



Consumer Interest in Commercial Applications of Body Scan Data

Suzanne Loker, Susan P. Ashdown, Lora Cowie & Katherine A. Schoenfelder

Cornell University
Ithaca NY 14853
SL135@cornell.edu

ABSTRACT

Three dimensional body scan technology is being targeted for utilization in the apparel industry, specifically for automated custom fit, size and fit prediction, virtual try-on, personal shopper services, co-design mass customization, custom pattern development for home sewers, and research. But the ultimate success of commercial applications of body scan data will be consumer acceptance and use of the applications. In this study, we surveyed a sample of 203 women 34-55 years of age about their interest in these six commercial and apparel research applications after they were scanned. The results indicated high interest by over 80% of the sample in virtual try-on, size prediction, custom fit, and personal shoppers. When asked to select the application of highest appeal, virtual try-on was selected by 35% of the sample while custom fit, size prediction, and personal shopper applications were selected by 15-16% each. Women with dissatisfaction with ready-to-wear pant fit, higher incomes, and Internet buyers were significantly more likely to look for and purchase clothing on the Internet if these scan-based applications were available commercially. Recommendations are made for future experimental and focus group research to study how consumer interest in adopting these applications could be stimulated.

Keywords: 3-D body scanning, mass customization, virtual try-on, custom fit, size prediction, Internet shopping, consumer decision making

Introduction

Three dimensional body scan technology is being targeted for utilization in the apparel industry, specifically in the development of automated custom fit, size and fit prediction, virtual try-on, personal shopper services, co-design mass customization, custom pattern development for home sewers, and research. Each of these innovative applications can increase the involvement of consumers with the clothing whether they are purchasing online or in a traditional retail store.

Some body scan applications are already available to consumers. In conjunction with body scan measurements, automated custom fit technology develops clothing designed to fit perfectly on the consumer. Apparel producers are currently applying scan data in this way, most notably Brooks Brothers for custom made suits for men (<http://www.brooksbrothers.com/>). Unique Patterns (<http://www.uniquepatterns.com/>) offers custom patterns for home sewers (women