasing quantity partic-

ularly of the video industry.

It is quite noteworthy that most preceding studies have focused on the rental companies, searching mainly for ways to improve their profitability but have been far from examining the relationship between consumers and goods, objects of their renting.

The present study is thus aimed at conducting an empirical analysis of the factors affecting the behaviors of consumers, who commit themselves to renting of brand-name products and go into desperate attachment to them.

Consumers' commitments as an implicit and explicit expression of their will to uninterruptedly maintain relationship with certain brands(Fournier, 1998) help consumers not easily change their attitude toward them even though there are various marketing tactics from other competing companies (Rajuet al., 2009). The consumers' commitment to certain brands goes beyond the ability of attitude to continuously sustain relationship between them and the brands, leading them to eventually respond with positive emotion as well as behavior.

This study uses automobiles as most representative target of renting. The reason is that automobiles are regarded as fittest to the taste of consumers who seek reasonableness and pleasantness in their consumption and, furthermore, renting of automobiles seems well to coincide with the current trend in which renting cycle of automobiles gets shorter than expected life span of automobiles and demand of consumers to use new automobiles tends to increase.

Therefore, the purpose of this study is to explore consumers' commitment to renting brand-name goods and attachment to them from their perspective, to set forth prominence and self-expressiveness shown by highlighting brand-name goods as variables affecting attachment to them and, to set forth positive beliefs in and practicality of brand-name goods as variables influencing attitude toward renting the goods by reviewing existing literatures, on the other hand, to carry out an empirical analysis of their influencing relationship by means of automobiles.

2. Theoretical Background and Establishment of Hypotheses

2.1. Attachment and commitment to brand-name goods

The progress of technology and increase in diversity of consumption have shortened the life cycle of goods and customers are increasingly

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demanding new goods to come, which is accelerated by renting business in which customers can use new products at a reduced price.

The number of products that can be rented for consumption has increased greatly recently encompassing not only books and videos but also daily commodities like water purifiers, bidets, items for babies and even luxurious cars, bags, jewels, fashionable items and medical equipment.

Such changes in consumption patterns can only be explained by the fact that consumers are now seeking for pleasure of consuming goods and experiencing something new through such acts of consumption beyond being simply satisfied with renting goods for practical purpose at low cost. In response to changes in such trends, rental companies are offering the items of goods with the brands that clients want to experience, instead of simple ones that only serve for basic needs. In case of fashionable garments and luxurious cars for which brand names play a particularly important role, the market volume of rental business is expanding more and more widely proving definite commitment of consumers in certain brand names. Expanding volumes of renting certain brand-name products obviously reflect their symbolic significance for consumers who regard fashionable goods or automobiles as more than simple means of wearing or transportation and draw rather pleasure from consuming or experiencing them for a short period.

Commitment, in fact, is an implicit and explicit expression of consumers' will to sustain relationship with certain brands uninterruptedly even into the future (Fournier, 1998). Once strongly committed to certain brand-name goods, consumers will not easily change their attitude toward them despite various marketing impacts from other competing sources (Raju et al., 2009), but form solid confidence with the goods they are once committed to (Kim et al., 2008). Moreover, the consumers' commitment to certain brands by action is a behavioral expression of their will to maintain relationship with the brands continuously, leading to customary and subsequent purchase of the goods with such brands, and eventually causing consumers to respond to them with emotional as well as behavioral commitment.

Such kind of inclination has also been found in renting of brand-name goods as consumers demonstrate by action their determination to continue to rent the goods with certain celebrity brands, which means that commitment to certain brands may influence renting behavior of consumers.

Besides, attachment deepens as relation between entity and self develops. That is, when self expands to include the entity, positive oneness between self and the entity is formed and cognitively restructuring the oneness causes to treat resources of entity as if they be one's own property.

It may be therefore possible to say that preference of consumers to certain brands is the revelation of their mind-set to deal with the resources of brands as their own ones and the expression of their self by means of only consuming brands. In other words, customers will try to utilize the resources of brands by only using them by themselves and will be attached more strongly to the brands which will help them express their self.

