

Секція 2
Фешн індустрія у 21 сторіччі

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**A SAMPLE TEMPLATE OF SIZING and
PRODUCT INFORMATION SHEET FOR E-
CONSUMERS**

Purpose. The aim of the research is to prepare a template sizing and product information sheet that will facilitate the adaptation of the clothes sold by the ready-made clothing brands on the websites to the e-customers.

Scientific novelty. Scientific novelty is to develop the template of sizing and product information sheet. In the template, visual and written instructions are designed to make the sizing and product features clear and understandable for e-consumers. The template can be used in all product groups with small changes depending on the product positioning strategies of the brands. Thus, each brand can increase the compatibility of its products with the target group and contribute to the expansion of its customer portfolio.

Practical value. The practical value of the template sizing and product information sheet can be expressed in two headings as follows:

1) For E-Customers; to help them find the brands that make the most suitable sizes for them in their ready-to-wear purchases; to facilitate more accurate learning of the product information they intended to buy; to ease the comparison of the products of other brands,

2) In Terms of E-Producer; provide sample template to help them reach “from e-consumer to e-customer”; strengthen the brand image, contributing to customer loyalty and satisfaction, product positioning strategies and increasing profit margin.

Keywords: Ready-to-wear, e-shopping, sizing, product information sheet.

Objectives. What should be the sizing and information sheet template that will support e-customers to choose the most appropriate size clothes for their ready to wear shopping and make learning the product information for their purchasing easier?

Methodology. The study is a kind of an empirical inquiry that “investigates a contemporary phenomenon (the case) in depth and within its

real-world context, especially when the boundaries between phenomenon and context may not be clearly evident” (Yin, 2014, p. 16).

In this study, which presents a solution to remedy the deficiencies in the background of case study, was questioned how a sample template of sizing and product information sheet should be.

User centered design approach was applied to collect data. First, sizing and product information data on the web site of five leading fast fashion apparel brands in Turkey were scrutinized (Cegindir & Ocak, 2019)¹. Secondly, these data are combined with the results of previous research. Finally, the deficiencies identified in this review have been the source of what should be included in the template content.

The sample template is prepared for the women's classic jumpsuit, taking the basic pieces in the four-season collections of the ready to wear brands as reference (Figure 1). Because it combines the characteristics of the upper and lower garments in one, women's jumpsuit was chosen for the sampling. The reason women's wear is our choice for the study is that women are by far ahead in the e-shopping rankings (KPMG, 2017; TÜİK, 2018; Varinli, 2013, p. 31).

Research results.

1. Background for Case Study: Various eases added to standard body measurements that vary according to brands in the design and manufacturing process (Ashdown, Loker & Carnrite, 2006, p. 1-2; Ashdown, 1998, p. 325; Chan, Fan & Yu, 2005, p. 100; Kinley, 2010, p. 400-401; Kinley, 2003, p. 19-30; Raeve et al., 2012, p. 7-12); are closely related to the performance characteristics of the surface and the material and appearance and quality of the garment (Cegindir, 2017, p. 75-87; Gupta, 2014, p. 36-38; Faust & Carrier, 2009; Hunter & Fan, 2004, p. 90).

These factors adversely affect the customer's satisfaction with the garment fit (Anderson et al., 2000, p. 9; Devarajan, Istook & Simmons, 2002, p. 50-61; Faust & Carrier, 2010a, p. 88; Faust & Carrier, 2010b, p. 68-72; Simmons & Istook, 2003, p. 306; Petrova & Ashdown, 2008, p. 229; Yu, 2004, p. 31-41) and the decision to buy (Binkley, 2012; J. Burns, 2011; Faust & Carrier, 2010b; H. Kim, 2008, p. 31-146; H. Kim & Damhorst, 2013, p. 1-2; Lee, 2014, p. 42-69; Mulrooney, 2008; Raeve et al., 2012, p. 13-15; Rahman, 2011, p. 1-16). For these reasons, e-customers tend to buy simple style clothes with basic material and colours while shopping (M. J. Kim, 2007, p. 54-59).

