

BODY CATHEXIS AND BUYING DECISION MAKING ON WOMEN CONSUMERS WHEN AND AFTER USING VIRTUAL FITTING ROOM

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ABSTRACT

The growth of technology as a marketing tool has a great influence on online clothing business owners to know how much the characteristics and psychology of women consumers in influencing buying decision making. One of the most important issues faced by women consumers is clothing fitness. Clothing fitness is influenced by the body cathexis and self objectification of the wearer. This research using thematic analysis and group method of pre-post treatment by purposive sampling recruitment technique which aims to set respondents many as 39 women according to the research criteria. The result of thematic analysis shows that the result of anthroscan body scanning can be an intervention on the women consumers in assessing body cathexis objectively in the buying decision making. The results of the Spearman Rho analysis also show that the correlation coefficient (r) between the body cathexis and self objectification is 0.425 with a p-significance value of 0.000. Meanwhile, there is a positive relationship between clothing fitness and body cathexis of the body that influence buying decision making on women consumers when and after using virtual fitting room which supported by self-improvement, self-enhancement and self-evaluation behavior. This study provides significant empirical findings on the effects of using anthroscan result on body satisfaction in relation to concerns with clothing fit and size during online apparel shopping. The results of this research could provide important information about how the virtual fitting room can be used in online apparel retail environments to reduce female consumers' body dissatisfaction. Therefore, the results of this research is expected to be a consideration for the garment industry players to be able to consider the application of virtual fitting room to increase sales turnover. It is supported that the approach to the behavior of women consumers in decision making in buying can be a problem-solving approach to clothing compliance and suggestions for further research is to increase the number of respondents involved and initiate the research by circulating questionnaires cathexis and self-objectification in prospective respondents as much as possible.

Keywords : Body cathexis, virtual fitting room and buying decision making.

INTRODUCTION

Indonesia occupies the 7th position of the 10 largest garment suppliers in the world, Indonesia's annual turnover from garment exports could reach 12.1 billion USD (Thomasson, 2013). However, the sales rate of garment products in the local market is still quite low, which causes the accumulation of goods and losses to the garment industry. Moreover, many women consumers who make the standard size in a store as an indicator of buying decisions (Grogan, 2008). According to Asep Setiaharja, as staff of the Indonesian Textile Association (API), in 2013 the market share of local textile products in the domestic market is only about 50% and the main market of the garment industry itself is women consumers aged 18-30 years. Looking at the situation, the Ministry of Industry assessed the need to increase the added value of local garment products in order to stem the number of imported products favored by Indonesian women consumers.

Body measurements are the basic information required in the garment industry, as they correlate directly with the clothing fitness (Zheng et al., 2007). Clothing fitness is an indicator of the feelings of love and comfort that arise when consumers choose a particular outfit. The clothing conformity preference is highly subjective in every individual. There are various factors that contribute to the clothing fitness and consumer preferences including comfort, aesthetics, and personal choice. Fashion trends, cultural influences, age, gender, body shape, and lifestyle also affect personal preferences about the clothing fitness that can lead to changes in personal preferences over their life (Brown and Gallagher, 1992).

Consumers' discerned risks connected with online shopping are more noteworthy than the individuals related with other shopping modes (Tong, 2010). As stated by the recognized risk theory, people who are confronted for a risk in a variety of situations try to unravel issues through those procurement and handling of information (Cox, 1967). Shim and Lee (2011) discovered that informative benefits of 3D virtual models that detailed product information might lessen consumers' recognized product risk. Virtual fitting room technology is one of the interactive technologies increasingly progressively utilized within online attire shopping, by utilizing realistic 3D body scans of consumers (Bodymetrics, 2013; Loker, Ashdown, & Carnrite, 2008). Users could select garments and overlay

them looking into their 3D for their parametric alternately physique examine models (Calhoun, Ashdown, & Lyman-Clarke, 2009). Consumers would inclined to utilize virtual fitting room technology to decrease perceived risk purchasing online by creating models that have their physical aspects (Kim & Forsythe, 2008). Thus, individuals who feel a higher level about concern around article of clothing fitness and size might be additional eager to use a virtual fitting room model.

Virtual fitting room technology will be turning more advanced in applying a garment to the human's realistic virtual body model, empowering consumers to focus the fit of the picked virtual clothes in a purchase setting. Using realistic body scans in virtual situations might permit wearers to see themselves from an third individual viewpoint (Kim & Sundar, 2012). The authors of several studies have reported that avatars' physical appearances could absolutely impact avatar users' recognitions to their physical bodies and their real-life, healthrelated practices (Fox & Bailenson, 2009; Kim & Sundar, 2012; Yee & Bailenson, 2007). Thus the issue of clothing fitness which can affect the body's cathexis, identity, and confidence of the wearer can be resolved by thematic analysis. Thematic analysis is a way to investigate the spontaneous response to focus on consumer comments naturally (not in a forced state) on their bodies and to see self-objectivity (Fredrickson & Roberts, 1997).