Those customers who devote themselves to certain brands will seek to maintain their relationship with them by investing their own resources to them. Customers, once attached to a brand, will endeavor to

implant their self in the brand by consuming their own resources which are comprised of social, financial and temporal ones. Social resources point to those which defend brands against critiques by others and denounce competing substitutes (Johnson and Rusbult, 1989). Financial resources, on the other hand, refer to consumers' will to pay premium for certain brands and to increase rate of consumption or expenditures (Thomson et al., 2005). Finally, temporal resources signify investment of time for promoting certain brands by means of social activities or media connected with brand community (Muñiz and O'Guinn, 2001).

It seems that the higher consumers' attachment to certain brands gets, the stronger efforts consumers make to build up reciprocal relations with brands by investing resources for them and pulling themselves out of selfish viewpoint. Obviously, attachment to brand-name goods will have positive influence upon renting of the brand-name goods.

H1: Attachment to brand-name goods will exercise positive impact upon commitment of renting brand-name goods.

2.2. Factors of attachment to brand-name goods

In this study, the factors influencing attachment to brand-name goods will be investigated in respect of self-expression and prominence of brand-name goods.

2.2.1. Self-expression of brand-name goods

A cognitive link shall be created in which brands are categorized as part of self that may lead to sense of oneness and, then, brands are to be linked to self, conversely. Such link shall accommodate complex feelings related to brands like sorrow and anxiety derived from separation of brands from self, comfort derived from proximity between brands and self, pride derived from concurrent display of brands and self, etc. We might say that cognitive and emotional relevances between brands and self are involved in attachment to brands. Since consumption of brands is an expression of personality and significance is given to it by reflecting meanings of consumption, personal concern and life project, it is a proof of identity and functions as instrumentality of achieving consumption goals (Mittal, 2006).

Consumers tend to select the goods of the companies they know favorably as a means to express themselves (Aaker, 1991). They usually communicate with others by consuming certain brand-name goods and, at the same time, creating an image of self by using them (Kleine et al., 1995). Therefore, self-expression of consumers and approach to consumption of brand-name goods in connection with its symbolic relationship are getting more and more important.

The number of cases is on the increase in which decision is made to buy brand-name goods on the basis of symbolism identical with the image of their brands (Dicket al., 1990; Simmons and Lynch, 1991), which is an evidence showing that more and more people are inclined to satisfy their own desires to express their self by consuming the image of brands. That is, they think that they can make use of their

consumption as chances for self-expression or self-enhancement, and they can expect positive effects such as pleasure or pride through the image of brands by consuming such brands (Swann et al., 1994). It can thus be said that satisfaction of desire for self-expression will bring attachment to brands to a higher degree.

H2: Self-expression of brand-name goods will exercise positive impact upon attachment to brand-name goods.

2.2.2. Prominence of brand-name goods

The grade of attachment to a certain thing may be determined by the positive feeling or memory in mind connected to the object of attachment. According to Mikulincer & Collins (1996), positive memory toward the object of attachment (the other one) becomes more prominent to those who have stronger attachment than to those who have weaker one.

The idea that connection between a brand and self may develop by means of experiences throughout a long period of time suggests that the thought or feeling linked to a brand is stored in the memory of consumers and that there is difference between fluency perceived with a brand and easiness of drawing such perception from it.

Such fluency in perception or easiness of drawing signifies prominence in itself. Prominence of a brand reflects thus salience of cognitive and sensory solidarity that connects a brand with self. It is thus presumed that prominence of a brand may be a variable having positive influence upon consumers' attachment to a brand. It is obvious that, if the thought or feeling related to a certain brand approaches rapidly, it will exercise much stronger impact upon decision making (Alba and Marmorstein, 1987) and, ultimately, upon consumers' purchasing behavior (Akçura et al., 2004).

