Online Rentals Things

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Abstract: *This project aims to "Online Rental Things" is a comprehensive platform designed to revolutionize the way people access and share various items and resources. In today's fast-paced world, the concept of ownership is evolving, and this project addresses that shift by providing a convenient and efficient solution for renting items ranging from tools and equipment to electronics and recreational gear.*

The platform offers a user-friendly website and mobile app, enabling users to easily list items they have available for rent or browse and rent items they need for short-term use. It incorporates robust features, including secure payment processing, user reviews, and a reliable rating system to build trust among the community of users.

"Online Rental Things" not only promotes resource sharing and sustainability but also fosters a sense of community by connecting people with shared needs and interests. This project aims to simplify the rental process, reduce waste, and empower individuals to make the most of their belongings while reducing the overall environmental impact.

With the potential to disrupt traditional consumption patterns and promote the sharing economy, "Online Rental Things" offers a forward-looking solution to modern living, where access to items is prioritized over ownership, promoting economic efficiency and environmental consciousness.

Online rental platforms are expanding choice and convenience, allowing customers to rent from a wide array of providers with the click of a button or tap of a finger. The business of online rental is undergoing rapid change as new online platforms race to capture markets and customers across most of the metropolitan cities in India. The paper aims to investigate attributes for online rental platforms by proposing and empirically testing platform attributes-conversion model, examine how platform characteristics influence the renting decision of a consumer and how it subsequently lead to conversion. A mix method design was adopted for the study and a pilot study comprising of 341 respondents was carried out. The study focuses on six key attributes - occupational mobility, psychological ownership, complementary services, social gratification, perceived value, and customization, while identifying the most important attributes for renting online

Keywords: Online rental things, Access-based Consumption, Sharing economy, Collaborative consumption, Online renting platform

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