When buying clothes, e-customers principally desire to view the product details, such as they did in real stores (L. Burns & Bryant, 2007, p. 489; Gupta, 2014, p. 37-38; Investco, 2006; M. J. Kim, 2007, p. 92-112; KPMG, 2017, p.

31-35; K. Liu et al., 2017, p. 175; McKinney & Shin, 2016, p. 277-285; Nkambule, 2010, p. 26; Rahman, Kharb & Chen, 2017, p. 5-7; Rahman, Jiang & W. Liu, 2010, p. 297-304; Total Retail & Pwc, 2017; Yu, 2004, p. 31-32).

They also state that they needed a detailed and comprehensible template (instead of technical information) for the written and visual information about the surface performance, garment care, body and product size compliance required in the utilization of the product (DiNatali & Ivarsdottir, 2015, p. 36-37; Faust & Carrier, 2009, p. 1448-1458; Gokluberk Ozlu, Yayla & Cegindir, 2013; J. Kim. 2004, p. 61-71; Lee, 2014, p. 69; Nkambule, 2010, p. 91-95; Aygun Ocak & Cegindir, 2019).

2. Template of Sizing and Product Information Sheet: Based on the literature sources above, the content of a sample template for e-customers to find the most suitable size for themselves and to understand the product information clearly, is planned as follows.

2.1. Sizing Description and Taking Body Measurements Instruction: Body size table required for body number determination, visuals showing measurement taking and the measurement taking instruction should be on the left side of the template; the information should be clear and plain for customers to understand. By means of this, it is aimed for e-customers to find their body size easily.

2.2. Product Visualization: Detail magnifier should be added for screening the front and back view of the product and the images should be given at the right bottom of the product information sheet. Product colors and pattern options also should be located to the left of the images.

2.3. Product Features: The product usage information required by the customer should be listed as follows;

2.3.1. Technical sketches: It is just below the product image and should show the simplest and the most effective measurements.

2.3.2. Style information: Fitting style should be indicated the degree of residence of the product on the body; clothing style should be drawn attention to silhouette characteristics according to the type of clothing.

2.3.3. Fabric and material information: Both fabric and materials information should be explained the origin of the product material comprehensibly rather than the technical language (Sequence: 30% polyamide instead of artificial fiber as written).

2.3.4. Definition of product use: Definition of product use should be prescribed the conditions of use, maintenance, storage, cleaning to maintain the form and surface quality of the product and return-exchange policy.

Conclusion. Based on the results of the research, a sample template for female jumpsuit is given in Figure 1.

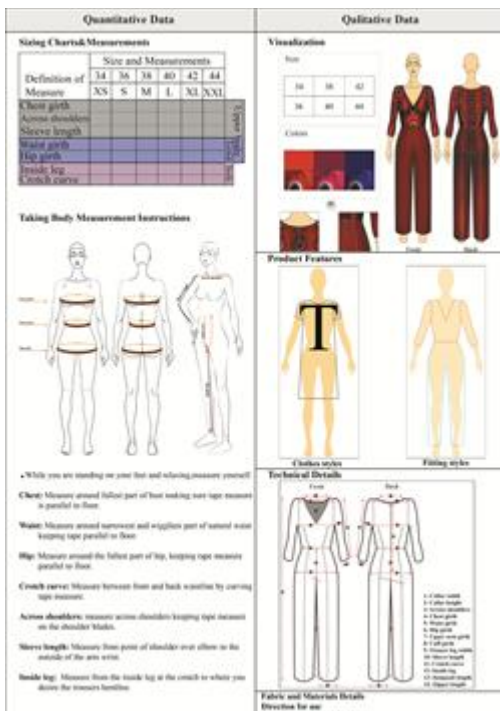


Figure. 1. A sample sizing & product information sheet template for female jumpsuit

Suggestions: In subsequent research, functionality of the proposed sheet template in terms of visual design and written instructions can be tested according to e-customers on the brands web sites. What sheet template contributed to e-customer's garment fit satisfaction can be analyzed, and based on the feedback received, the sheet template can be applied to other types of production for such as men's, children's, disabled or elderly's wear. Various studies reveal that when customers enter a store, they turn to right first. The sheet template is designed based on this information. In e-shopping, it can be measured whether this design gives that same result.

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