Prominence of a brand can significantly function to cement relationship between self and brand, promoting consumers' loyalty to a brand and eventually accelerating positive word of mouth or behavioral commitment on the part of consumers. This view has something to do in common with some of preceding studies which claimed that prominence of certain thoughts or feelings may interfere reflection of other different thoughts or feelings, affecting behaviors consequently (Alba and Chattopadhyay, 1986). Consumers may be able to use a brand to display themselves and the level of prominence will get higher if and when activation of self and brand occurs at the same time.

As prominence and connection between brand and self change concurrently, the higher the level of prominence gets, the stronger the rating of attachment to a certain brand becomes. Once the instrumental value of a brand is linked to consumers, its prominence can act as a significant indicator to rate consumers' attachment to it. For example, "Galaxy S" smart phones are treated as integral by most consumers since they satisfy their needs for entertainment or job performance. Likewise, the level of consumers' attachment to a certain brand may grow higher when their thought and feeling related to a brand are highlighted by its instrumental value.

H3: Prominence of brand-name goods will exercise positive impact upon attachment to brand-name goods.

2.3. Attitude to renting brand-name goods and influencing factors of the attitude

2.3.1. Attitudes to renting brand-name goods

Attitude exercises influence upon purchasing behaviors of consumers and is defined as learned predisposition which responds to a certain object favorably or unfavorably in a consistent manner. The renting attitude of brand-name goods can be said to be predisposition to maintain consistency in favorable or unfavorable responses to renting of brand-name goods.

Therefore, the renting attitude of brand-name goods is a reflection of cool feeling about rating of certain brand-name goods (Cohen and Areni, 1991), encompassing in it an extent of likes or dislikes for certain brands which are commonly determined by beliefs in the rating of such brands (Petty et al., 2007). In case of renting brand-name goods, renting attitude of the goods may also exercise influence upon commitment to renting them.

H4: attitudes to renting brand-name goods will exercise positive impact upon commitment to them.

2.3.2. Influencing factors of attitudes to renting brand-name goods

2.3.2.1. Beliefs in brand-name goods

Consumers usually utilize various information or cues about rating of goods. Such cues can be categorized into intrinsic and extrinsic ones.

Intrinsic cues are those that can only be changed by means of physical transformation like lighting, size or assortment of goods of a shop, whereas extrinsic cues refer to place of origin, price, etc. The present study is focusing on brand as one of extrinsic cues.

According to the cue utilization theory (Olson, 1972), consumers rate the quality of a product by utilizing various cues and the probability of cues to be utilized relies on their prediction and confidence values.

The prediction value of cues indicates the extent to which the given cues are related to the quality of a product (Richardson et al., 1994). Consequently, it changes depending on how much the cues can be used to diagnose the quality. On the other hand, the confidence value denotes the extent to which consumers can be made sure to utilize the given cues precisely (Olson, 1972). It is thus affected by the confidence of consumers to utilize given cues to rate quality.

Renting of a brand can be counted on as utilization of a brand. As a result, brand-name goods may be more favored only when there are higher confidence and predictive values with them. It can therefore be said that beliefs in brand-name goods in view of confidence with prediction and confidence values will exert positive effects upon renting attitude of such one.

H5: beliefs in brand-name goods will exercise positive impact upon renting attitude of them.

2.3.2.2. Practicability of renting brand-name goods

The major dimensions of values for practical shopping may be composed of economic value, efficiency of shopping and excellence of service quality (Holbrook, 1994). In this context, economic value points at acquiring goods with hoped-for quality at optimum price, whereas efficiency of shopping implies doing shopping within reduced time and with less effort and, lastly, excellence of service quality signifies the rating by consumers as to expertness and job performance of salespeople.

Realization of practical value will influence consumers to make reasonable decisions before purchasing by comparing price to quality. Since practical value is rather more related to cognitive aspect than pursuit of emotional value, it can be said that pursuit of practical value is connected with beliefs of consumers and affects at the same time the attitude of its object.

