Consumer Barriers to the Acceptance of Apparel Mass Customization

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Abstract
Mass Customization (MC) is growing in importance for the apparel industry, where fast-paced fashions are introduced weekly and fades last months. MC allows the apparel industry to tailor their products to consumer preferences and create increased customer satisfaction. This is proven by the considerable amount of research that has been done to show that MC can benefit companies to increase profits. With this said, MC's adoption in the apparel industry seems considerably slow in relation to customer satisfaction. This is proven by the considerable amount of research that has been done to show that MC can benefit companies to increase profits. With this said, MC's adoption in the apparel industry seems considerably slow in relation to customer satisfaction. This is proven by the considerable amount of research that has been done to show that MC can benefit companies to increase profits. With this said, MC's adoption in the apparel industry seems considerably slow in relation to customer satisfaction.

Hypotheses
With the use of literature review, ten consumer barriers were formulated: (a) Fear, (b) Privacy, (c) Technology, (d) Knowledge, (e) Variety, (f) Price, (g) Consumer Category, (h) Brand Recognition, and (i) all of the above. The hypotheses were tested in the form of a survey and data was collected for analysis. Once the data was analyzed, conclusions were made to identify consumer barriers to apparel MC, and meet the other objectives.

Model 1. Methodology Sequence

Literature Review
Hypotheses
Hypothesis
Hypothesis
Hypothesis
Hypothesis
Variable
Model 2. Results Analysis

Instruments
Survey
The survey was designed to assess the consumer barriers to apparel MC and was uploaded onto SurveyMonkey.com.

Results and Discussion

Description of the Sample
A total of 127 participants completed the survey and of the sample size roughly 64% of the participants were between the ages of 18 and 24. All the respondents ranged in age from 18 to 65. Additionally, the sample size consisted primarily of female (76.5%). A total 127 participants completed the survey and of the sample size roughly 64% of the participants were between the ages of 18 and 24. All the respondents ranged in age from 18 to 65. Additionally, the sample size consisted primarily of female (76.5%).

Result of Hypothesized Barriers

There were a total of fifteen questions on the survey that focused on verifying the ten hypothesized barriers. As shown in Table 3 the statements that participants were indicating their level of agreement were listed on the left and the barrier the question is testing is enclosed in the brackets. Results of the frequency chart shows that Privacy, Technology, Price, and Brand are low importance, cross-functional means and term: technological variables being a barrier are relatively low. However, as shown in the chart, it is apparent that Fear, Fit, Price, and Brand have a higher average rating, this means that these four variables are more likely to be a barrier. See Table 3 in appendix for responses.