

Hire A Wear Clothes Renting

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ABSTRACT- In recent years, the emergence of various clothing rental platforms makes the clothing rental model has been well applied.

Based on the premise of the rapid development of sharing economy, this paper discusses the necessity of clothing rental model in the boom of sharing economy.

Based on the analysis of the investment scale, profit growth rate, operation mode and industry structure of the garment rental mode, this paper illustrates the problems of this mode in the supply side, transaction cost, health and safety and market positioning, and then puts forward the strategies to solve these problems.

1. INTRODUCTION

1.1 Motivation

In recent years, sharing economy, a new economic model, has been widely applied under the environment of rapid development of the Internet. The term "shared wardrobe" has emerged as a result of the sharing economy. The essence of a shared wardrobe is the clothing rental model, which was

developed decades ago. In the Internet era, clothing rental model develops rapidly. Nowadays, people can rent different styles of clothes they like more quickly and conveniently. We can see this from many apps such as YiErSan and Goddess Pai. In fact, although the model has been developed, it is still in the exploratory stage. In this paper, I will discuss the clothes trend of clothing rental mode, deeply analyze how to find its own broad space in the era of sharing economy, and put forward suggestions for the development of this mode.

1.2 Aim

The purpose of this study was to analyze consumer clothing rental information. To make matters worse, the real situation of renting clothes and the issue of renting clothes. Removing selected items also affects the purpose of the hiring. The purpose of this study was to identify selected features and demographic characteristics. Some of the findings of the research list compiled by researchers are as follows: -

Clothes that have a high frequency of employment are determine use of such items as wedding dresses, graduation dresses, and children's birthday dresses.

Benefits followed when hiring clothing include the wearer of the wearer, Consideration, suitability of dress conditions, space saving, compliance features, etc. and the total variance was 64.61%. In these cases the pursuit of suitability for dress or grooming was high, and the space- saving drug was very low.

Based on clothing rental information, the less experienced team and the more experienced group when classified:

- The experienced team demonstrated the fitness of the wearer, the sophistication, the level of performance, the space saving, and the pursuit of high consistency, and
- A woman in a business suit, a full- time or par time housewife at high school, the rate was higher in terms of high cost of dressing.

2. Literature survey

2.1 Online renting in cloth context

Collaborative consumption has been extensively studied in various settings such as car sharing [25], bike sharing [26], and accommodation sharing [27]. The extant literature investigates collaborative cloths consumption, which can be explored from three main perspectives: the environment, the business, and the consumer. Essentially, the environmental impact of collaborative cloths consumption is a key topic that has drawn considerable attention from the academy [28]. By introducing a typology of collaborative cloths consumption from the environmental perspective, Iran and Schrader [29] attributed the positive environmental impact of collaborative cloths consumption to the increased utilization of garments and the reduced consumption of new clothing. Therefore, environmentally conscious consumers are interested in sustainable apparel services such as online garment rentals. Park and Armstrong [8] examined consumer

behaviour in the collaborative apparel consumption framework. Whereas the authors maintained that collaborative consumption of apparel products has been hindered due to its symbolic nature, they also suggested that political consumerism, defined as “the consumer making a consumption choice based on their personal ideology” [8] (p. 471), and convenience encourages participation. Johnson, Mun, and Chae [30] empirically illustrated that consumers’ integrity and previous oin experiences are antecedents to their attitudes toward online collaborative apparel consumption. In turn, attitudes, subjective norms, and oin experiences exert positive influences on intentions toward engaging in collaborative consumption of apparel products. With advances in information and communication technologies, the procedures involved in collaborative consumption can be carried out online and thus streamlined, which facilitates the increased utilization of collaborative consumption. Therefore, consumers’ intentions to shift the focus from individual private ownership of products to collaborative consumption can lead to enhanced value from a social and environmental perspective. In this regard, previous studies [31] have also indicated that factors around self-interest, such as lower cost, are additional motivators for participating in collaborative consumption.