The consequence is that the price and value of brand-name goods, when renting, can also affect consumers to form their attitude toward rented brand-name goods. In this study, approaches are made to explore relationship between attitude to renting brand-name goods and the economic aspect of practicability of renting them.

It is thus presumed here that confidence of consumers in respect to economic attributes of renting brand-name goods will affect their attitude to renting them as they have direct influence upon realizing practical values like comparative edge of quality, economic value of renting, etc.

H6: Practicability of renting brand-name goods will exercise positive impact upon renting attitude of them.

3. Empirical Analysis

3.1. Measures for constructs

3.1.1. Measure for attachment to brand

'I love the brand I have chosen(a1)', 'I attach to the brand I have chosen(a2)', 'I have affection to the brand I have chosen(a3)', 'I feel warm whenever I touch the brand I have chosen(a4)', 'I have passion toward the brand I have chosen(a5)', 'I feel pleasure through the brand I have chosen(a6)', 'I retain a close relation with the brand I have chosen(a7)'.

3.1.2. Measure for attitude to renting brandname goods

'Renting a car that I choose is fascinating(t1)', 'I regard renting the car of the brand I choose as fine(t2)', 'I think it a pleasant thing to rent the car of the brand I choose(t3)', 'I have a good feeling toward the car of the brand I choose to rent(t4)'.

3.1.3. Measure for beliefs in renting brandname goods

'The technical power of the car I choose is excellent(b1)', 'The ex-

pertise of the brand I have chosen is outstanding(b2)', 'The knowhow of the brand I have chosen is uppermost(b3)', 'The brand I have chosen has an outstanding performance(b4)'.

3.1.4. Measure for expression of self by using brand

'I think selecting and renting a car of certain brand as expression of my ideal self(s1)', 'I think that renting a car of the brand I choose is connected with expression of my ideal self(s2)', 'I think it good to rent a car of the brand I choose to express my ideal self(s3)', 'Renting a car of the brand I choose makes me able to tell other who I am(s4)'.

3.1.5. Measure for prominence of brand

'I can easily remember my thought and feeling about the brand I choose(p1)', 'The brand I have chosen reminds me easily of my good feeling about the past, present and future(p2)', 'I have many ideas about the brand I choose(p3)'.

3.1.6. Measure for commitment to renting brand name goods

'I will continue renting the brand I once choose even when I feel a little disappointed with it(c1)', 'I will wait for renting the brand I choose until it becomes available(c2)', 'I will be ready to pay cost, whatever it may be, for renting the brand I choose(c3)'.

3.1.7. Measure for practicability of renting brand name goods

'In my opinion, the price for renting the brand I choose is economic against its quality(e1)', 'I am satisfied with the price paid for renting the brand I choose(e2)'.

3.2. Data collection

This study aims to delve into the factors of variables affecting commitment to renting brand-name goods in an effort to illustrate such commitment by dividing the factors into attachment to and renting attitude of brand-name goods. For this aim, scales were developed to measure constructs on the basis of comprehensive researches into preceding studies on the operational definition of the constructs for automobile brands.

In order to sharpen preciseness of the present study, preparatory surveys were carried out several times and questionnaires were corrected and complemented accordingly. In a try to enhance the quality of surveys, respondents were given outlines of objectives and were asked to read instructions carefully before replying to the enquete.

Respondents were also directed to read following sentences and review the presented photos of automobiles before choosing a brand and, after selection of a brand, to reply to questions:

"This is 'α rent-a-car'. The salesmen of 'α rent-a-car' are all professionals. We always give first consideration to satisfaction of our customers and provide them with the fastest service and the best price. The following brands of cars are all offered at 'α rent-a-car'. They are

stylish, adventurous, dynamic, pragmatic, and safety-guaranteed. They are also focusing on uniqueness, modernness and trendiness of all styles. 'arent-a-car' is equipped with full line-up of automobile brands to meet your every need for cars with modern sense as well as practicability. You may choose any of them now."