In addition, most of the garment industry in Indonesia are still using conventional methods in buying and selling transactions and have not implemented virtual fitting room technology. In fact, to compete in the global world, Indonesian garment industry players also need to consider the involvement of technology in it. Therefore, a thematic analysis of the body cathexis and buying decision making on women consumers when using virtual fitting room technology to is important to do. Using virtual model devices for examining body-related experiences, such as body satisfaction, in an online shopping environment has not been widely investigated especially in Indonesia. Extending this line of reasoning, the researcher designed this study to investigate (a) the impacts of anthroscan result a an intervention in the women consumer in assessing the body cathexis objectively in the buying decision process and (b) how these relationship between body cathexis and clothing fitness which can affect the buying decision making process on women consumers when and after using virtual fitting room.

LITERATURE REVIEW

BODY CATHEXIS

Body cathexis is the degree of satisfaction or dissatisfaction with some parts of the body (Secord and Jourard, 1953). It can be seen as part of the self-concept used to assess the body image. Body cathexis measurements have been used to determine consumer satisfaction in clothing (LaBat and DeLong, 1990), and behavior in dress (Shitm et al., 1991), and know the importance of ideal body image in dressing (Hwang, 1996). Negative body cathexis are generally generated by observations of misbehaving personal behavior, rather than actual or disinterested problems (Sanford and Donovan, 1984). For example, when women consumers do not see themselves using standard-sized clothes, they will condemn their own bodies. If that happens gradually, the behavior of the women consumer will be a reflection of wrong self-concept which triggers consistent problems in the shopping experience.

BODY CLASSIFICATION

Body classification is based on measuring the circumference of the dimensions of the chest, waist, pelvis and stomach. These body dimensions play a role in the grouping of 7 types of body shape are spoon, hourglass, triangle, inverted triangle, rectangle, oval, and diamond (Devarajan & Istook, 2004).

1. Spoon. Subjects belonging to this body category have a large pelvic peripheral size, their hips are larger than bust and have a defined waist.
2. Hourglass. Subjects fall into this body category when there is a very small size difference between the circumference of the chest and pelvis and if the comparison between chest to waist and hip is relatively equal and significant.
3. Triangle. Subjects belonging to this body category have a larger pelvic peripheral size than the chest and if it has a small waist-to-hip ratio and does not have a clear waistline.
4. Inverted triangle. The subjects belonging to this body category had a larger chest circumference than the pelvis and compared the chest to the smaller waist.
5. Rectangle. Subjects belonging to this body category have the same size of chest and pelvic and does not have a clear waistline.
6. Oval. Subjects belonging to this body category have different appearance from the front and side, the average size of the abdomen and waist tend to be smaller than the size of the chest.
7. Diamond. Subjects belonging to this body category have a larger size of abdominal than chest, subjects generally also have several large meat rolls in the waist area that make the subject different.

WOMEN CONSUMERS BEHAVIOUR

Women are most powerful consumers in the world as they control almost 80 percent of the household spending and no longer can the women's spending powers and influence be neglected. Women consumers make shopping as one form of recreation and happy to look around without buying (window shopping). Based on research by Richard Haier (from the University of California), Irvine Led and colleagues Rex Jung (from University of New

Mexico), it is known that there are differences in the number of gray and white matter in the brains of male and women consumers. In a study conducted using neuroimaging techniques and has been published in the journal *Neuroimage*, mentioned that the women consumer's brain has more white connections (white matter), whereas men have more gray matter. In the human brain, gray matter serves as a processing/analyzing information center, while white matter works to connect information/analysis centers. This is why male consumers become mission and task oriented shoppers and women become discovery oriented shoppers (Ariely & Berns, 2010).