2.2 Background History

Leasing or renting is when a property owner agrees to receive a fee for use for a specified period of time and gives the right and use of the property to others. Typically, rents have a shorter contract period, can be terminated at will, and many can lend automobiles, clothing, and other daily necessities to undocumented individuals. It refers to lending an apartment or house to a specific customer without terminating the contract. Therefore, when renting home appliances consumers can use the

newest machines or equipment without having to invest large sums of money at once and also get tax benefits that are more economical than when they buy and use them. Is. In addition, the rental industry was concentrated around the United States after World War II, because it was possible to attractively use items that fit one's lifestyle, use the same item under different brands, and when you find it, replace it. Instantly. Tired of it. Well expanded and developed. Cloth rental is a term used to describe a company that supplies clothing and related products over a period of time and pays utility bills. The clothing rental business in India started with wedding dresses and is gradually expanding its scope. Some of the online clothing rental companies design and rent expensive or single use clothing such as wedding dresses, performance wear, formal wear, party wear and stoneware. In addition, some online clothing rental companies order and coordinate the required clothing online and offline, and deliver the time and space needed to deliver the business to customers. We present a new concept that drives the image. Here, in addition to existing expensive designer brands, they also rent cloths accessories along with bags and accessories. When a customer picks up clothes via the Internet, he must first sign up as a member and pay the annual fee, and at the time of refunding it, he must pay the laundry and shipping charges.

2.2.1 Related work

The subjects of the survey were those living in small and medium-sized cities. This survey was taken among 600 adult males and females over 20 years old, and samples were extracted. The age of the subjects was 33.7% in their 20s, 31.5% in their 30s, and under 40s. Award was 33.1%. Males accounted for 53.7% and females 44.6%. Were evenly sampled. As for the level of education, high school graduation is 15.3%, 62.3% of university graduates, 22.4% of graduates or higher. The educational level was

high, and the occupation was student 27.4% and office worker. 54.7% and 17.9% were unemployed, including full-time housewives. Monthly average 61.2% of the respondents answered that the cost of purchasing clothes was less than 83.45 US Dollar. The highest was 83.45-166.90 US Dollar, 21.1%, and 166.90-250 US Dollar 12.8%, 250-350 US Dollar were 3.0%, and 1.8% were 350 US Dollar or more.

In May 2003, 5 graduate students and 30 college students majoring in Foreign Studies.

2.3 Limitations of Existing System

- Existing system don't offer flexibility in sizes and timespan.
- User has to move to the store.
- Multiple payment option may not be available.
- Desired cloths may not be available.
- Category is not sorted.
- Not sure about availability.
- Preview can be showed.

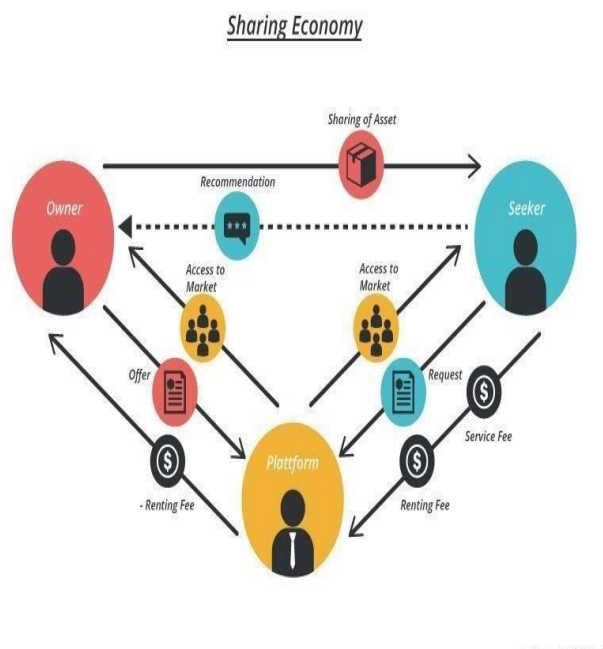
2.4 Summary & Discussion

Although some important conclusions have been made, there are also limitations that should be discussed. First, the focus group interviews involved convenience sampling. A majority of the participants were undergraduate students enrolled in a cloths design and merchandising program at a large Northeastern University, with a few graduate students from the same college. The use of student sample was intentional since young consumers are expected to be one of the largest customer segments for FR services (Pookulangara and Shephard, 2013). Nonetheless, different groups of populations may be influenced by other factors that were not identified in this study.

