

# Peer-to-Peer Clothing Rental: A Sustainable Solution to Fast Fashion in India

Khushi Dalla

**Abstract:** The peer-to-peer (P2P) clothing rental concept presents a feasible solution to the environmental and economic problems related to fast fashion. This research examines the feasibility of P2P clothing rentals in India, especially among young urban consumers such as college students and working professionals. With a design thinking methodology, this study explores the most important factors contributing to adoption, such as cost, convenience, hygiene, and fashion choice. The research summarizes building a Minimum Viable Product (MVP) that entails a mobile-first, user-friendly experience. Results indicate that sustainable value is a valued consideration, but usability-related factors like cost, efficiency of service, and quality of garment are major drivers of adoption. The article offers strategic suggestions to policymakers and entrepreneurs for improving the scalability and efficiency of P2P rental platforms that support circular fashion economies.

**Keywords:** Peer-to-peer rental, sustainable fashion, fast fashion, circular economy, digital platforms, sharing economy

## 1. INTRODUCTION

The rise of fast fashion has resulted in overconsumption, carbon emissions, and a wasteful depletion of natural resources. The call for sustainable solutions is urgent, especially in the emerging markets of India, where affordability and access are vital issues to be addressed. Peer-to-peer clothing rental offers a novel paradigm by allowing consumers to access wardrobe resources without undertaking the long-term ownership costs. This paper explores the viability of P2P clothing rental platforms as a scalable, sustainable solution to conventional fashion consumption in India.

## 2. LITERATURE REVIEW

The idea of circular fashion economies has picked up momentum as an alternative to fast fashion's destructive environmental effects. Past research notes that rental businesses can minimize clothing waste, mitigate carbon emissions, and democratize high-end fashion. Yet challenges like hygiene,

logistical inefficacy, and consumer confidence present obstacles to a large-scale pickup. Through aggregating past findings, this study places the P2P renting model in context in India's socio-economic backdrop.

## 3. METHODOLOGY

The research utilizes a mixed-methods design, combining qualitative and quantitative research. Primary data was collected using surveys and focus groups with 500 respondents from key Indian cities. Secondary data from industry reports and academic literature was used to complement the analysis. The research is guided by a design thinking approach, with user-centric insights informing platform development.

## 4. RESULTS AND DISCUSSION

### 4.1 Consumer Behavior Analysis

Findings indicate a rising willingness among young consumers to rent fashion, as long as hygiene concerns, affordability, variety, and convenience are met.

Top reasons for renting are:

- Value for money as opposed to buying high-quality clothing.
- Having varied wardrobes without the ownership burdens.
- Environmental fashion guilt reduction.

There are still major barriers:

- Hygiene guarantees and garment care openness.
- Smooth logistics and return procedures.
- Social acceptances of renting over owning.

### 4.2 Business Model Considerations

To promote adoption, rental websites need to have transparent hygiene strategies, tiered pricing structures, and partnerships with universities, corporates, and eco-friendly fashion brands.

Principal revenue streams are:

- Commission on rentals.
- Recurring subscription charges for regular renters.
- Expedited delivery and garment insurance add-ons at premium prices.

#### 4.3 MVP Development and Technical Specifications

A minimum viable product was built to test market viability with minimum development complexity. Essential features are:

- Mobile app with user sign-up and profile management.
- AI-driven search filters for effortless inventory exploration.
- Secure booking and integrated payment gateway.
- Coordination with last-mile delivery partners for logistics.
- Minimalistic analytics dashboard for tracking user behavior.

Technical infrastructure employs a microservices-based architecture with cloud-based inventory management and scalable backend services. Pilot testing with student focus groups gave insights for fine-tuning.

## 5. CONCLUSION AND RECOMMENDATIONS

P2P clothing rental platforms can promote sustainable fashion consumption in India, as long as operational challenges are alleviated. Primary recommendations are:

- Strengthening collaborations with responsible fashion companies and educational institutes.
- Integrating AI-driven personalization for improved user experience.
- Scaling up logistics solutions for seamless delivery and returns.
- Performing targeted campaigns to make rental fashion mainstream.

Long-term retention strategies for consumers and the possibilities of using blockchain for tracing the lifecycle of clothes should be areas of future study. Through the use of digital innovation and principles of circular economies, P2P clothing rentals can transform India's fashion scene towards sustainability.

## BIBLIOGRAPHY

- [1] McNeill, L., & Moore, R. (2015). Sustainable fashion consumption and the fast fashion conundrum: Fashionable consumers and attitudes to sustainability in clothing choice. *International Journal of Consumer Studies*, 39(3), 212-222. <https://doi.org/10.1111/ijcs.12156>
- [2] Pedersen, E. R., & Netter, S. (2015). Collaborative consumption: Business model opportunities and barriers for fashion libraries. *Journal of Fashion Marketing and Management*, 19(3), 258-273. <https://doi.org/10.1108/JFMM-05-2013-0073>
- [3] PwC India. (2022). *The rise of the sharing economy in India: Business trends and market outlook*. PricewaterhouseCoopers (PwC) India. Retrieved from <https://www.pwc.in>
- [4] Rana, J., & Paul, J. (2020). Consumer behavior and sustainability: A review and research agenda. *Journal of Retailing and Consumer Services*, 53, 101726. <https://doi.org/10.1016/j.jretconser.2019.101726>
- [5] Statista. (2023). *Online fashion rental market in India: Growth trends and user preferences*. Statista Reports. Retrieved from <https://www.statista.com>
- [6] Bhardwaj, V., & Fairhurst, A. (2010). Fast fashion: Response to changes in the fashion industry. *The International Review of Retail, Distribution and Consumer Research*, 20(1), 165-173. <https://doi.org/10.1080/09593960903498300>
- [7] Binninger, A. S., Ourahmoune, N., & Robert, I. (2015). Collaborative consumption and sustainability: A study of consumer behavior in fashion rental services. *Journal of Consumer Marketing*, 32(1), 42-53. <https://doi.org/10.1108/JCM-02-2014-0875>
- [8] Boström, M., Micheletti, M., & Oosterveer, P. (2019). The challenges of governing sustainable fashion. *Environmental Policy and Governance*, 29(6), 423-428. <https://doi.org/10.1002/eet.1855>
- [9] Business Insider India. (2023). The rise of rental fashion in India: Market trends and future outlook. *Business Insider*. Retrieved from <https://www.businessinsider.in>
- [10] Dissanayake, G., & Sinha, P. (2015). Sustainable waste management strategies in the

fashion industry: A study of clothing rental models. *Resources, Conservation and Recycling*, 98(1), 88-95. <https://doi.org/10.1016/j.resconrec.2015.02.005>

- [11] Erdem, S., & Atik, D. (2021). Understanding consumer resistance to fashion rental services: The role of trust and risk perception. *Journal of Consumer Behaviour*, 20(3), 187-199. <https://doi.org/10.1002/cb.1857>