Women who would disappointed for their bodies have a tendency will express negative attitudes at clothing (Shim, Kotsiopoulos, & Knoll, 1991). A later qualitative consider for 20 women 18 to 45 years found that females' recognitions of their bodies are highly connected with clothing fitness (Grogan, Gill, Brownbridge, Kilgariff, & Whalley, 2013). Harden, Butler, and Scheetz (1998) indicated that women who communicated higher fulfillment with their bodies picked clothes that accentuated the body and the individuals who expressed lower satisfaction selected concealing clothing. There shows up to be an association between high body satisfaction and satisfaction with clothing fitness (LaBat & DeLong, 1990; shim et al. , 1991). Worries with fit and size of garments were characterized as "subjectively determined expectations and amount of risk perceived by a shopper in relation to the fit and size of the garment in contemplating a particular purchase decision" (Kim & Damhorst, 2010). In body-absent online apparel-shopping environments, consumers who had higher body dissatisfaction revealed more concerns with overall appearance, inability to try on, projecting a right impression, unavailability of size, and imagining fit and size (Kim & Damhorst, 2010).

METHODOLOGY

RESEARCH TIME AND PLACE

This research conducted on 13-17 February 2017 at Ergonomics Center, Industrial Engineering, University of Indonesia, Depok.

RESEARCH DATA SOURCES

In this study, researcher used purposive sampling technique. The inclusion in this study was that women consumers aged between 18 and 30 years old with M and L common apparel size, not wear hijab, had no physical disability, not pregnant, not menstruating while doing research, using the right hand in performing the activity, and using Indonesian as the mother tongue. Women participants were recruited from university of Indonesia for the following reasons: (a) college students are the most eager shoppers in online sales (Cassis, 2007); (b) clothing is one of the most popular online shopping product categories for this group (Case & King, 2003); and (c) young women have been shown to be negatively influenced by images of exceptionally thin female models (Bissell & Rask, 2010).

ANTHROSCAN OR 3D BODY SCANNER

Anthroscan or 3D body scanner is used (designed by Human Solutions GmbH, Kaiserslautern, Germany). Anthroscan will produce 151 variables of the human body dimension in a very short time, which is about 10-15 seconds.

VIRTUAL FITTING ROOM

Virtual fitting room is an application that allows shoppers to try out clothing virtually. First marketed in 2005 by the Intellifit system used by the Levi brand (White, 2005) and in October 2011 was also applied by re-branded as Meality (Rigby, 2013). In this study, researchers used a laser or millimeter wave detection technology, or multiple arrays of Microsoft Kinect 360 Xbox sensors.

MEASUREMENT OF BODY MASS INDEX

Respondents measured body mass index in kilograms (kg) using Omron Body Composition Monitor with Scale - 7 Fitness Indicators & 90-Day Memory.

QUESTIONNAIRE BRIEF MOOD INTROSPECTION SCALE (BMIS)

The Brief Mood Introspection Scale (BMIS) questionnaire was used as research supporting data that is to know the mood condition of respondents (Mayer, 1988).

OPEN INTERVIEWS

Open interviews used in this study are asked flexibly to allow the respondents to express their comments on the clothing fitness and self-objectification naturally.

MULTIDIMENSIONAL BODY-SELF RELATIONS QUESTIONNAIRE APPEARANCE SCALE (MBSRQ-AS)

Multidimensional Body-Self Relations Questionnaire Appearance Scale (MBSRQ-AS) is one of the methods used to measure the body's cathexis and self-objectification as a support in the process of interpretation of responses during interviews. The type of scale used is the 4 Likert scale. The statements used in the Likert scale consist of favorable and unfavorable statements. Favorable statements contain statements that support or favor attitude objects. While unfavorable statements contain unfavorable or impartial attribute of attribute object. There are 2 scales contained in MBSRQ-AS have been tested for reliability in previous studies (Cash, 2000). The results of the reliability test show that the reliability of the cathexis scale of 0.916. While the reliability of self-objectivity scale 0.779. Both scales have a reliability coefficient of close to 1.0. It shows that the cathexis scale of the body and self-objectification have good reliability.

BEM SEX-ROLE INVENTORY (BSRI) QUESTIONNAIRE

This questionnaire is used to answer the challenges of contrasting masculinity and femininity, as found in certain situations, masculinity does not match the sex of a person.

RESEARCH PROCEDURES

1. Recruit respondents based on inclusion criteria.
2. Provide consent and informed consent about the course of the research.
3. Respondents fill out the questionnaire of BMIS before the research took place.
4. Respondents read the norming phase article to generalize the information obtained before the study took place.
5. Respondents weighed body mass index.
6. Respondents scan their body using anthroscan.
7. Provide some direct clothing options for virtual fitting room, where at the same time researchers also record the words they say when using virtual fitting room and provide open interview questions.
8. Researchers photographed their final appearance while using their chosen outfit on a virtual fitting room. The results will be compared with the results of body scans, through an open interview process to determine the objective assessment of women consumers in buying decisions making.
9. In the final stage, the women consumers are filling out MBSRQ-AS and BSRI.

