

An Exploratory Study of Clothing Fit for Male Consumers: Body Type, Clothing Fit and Anthropometric Scan Data

Osmud Rahman, Ryerson University
Henry Navarro, Ryerson University

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It is evident that a poor-fitting garment would lead to consumers' dissatisfaction, return of merchandise, and financial losses (Abraham-Murali and Littrell, 1995; DesMarteau, 2000; Reich and Goldsberry, 1993), whereas a well-fitting garment can provide both physiological comfort (e.g., ease of movement) and psychological comfort (e.g., aesthetically acceptable) to the wearers. Therefore, it is important for the fashion practitioners to understand the relationships between the body type and garment fit in order to produce desirable and good fitting garments as well as to establish a relevant and updated *Size Chart* for today's consumers. However, there have been limited research literature (Chattaraman et al., 2013; Hogge et al., 1988; Oliver et al., 1993) have examined on the relationship of men's body type and clothing fit. As Chattaraman et al. (2013, p. 291) assert, "Although both men and women experience fit dissatisfaction, scholarly research has almost exclusively focused on women, leaving a critical gap in the research on men's fit issues and preferences." In order to understand the body size and garment fit of men, [TC]² 3D Body Scanner will be used to collect anthropometric data from male participants in order to develop different size charts for diverse body types (e.g., oversized, muscular, average, slender). In short, body scanning has been widely used in both academia and industry to provide accurate assessment of body measurements and generate three-dimensional images of participants' external body shape (Bougourd et al., 2000; Grogan et al., 2016). In addition to body scan, an in-depth interview will be employed to gain a deeper understanding of how men perceive and evaluate clothing from three different perspectives – aesthetic, function and emotion. Through this study, we believe that we can (1) identify some prevalent body types of men including the waist-to-height ratio, neck-to-arm ratio, and arm-to-height ratio; (2) better understand the relationships among the Body Mass Index (BMI), garment ease, and perceived body image; and (3) perhaps a greater variety of garment fits can be offered to the short men who have been underserved. The results of this study will provide insights and information related to short male consumers' shopping behavior, and consumption experiences.

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