Therefore, future research may consider expanding this study to other sample groups. The second limitation is that this study only examined U.S. consumers. While the U.S. FR market is growing immensely, it is difficult to generalize the findings to other countries due to the differences in cultures. Previous studies noted that culture is considered one of the most important factors influencing consumer behavior (Luna and Gupta, 2001). Hence, future studies may expand the current study to other cultures to identify similarities and differences in how consumers perceive FR services (e.g., a comparison between U.S. and Asian FR markets).

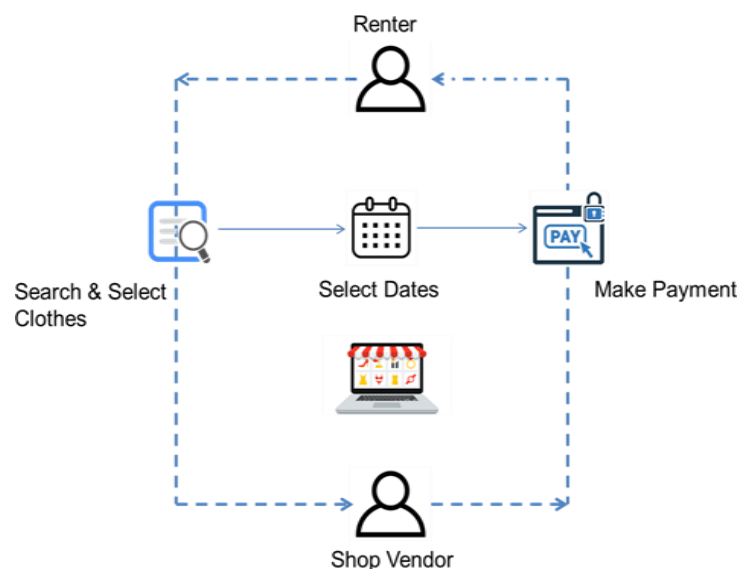
3. Proposed Work

3.1 Proposed concepts



Working Proposed Concept

Methodology



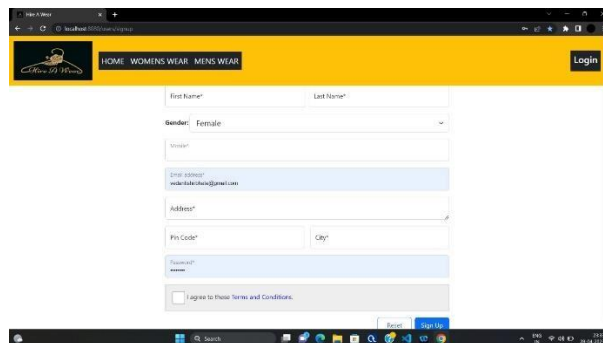
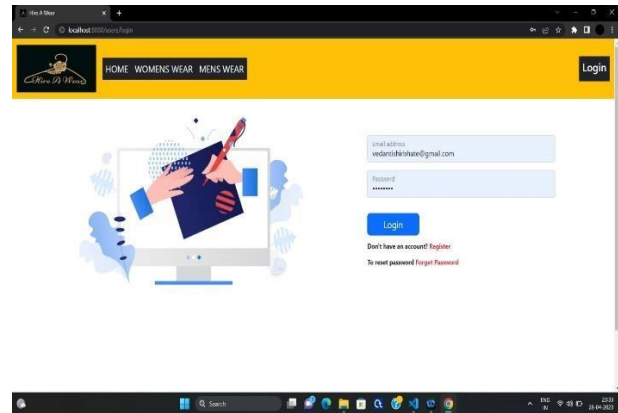
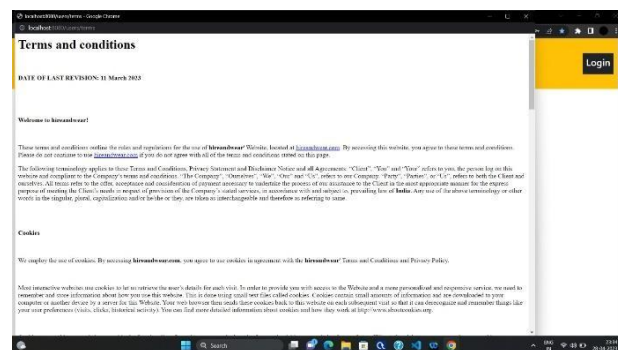
Haring economy plays a pivotal role in promoting the innovation of new business models. The new retail clothing business model integrates online and offline, aiming to improve customers' consumption experience and product interaction. The theoretical model of the new retail clothing business model is also