RESEARCH VARIABLES

This study involves 3 types of research variables, namely independent, moderator, and dependent variables. The independent variables in this study are social comparisons, i.e. the process when the individual compares the anthroscan results with selected clothing options when and after using the virtual fitting room. While the moderator variables, are variables that can give strengthen or weaken affect on the relationship between body's cathexis and self-objectification which adapted from MBSRQ-AS. While the dependent variable in this study is the clothing fitness at the time of buying decision making.

HYPOTHESIS

There are 2 hypotesis

H₁ : The anthroscan result of the body can be an intervention in the women consumer in assessing the body cathexis objectively in the buying decision process.

H₂ : There is a positive relationship between body cathexis and clothing fitness which can affect the buying decision making process on women consumers when and after using virtual fitting room.

DATA AND DISSCUSSION

ANTHROSCAN RESULTS

The average of 39 respondent's body weight is 52.2 kg with their average height 158.5 cm. The median age of the 39 respondents involved was 20 years with a normal body mass index average of 20.66 kg / m². The mood of the respondents involved was also in good condition as evidenced by the results of the BMIS questionnaire which shows that the overall respondents in a state of happy, vibrant and calm. The average respondents involved also had a high femininity level based on the results of the BSRI questionnaire. A total of 39 women consumers involved in this study had a diamond body shape (7.69%), hourglass (7.69%), oval (28.20%), triangle (5.12%), inverted triangle (12, 82%), rectangle (15.38%) and spoon (23.07%). However, only 17.94% of the total study subjects were able to predict their body shape correctly (see Figure 1).

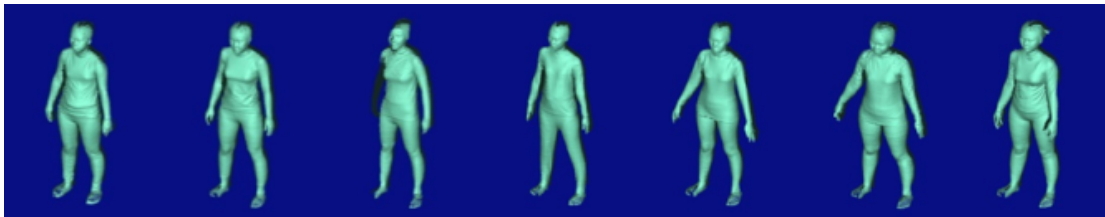


Figure 1. Anthroscan result of respondents body shape (spoon, hourglass, triangle, inverted triangle, rectangle, oval, and diamond (from left to right)).

MULTIDIMENSIONAL BODY-SELF RELATIONS QUESTIONNAIRE APPEARANCE SCALE (MBSRQ-AS)

The average body cathexis score or the empirical mean obtained by the respondents is 70.44. Based on the calculation of minimum and maximum score obtained the theoretical mean of the respondent is lower than the empirical mean, so the overall body cathexis score tends to be high (see Table 1).

Table 1. Statistical result of Multidimensional Body-Self Relations Questionnaire Appearance Scale (MBSRQ-AS).

	Body Cathexis	Self Objectification
Sum of data (N)	39	39
Maximal score	104	144
Minimal score	26	36
Mean empiric	70,44	108,79
Mean teoritic	65	90
p value (sig. 2 – tailed)	0,000	0,000

In self-objectification data it is known that the empirical mean obtained by the respondent is 108.79. Based on the calculation of minimum and maximum score obtained the theoretical mean of respondents is 90. Therefore, the theoretical mean of the respondents is lower than the subject's empirical mean, so the overall self-objectification score of the subject tends to be high. Based on the t-test analysis performed on body cathexis data and self-objectification it is known that the p value or significance obtained is 0.000 (<0.05). Based on these results it is known that there are significant mean differences between body cathexis data and self-objectification.

NORMALITY TEST RESULT

Normality test is used to see whether the research data coming from the population has normal distribution or not. If the p value is greater than 0.05 ($p > 0.05$), then the data is said to have normal distribution. However, if the p value is less than 0.05 ($p < 0.05$), then the data is said to have abnormal distribution (Razali, et al., 2011). Based on normality test results, it is known that body cathexis has a p value of 0.097 (see Table 2). The p value is greater than 0.05 ($p > 0.05$) so it can be concluded that the distribution of body cathexis variable data is normally distributed. While the self-objectification variable has a p value of 0.000. The p value is less than 0.05 ($p < 0.05$) so it can be concluded that the distribution of self objectification is abnormal.