The survey was conducted from May 23 to July 07, 2011 mainly to the college students who attended marketing classes. Total of 240 questionnaires were distributed for the survey purpose, but of those returned, 226 only were put to use for analysis after excluding the unfaithfully replied ones.

3.3. Demographics of respondents

Among the respondents of this survey, 199 or 88.1% were collegians and 92 or 40.7% of all were males while females were 134 or 59.3%.

3.4. Assessment of reliability and validity of scales for measuring constructs

In the present study, Cronbach's α was used to examine internal reliability of exogenous and endogenous variables as scales for

measurement. As a means to verify convergent validity, SPSS 18.0 was used and, to prove the convergent validity of the principal components, a factor analysis was executed by means of varimax rotation (ref. to the <table 1>).

A confirmatory factor analysis by means of Amos 18.0 as suggested by Anderson and Gerbing (1988) showed a generally acceptable result as follows: $\chi^2(df=303) = 593.080$ ($p=0.000$), GFI = 0.830, TLI = 0.929, CFI = 0.939, IFI = 0.940, RMSEA = .065. As seen in the <Table 2>, estimated C.R. values of measurement items for each factor were all greater than 2 and all of AVE's derived from the formula of Hair et al. (2006) were higher than 0.5, confirming by thus the convergent validity of measurement items used in this study.

3.5. Verification of hypotheses used in this study

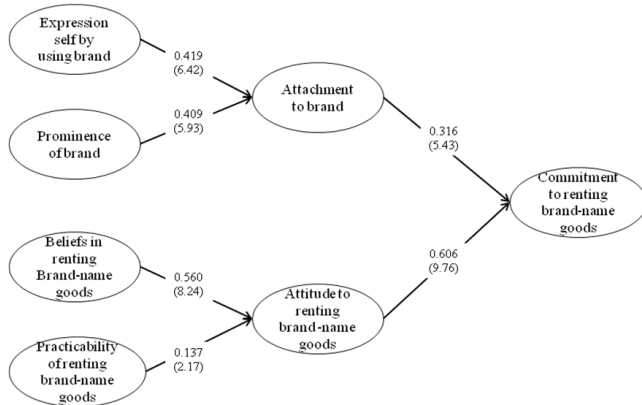
In an effort to verify the hypotheses used in the study, fitness of models was confirmed and parameters of the models were estimated by conducting a covariance structural analysis. To estimate parameters, maximum likelihood method was employed. The findings of estimates by AMOS 18.0 are found in the <Table 3> which indicates a relatively acceptable level of fitness for overall models as follows: $\chi^2(df=312) = 620.964$ ($p=0.000$), GFI = 0.825, TLI = 0.927, CFI =

<Table 1> Reliability and Validity of Measured Items

Constructs		components						
		1	2	3	4	5	6	7
Attachment to Brand	a1	.846	.107	.242	.134	.093	.104	.033
	a2	.828	.125	.021	.211	.062	.147	.129
	a3	.775	.098	.339	.144	.164	.154	.035
	a4	.769	.050	.115	.158	.035	.204	.243
	a5	.762	.179	.230	.235	.196	.024	.019
	a6	.740	.133	.258	.250	.194	.146	.112
	a7	.701	.045	.038	.227	.029	.141	.303
Attitude to renting brand-name goods	t1	.091	.868	.219	.096	.113	.118	.124
	t2	.090	.850	.257	.172	.140	.178	.091
	t3	.100	.831	.195	.078	.084	.261	.118
	t4	.169	.829	.210	.116	.177	.163	.021
Beliefs in renting brand-name goods	b1	.162	.136	.784	.186	.270	.189	.122
	b2	.248	.258	.779	.114	.248	.083	.035
	b3	.234	.274	.779	.147	.161	.075	.067
	b4	.182	.312	.758	.099	.166	-.002	.120
Expression of self by using Brand	s1	.261	.039	.073	.851	.189	.148	.020
	s2	.309	.035	.147	.805	.180	.158	-.027
	s3	.268	.250	.050	.778	.070	.013	.134
	s4	.167	.147	.299	.668	-.093	-.051	.197
Prominence of Brand	p1	.039	.188	.290	.101	.800	-.009	.157
	p2	.205	.218	.331	.062	.737	.104	.127
	p3	.399	.123	.174	.214	.675	.200	-.076
Commitment to renting brand-name goods	c1	.303	.186	.142	.145	.075	.747	.150
	c2	.253	.426	.035	.107	.050	.711	.081
	c3	.202	.504	.138	.005	.157	.677	.052
Practicability of renting brand-name goods	e1	.214	.144	.112	.051	.052	.073	.875
	e2	.239	.118	.132	.160	.139	.127	.843
Eigen Value		11.426	3.071	1.996	1.629	1.400	1.060	.788
Explained Variance (%)		42.319	11.375	7.391	6.032	5.186	3.925	2.920
Accumulated Variance (%)		42.319	53.694	61.085	67.116	72.303	76.228	79.147
Cronbach's α		0.936	0.942	0.912	0.868	0.816	0.840	0.851

