

Consumer Perception of 3D Body Scanning While Online Shopping for Clothing

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Abstract : Technological development and the globalization in production and sales of clothing in the last decade have significantly influenced the changes in consumer relationship with the industrial-fashioned apparel and in the way of clothing purchasing. The Internet sale of clothing is in a constant and significant increase in the global market, but the possibilities offered by modern computing technologies in the customization segment are not yet fully involved, especially according to the individual customer requirements and body sizes. Considering the growing trend of online shopping, the main goal of this paper is to investigate the differences in customer perceptions towards online apparel shopping and particularly to discover the main differences in perceptions between customers regarding three different body sizes. In order to complete the research goal, the quantitative study on the sample of 85 Croatian consumers was conducted in 2017 in Zagreb, Croatia. Respondents were asked to indicate their level of agreement according to a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). To analyze attitudes of respondents, simple and descriptive statistics were used. The main findings highlight the differences in respondent perception of 3D body scanning, using 3D body scanning in Internet shopping, online apparel shopping habits regarding their body sizes.

Keywords : consumer behavior, Internet, 3D body scanning, body types

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