Table 2. Normality test results of the body cathexis and self objectification.

	p value	Distribution
Body cathexis	0,097	Normal
Self objectification	0,000	Abnormal

LINEARITY TEST RESULT

The linearity test is used to find out whether the 2 variables have a linear relationship (closer to the straight line) or not (Razali, et al., 2011). Based on Table 3 indicating that the value of significance on linearity is 0.000 or less than 0.05 ($p < 0.05$). Thus, it can be concluded that the cathexis variable of the body and self-objectification have a linear or near-straight line relationship. This is supported also by the results of the scatter plot that indicating that the 2 variables are getting closer to a straight line (Figure 2).

Table 3. Linearity test result of the body cathexis and self objectification.

	Linearity	Sig.
Body cathexis and self objectification		0,000

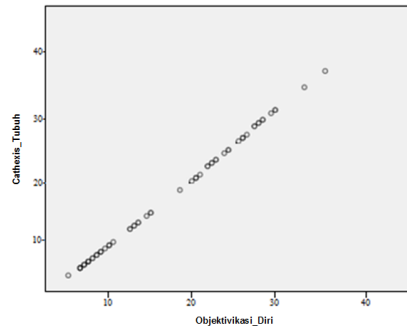


Figure 2. Scatter plot of linearity test the body cathexis and self objectification.

HYPOTHESIS TEST RESULT : CORRELATIONAL ANALYSIS

Hypothesis test in this study using correlation analysis to find the relationship between body cathexis and self-objectification in women consumers. Testing the significance of the relationship between the 2 variables is done by comparing probability value (p) with significance level (α). If the value of $p < \alpha$, it can be concluded that the correlation is significant. The value of α used in this test is 0.05 (Razali, et al., 2011). Based on Table 4. Hypothesis test results using correlation analysis, it is seen that the correlation coefficient value of body cathexis and diritivikasi self or r equal to 0,425 and p significance value equal to 0.000. This means that there is a significant correlation or $p(0,000) < \alpha(0.425)$. Thus it can be concluded that the cathexis variables of the body and self objectification are correlated, but tend to be moderate and the hypothesis 1 (H_1) is accepted.

Table 4. Hypothesis test results using correlation analysis.

		Correlations	
		Cathexis Tubuh	Objektivikasi Diri
Cathexis Tubuh	Correlation	1.000	.425**
	Coefficient	.	.000
	Sig. (1-tailed)	.39	.39
	N		
Objektivikasi Diri	Correlation	.425**	1.000
	Coefficient	.000	.
	Sig. (1-tailed)	.39	.39
	N		

** . Correlation is significant at the 0.01 level (1-tailed).

CLOTHES PREFERENCE

Respondents were given a choice of 10 clothing models offered in the form of virtual fitting room (see Figure 3). Each model of clothing offered suits a particular body shape.



Figure 3. Choice of clothing offered in virtual fitting room.

1. For respondents who have a spoon body shape, 2C model is the best one. Someone who has a spoon body shape has a hip larger than the shoulder, so the model of clothes that highlight the shoulders and chest with the shape of the letter "V" is the right choice.
2. Hourglass is the ideal body shape for the entire respondents of this study, with its characteristic is small waistline. The arch is the main asset of hourglass body shape, so the right clothing model for a respondent that

- has hourglass body shapes is 1D and 2D. This is because the clothing model is able to highlight the body curvature of the respondents concerned.
3. Then, for respondents who have triangle body shape the suitable clothing model is 1C. The clothing model has an "A" shaped, so with that model the thigh of the respondents will be camouflaged. The wearer's body shape also looks to be more ideal.
 4. Inverted triangle body shape is more suitable to use 1B and 2A clothing models. The 1B and 2A clothing models were chosen to cover the wide shoulders and chest by the inverted triangle-shaped respondents. In addition, clothing models 1B and 2A are also able to highlight the waist that is owned by the subject of inverted triangle research, so that their body shape looks ideal.
 5. Another case with the respondents that has a rectangle body shape, which has no boundary between waist and hips. Thus, the right clothing model for a rectangle body-shaped respondent is a 1E clothing model that uses a belt at the waist, a foam on the shoulder with an arm size $\frac{3}{4}$.
 6. Meanwhile, for the subject of an oval body with small shoulders and hips and prominent waist, the corresponding clothing model is 2B. That clothing model is able to make the respondents appear more slender with a straight model.
 7. For respondents who have a diamond body shape the appropriate clothing model is 1A and 2E, the curve of the waist that was initially invisible can be created through the illusion of the body. The presence of rubber at the waist and short sleeve of clothes will make the body shape of the study subjects concerned seem more proportional.