applicable to the clothing rental model

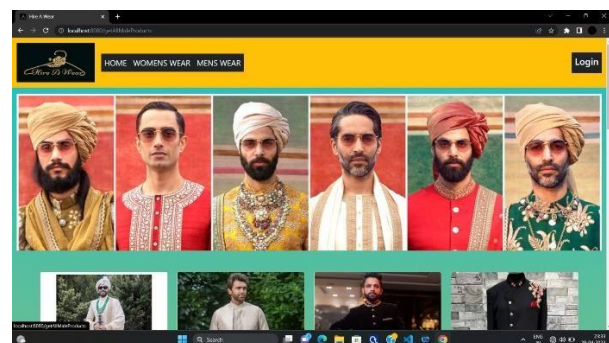
1. Shop Vendor/Owner: Load available Clothes to online portal.
2. Cloth Renter: Login to Hire A Wear.
3. Search & Select Cloth to rent.
4. Select dates for renting.
5. Make Payment.

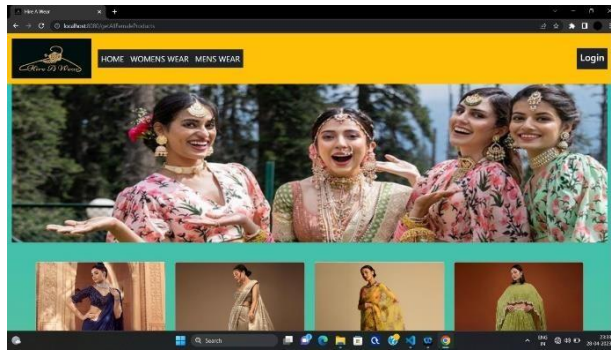
3.1.1 User portal working

When user initially open our website than user will redirect to login and registration page. Now, if user first time open website than user should go through registration process where user can only create account when user will enter all details correctly and agree terms and condition of website. After a registration user can enter login credential on website.

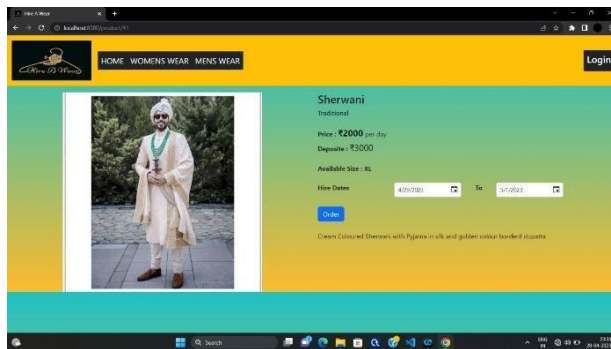
After click on login user will redirect to the home page of website where we can see two another redirect “Men’s Wear” and “Women’s Wear” and here we can check various new collection and trending products.





When user select a product from collection of products than user will redirect to the product page of selected product where user will see product price, deposit amount, short description.

Here, user can only rent a clothes on available dates also user will able to see unavailable dates as a cross mark and after clicking on order button user will get mail on mentioned email address.

