Consumer Experience of 3D Body Scanning Technology and Acceptance of Related E-Commerce Market Applications in Saudi Arabia

Authors : Moudi Almousa

Abstract : This research paper explores Saudi Arabian female consumers' experiences using 3D body scanning technology and their level of acceptance of possible market applications of this technology to adopt for apparel online shopping. Data was collected for 82 women after being scanned then viewed a short video explaining three possible scenarios of 3D body scanning applications, which include size prediction, customization, and virtual try-on, before completing the survey questionnaire. Although respondents have strong positive responses towards the scanning experience, the majority were concerned about their privacy during the scanning process. The results indicated that size prediction and virtual try on had greater market application potential and a higher chance of crossing the gap based on consumer interest. The results of the study also indicated a strong positive correlation between respondents' concern with inability to try on apparel products in online environments and their willingness to use the 3D possible market applications.