More than 50% of the respondents involved experienced problems with their clothing fitness. Alexander (2003) and Kurt Salmon Associates (2000) also point out that nearly 50% of women respondents in their study were unable to find appropriate clothing on the market.

RESULT OF THEMATIC ANALYSIS : THE RELATIONSHIP BETWEEN CLOTHING FITNESS AND BODY CATHEXIS

In addition, the results of interviews on the respondents involved also support the results of research obtained. The length of interviews varied from 2.22 to 4.46 minutes with an average of 3.54 minutes. All answers to open interview questions are transcribed, including interview questions. The name of the respondents is not used to protect the identity of the research subject. The result shows that there are 4 main themes, i.e. hourglass as ideal body shape, functional aspect of clothing fitness, confidence and clothing fitness, and clothing dimensions and size coding (see Fig. 4). The themes are interrelated through sub themes such as functional aspects of clothing that are positively correlated with body cathexis in which women respondents report that hiding unwanted body parts with certain clothing choices will make them feel more confident. The theme description is explained counterclockwise or from the top right.

HOURGLASS AS IDEAL BODY SHAPE

The ideal hourglass body shape is a body shape coveted by mostly women respondents in this research, regardless of their original body shape. There were only 3 respondents who had hourglass body shapes in anthropometric scan and received highly satisfactory grades on MBSRQ-AS i.e. respondent's number 3, 11, and 22. The respondents 22 reported that she had no worries about his body appearance "I really has no problem with my body.

THE BODY MUST LOOK BALANCED

The ideal body shape is a body shape that should look balanced and proportional with small size of waist, arms, and shoulders. However, some women are surprised by the difference between what is in their mind and how their actual appearance on the anthroscan results. For example the respondents 3 are classified as having hourglass body shape on the scans, shocked that in her mind her body shape is spoon, "I was shocked because I thought my body shape is not as good as this." It is also experienced by respondents 11 who are also classified as having hourglass body shapes based on anthroscan scans: "Oh, God! I thought my hips were disproportionate, I was wrong all along. I feel a little better knowing that my hips are what I expected."

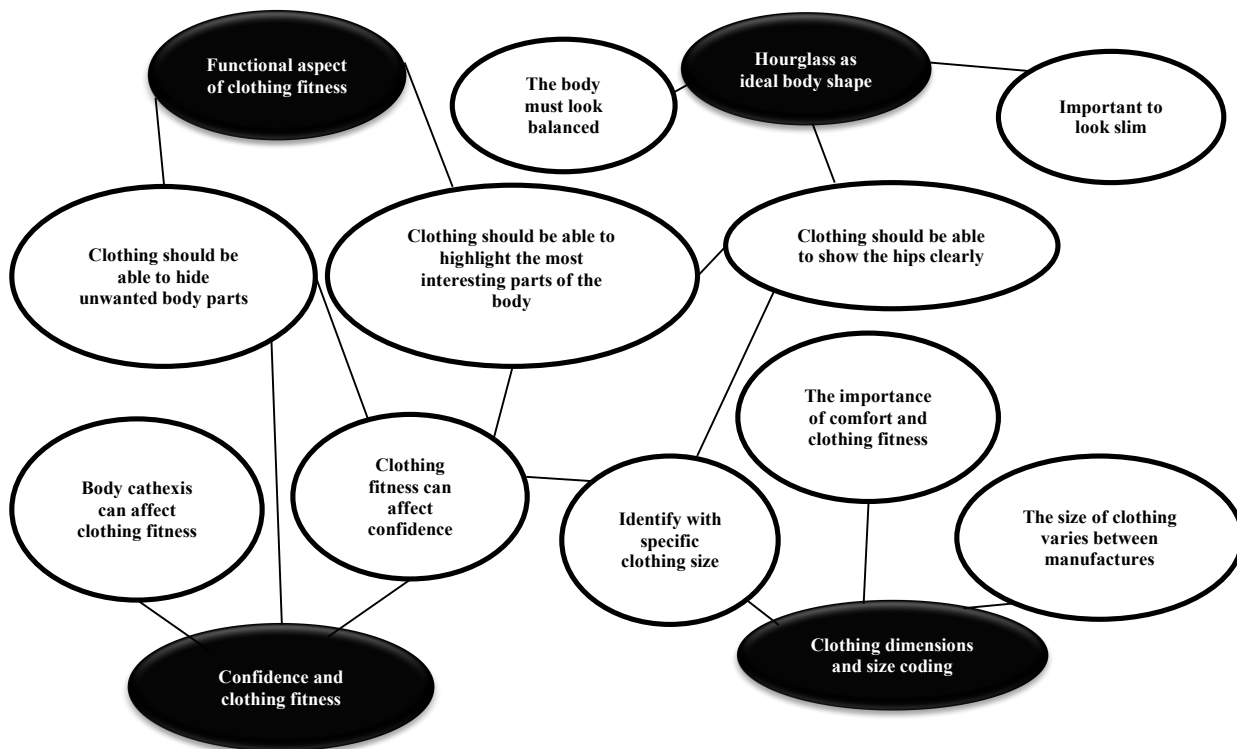


Figure 4. The relationship between themes of open interviews.