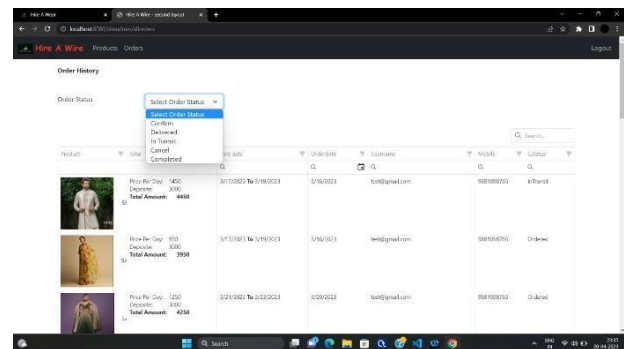
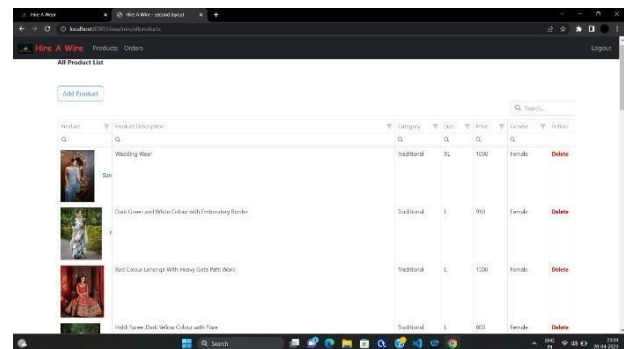
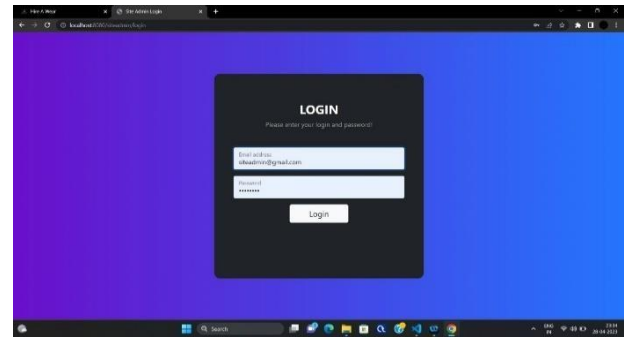


3.1.2 Admin portal working

On admin portal admin will enter a valid credential to access a admin panel for add, delete, update a new product on website and also admin can access new orders coming from user side.

Here, admin can use filter to check which order is confirm, in transits, delivered cancel, completed also admin can check any order

detail by using order date, user name, mobile no etc.



4. Advantages & Disadvantages

Advantages

- Cost-Effective
- Sustainability
- Variety
- Reduce Storage Space
- Convenience
- Avoid Repetitive Outfits,
- No need for Laundry
- Revenue generating

Our biggest and most important factor in success will be our first chance to go. Being the first converter we will be able to set standards and be able to be a market leader. We have a team with experience and expertise related to technology, finance, marketing that brings energy and knowledge to our business

Disadvantages

Size charts are helpful but not 100 percent reliable, an important consideration if you are renting an outfit for a wedding, anniversary, theme party, photoshoot or other special occasion. If possible, visit the brick-and-mortar store and try out different outfits to determine your size. Or consider a “trial” rental well before the event to ensure proper fit. While outfits are clean when shipped, they don’t always arrive in the best of shape.

Some special-occasion dresses may require additional pressing and attention from a dry cleaning service.

5. Conclusion

Today, with the rapid development of the sharing economy, the clothing rental model plays an important role in the construction of ecological civilization, the promotion of economic operation efficiency and the innovation of new business models. After analyzing the current situation and problems of the garment rental mode, this paper puts forward the strategies of developing the garment rental mode. It is believed that in today's era of changing science and technology, the model will be developed and mature rapidly, and it is only a matter of time. There are endless possibilities in the clothing rental model, waiting to be explored.

6. Future Scope

The growing popularity of online clothing rentals is fueled by the desire to keep up with the latest trends. Buyers all over the world know the product. Customers now prefer the purchase of online clothing due to easy access and the availability of great options at a low price, due to the increase in internet penetration. This also exacerbates the global demand for online rental clothing. The online clothing rental market is expected to grow due to lifestyle changes and popularity of party dresses, designer dresses, and dinner suits. Future Market Insights (FMI), a ESOMAR-certified market research organization and consulting organization, has released a new study examining key variables that drive the need for online clothing rental. This paper examines the worldwide need for more than 20 clothing brands online in the fastest growing market.

7. References

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