0.935, IFI = 0.935, RMSEA = .066. As seen in the <Table 3> and <Fig. 1>, all the hypotheses set forth for verification were positively supported, resulting in following empirical outcomes:

First, attachment to brand-name goods has positive influence upon commitment to renting them and, furthermore, expressiveness of self and prominence of brand-name goods affect attachment to them. Second, renting attitude of brand-name goods exercises positive influence upon commitment to renting them, whereas positive beliefs in and practicability of renting brand-name goods affects renting attitude of the brand-name goods.



Note: () means C.R.
 χ^2 (df=312) =620.964 (p=0.00), GFI=0.825, TLI=0.927, CFI=0.935, IFI=0.935.

<Figure 1> Coefficients of paths among concepts of constructs

<Table 2> Results of Validity Analysis

Concepts	Indicators	Non-standard Value	Standard Value	S.E.	C.R.	P	AVE
Attachment to brand	a1	1.000	.882				0.657
	a2	.992	.821	.060	16.462	***	
	a3	.843	.700	.054	15.691	***	
	a4	.942	.873	.051	18.566	***	
	a5	.781	.689	.064	12.285	***	
	a6	.975	.861	.054	18.054	***	
	a7	.951	.827	.057	16.689	***	
Attitude to renting brand-name goods	t1	1.000	.900				0.807
	t2	1.014	.938	.044	23.269	***	
	t3	1.025	.872	.053	19.466	***	
	t4	.924	.882	.046	20.002	***	
Beliefs in renting brand-name goods	b1	1.000	.889				0.725
	b2	.931	.855	.053	17.460	***	
	b3	.933	.806	.060	15.646	***	
	b4	.958	.854	.055	17.438	***	
Expression of self by using Brand	s1	1.000	.919				0.645
	s2	.928	.906	.047	19.867	***	
	s3	.919	.753	.064	14.327	***	
	s4	.691	.589	.070	9.887	***	
Prominence of Brand	p1	1.000	.857				0.608
	p2	.913	.746	.078	11.732	***	
	p3	.915	.730	.080	11.444	***	
Commitment to renting brand-name goods	c1	1.000	.872				0.661
	c2	.943	.830	.066	14.412	***	
	c3	.785	.700	.068	11.530	***	
Practicability of renting	e1	1.000	.787				0.754
	e2	1.120	.943	.125	8.943	***	

4. Implications and Limitations

The present study focuses on exploring the factors affecting the behaviors of consumers, who commit themselves to renting brand-name goods.

This study uses automobiles as experimental target, since consumers regarded renting automobiles as fittest to the taste of consumers in side of reasonableness and pleasantness in their renting consumption behavior, and renting cycle of automobiles gets shorter, demand of consumers to use new automobiles tends to increase.

The implications from the above findings may be summed up as follows:

First, the consumers' commitment to renting certain brands was affected by attitude to renting the brand-name goods and attachment to the brand. The empirical way of approach used in this study to investigate the relationship between consumers and rented goods in the rental industry from the prospective of consumers' commitment to renting of brand-name goods makes theoretic contributions to comprehending more clearly the relationship between consumers' commitment to renting brand-name goods and attachment to the brand.