CLOTHES MUST BE ABLE TO SHOW THE HIPS SECTION CLEARLY

Clothes can create the desired hourglass body shape by asserting the waist and flattening the upper body. For example, the respondent12 states, "It seems that this clothing model (2B) can give me some kind of nice body shape, erm, it seems that this clothing model (2B) can give the illusion that my body looks a little more proportionate." This theme shows that women consumers consistently realize that to look slim in clothing is to put emphasis on the hips and avoid the emphasis aspect on the shoulder that makes the upper body of the user wider.

THE IMPORTANCE OF BEING SLIM IN CLOTHING

All women consumers say something positive about clothes that can make them look slim and avoid clothes that make them look bigger. For example, the respondent 9 who likes the 1C clothing model because it makes it look sleek and interpret as good clothes for her. She reveals "I think this (1C clothing model) makes me look beautiful and slim, erm, seems appropriate for my body shape."

FUNCTIONAL ASPECTS OF CLOTHING FITNESS

All respondents agreed that clothing should follow body shape, it is important to hide parts of the body that look less attractive.

CLOTHES SHOULD BE HIGHLIGHTING THE MOST INTERESTING BODY PARTS

The respondent 28, one of the 4 most disgruntled women respondents on MBSRQ-AS said that "I liked clothing that had something interesting at the waist," and respondent 3 felt that the attractive outfit "Accentuate my waist because I know that my other parts are fat."

CLOTHES MUST BE ABLE TO HIDE UNWANTED BODY PARTS

17 respondents reported using clothing to disguise unwanted body parts rather than expose preferred sections, and this was expressed in women most disgruntled with their bodies as determined by MBSRQ-AS scores. For example, the respondent 14 which states, "The appropriate dress when used is not too expose my attractive body parts so my body looks too dense." Respondents 3, 11, and 22, who get highest scored on MBSRQ-AS they noticed clothes that could cover unwanted body areas. For example, a respondent 22 who answered open interview questions with the answer that she avoid to wearing clothes that highlighted unwanted body parts and happy with the outfit he chose because he felt capable of hiding the stomach as a negative suppressor.

SELF CONFIDENCE AND CLOTHING FITNESS

Belief in the body affects the impression of the subject of women's research on the clothing fitness. There is a dynamic relationship between self-confidence and clothing fitness when the women consumers wear a good dress and in accordance with their body shape then it has the potential to increase confidence by making the wearer feel comfortable with herself.

CONFIDENCE IN THE BODY AFFECTS APPROPRIATE APPEARANCE PERCEPTION

Women respondents who are relatively satisfied with their bodies based on MBSRQ-AS results, such as respondent 11, report that they should feel confident and trust in their own bodies before wearing certain clothes, which the body's trust can influence perception of clothing. In addition, the respondent 3 also says that when she feels confident and believes in his body, she will choose a particular outfit she will not wear when she feels lack of self-confidence. "If I feel confident and believe in my body shape then it can affect what which I will wear."

CLOTHING FITNESS CAN INFLUENCE SELF-CONFIDENCE

Certain clothes are able to make women consumers feel more confident with their bodies, especially when the clothes are able to hide unwanted body parts. For example, the respondents 2, 15, and 24 stating the importance of clothing fitness in improving self-confidence. Respondent 2 says "Sure, when I use the appropriate clothes then I feel more confident." These findings are not limited to women who scored high on MBSRQ-AS such as respondent 3, 11, and 22 but also found in women who had relatively low scores on MBSRQ-AS such as respondents 28. When respondents 28 talked about how her feelings when she could not adjust to the clothes, she stated "If I had to buy a larger size, of course I would feel sad and upset about my own body."

DIMENSIONS AND GROUPING OF CLOTHING SIZES

5 respondents (1, 10, 13, 19, and 31) were identified by a certain size of clothing, indicating that the size of the clothing was not important to them. However, other respondents who regard important size clothing in stores even before they are shown how sizes vary between stores.