Second, commitment to renting brand-name goods is interpreted here in a more clearmanner by introducing the concept of attachment to renting of and consumer's attitude toward brand-name goods. At the same time, attempts are made to determine prominence and self expressiveness of brand-name goods as variables influencing attachment to them. Moreover, positive beliefs in and practicability of renting brand-name goods are also examined as variables affecting attitude to

<Table 3> Summary of Verification for Hypotheses

Hypotheses	Courses	Estimated Non-standard Value	Estimated Standard Value	Standard Deviation	C. R	P	Accept/Not Accept
H 1	Attachment to brand→ Commitment to renting brand-name goods	.346	.316	.064	5.431	.000	○
H 2	Expression of self by using Brand → Attachment to brand	.414	.419	.064	6.424	.000	○
H 3	Prominence of Brand → Attachment to brand	.512	.409	.086	5.936	.000	○
H 4	Attitude to renting brand-name goods→ Commitment to renting brand-name goods	.677	.606	.069	9.768	.000	○
H 5	Beliefs in renting brand-name goods → Attitude to renting brand-name goods	.654	.560	.079	8.242	.000	○
H 6	Practicability of renting brand-name goods → Attitude to renting brand-name goods	.164	.137	.075	2.178	.029	○
$R^2 = 0.588$ of commitment to renting brand-name goods $R^2 = 0.496$ of attachment to brand-name goods $R^2 = 0.390$ of renting attitude of brand-name goods			$\chi^2(df=312)=620.964(p=0.000)$, GFI=0.825, TLI=0.927, CFI=0.935, IFI=0.935, RMSEA=.066				

them.

Third, as an alternative measure, it is suggested to provide theoretic tips for developing the theory of consumers' commitment to renting of automobile brands through an empirical analysis of rent-a-car practices and to utilize marketing strategies for renting automobiles.

Fourth, an academic foundation could be laid down for the rental industry that has great potential to grow in the future by offering motives for further studies on the rental business by means of car renting and by furnishing behavioral process of renting different from the viewpoint of other studies. Since this study focuses its attention on renting of deluxe cars which normally reflect well the value of consumers, unlike renting of books or videos, it is thought to have paved the way for forecasting and estimating the future trend of consumption.

Lastly, the results of this study suggest that marketer needs to manage self expressiveness and prominence of brand-name goods as well as to control positive beliefs in and practicability of renting such goods.

Despite theoretical as well as practical contributions of this study, it still entails following limitations and issues to be carried forward to the future for ultimate solution. First, according to Fazio (1995), the automatic utilization ability increases as the magnitude of association becomes large as he explains the concept of attitude/nonattitude as a continuum of association intensity. In this study, however, no division is made between renting attitude of brand-name goods and magnitude of association. In the future studies, therefore, it is requested to approach to this issue in a differential way to explore and analyze the effects of association strength on renting attitude of brand-name goods by categorizing the association strength into high, middle and low grades. Second, the mental accounting of consumers that cognitively constitute, assess and follow up financial behaviors can be adjusted periodically, that is, by day, week and year (Thaler, 1999). This study, however, does not account for the behaviors of renting brand-name goods by utilization interval, that is, by month or quarter. Since the inclination to seek for pleasures of life or escape from daily pursuits gets stronger when priority is given to utilization interval, it is neces-

sary to conduct studies on the behaviors of renting brand-name goods in the relatively distant and near futures in parallel. Third, acquisition value means comparison with price while transaction value signifies actual price paid in accordance with the standard price. The present study, however, focuses on acquisition of an object against the paid price and disregards the view of transaction value. It is thus requested to specify the view of transaction value more concretely in the coming studies. Fourth, samples employed in this study are all collegians. Therefore, more studies should be repeatedly carried out with different subjects used as empirical evidences.

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