CLOTHING SIZE IDENTIFICATION

5 respondents (1, 10, 13, 19, and 31) were disappointed when they could not adjust to a certain size, but some quickly explained (such as weight gain, premenstrual, etc.). For example, the respondent 1 who had a relatively high score on MBSRQ-AS said "Yeah, my size seems to go up now because so I guess I just picked 2C." Thus, the level of the body cathexis does not seem to protect the women consumer from the concern on the size of a particular clothing.

THE IMPORTANCE OF COMFORT AND APPROPRIATENESS OF CLOTHING

15 women were reported to be more concerned with the comfort and suitability of the clothing model chosen in the virtual fitting room than the size on the label. For example, respondent 7 states, "As long as it fits, I do not care what size is on the label." These 15 women are very clear that they do not have a certain size identity and will be happy to wear clothes of any size as long as the clothes are comfortable and appropriate. This does not seem to be related to the cathexis of women consumer bodies. For example, respondent 3 (one of the respondents who received the highest score on MBSRQ-AS) did not care about the size difference between producers, "If it suits my body, then I will ignore the label on the clothes."

SIZE OF APPAREL VARIED AMONG PRODUCERS

3 respondents reported that they trust with the size of some producers and would shop there because they knew what size fit their bodies. This is generally seen as a positive thing because it avoids the frustration of repeatedly try on different clothing sizes, as respondent 4 says "As long as I find a company brand that I know well, I will make their size a benchmark without having to try it." In addition, the positive results of anthroscan intervention in this study may also be due to self-improvement, enhancement and evaluation.

1. Self improvement is an attempt to learn how to improve or be inspired to improve certain attributes (Martin & Gentry, 1997). If comparable targets are perceived as non-competing, upward comparisons will inspire women's respondents to improve. On the other hand, if comparable targets are perceived as competitors, then upward comparisons will be perceived as threats and are likely to be avoided by women respondents.
2. Whereas self-enhancement is the bias of a woman's respondent in an attempt to maintain a positive view of herself by protecting or enriching her self-esteem. Self enhancement is usually used when doing downward comparisons, such as trying to find a part of the body that makes the respondents more beautiful and interesting (Wood & Taylor, in Martin & Gentry, 1997). Therefore, the choice of clothing is selected in the virtual fitting room was more highlight the body parts that they consider interesting.
3. Another case with self-evaluation is the motive to estimate the value, the award or suitability of a person's ability, opinion and personal traits. If self-evaluation is used as a primary motive in comparing oneself, for example respondents which tend to assess the level of physical attractiveness or her body shape from comparison with anthroscan scans results will result in lower self-perception and self-esteem (Festinger, in Martin & Gentry, 1997).

The application of this study method implies that the method does not seek for generalization. Rather, this method has been applied in order to produce "comprehensive storylines, smoking guns, and confessions, which form the empirical basis for drawing causal inferences" (Blatter and Haverland, 2012). It means this study is interested in explaining the specific processes and results of Indonesia's women consumers decision-making. In other words, case study research does not aim at making generalization for wider population. However, what we can expect a case study research to generate is a sort of hypothesis at the end of the research project, which should be further explored by other studies applying mid-N or large-N research method. This examine exhibits those tie between women's shopping behaviors and how the industry displays apparel on virtual models. Apparel researchers should take an active role in developing online shopping experiences that enhance the shopping experience for women.

CONCLUSION

Based on the results of the previous analysis and discussion, it can be concluded that the results of anthroscan can be used as part of the intervention to promote the acceptance of body shape positively on the respondents women, resulting in increased clothing fitness. In addition, there is also a significant relationship between the body cathexis with the level of self-objectivity in women consumers. This result is shown by the correlation coefficient between the two variables of 0.425 with the p significance value of 0.000. Meanwhile, there is a positive relationship between clothing fitness and cathexis of the body that influence buying decisions on women consumers when and after using virtual fitting room supported by self-improvement, self-enhancement and self-evaluation behavior.

SUGGESTIONS

Suggestions for further research is to increase the number of respondents involved and initiate the research by circulating questionnaires cathexis and self-objectification in prospective respondents as much as possible. The more respondents are recruited, the higher the probability of the selected respondents based on cathexis values and self-objectification ranging from very high, high, low and very low. It is necessary that the subject of study can truly represent individuals who have cathexis and high self-selectivity or individuals who have low body cathexis and self-objectification. Then, to determine the actual conditions that are being experienced by women consumers can use such as eye tracker and electroencephalogram (EEG) to support previously obtained data. In addition, based on the results of this study is expected to be a consideration for the garment industry players to be able to consider the application of virtual fitting room to increase sales turnover. It is supported that the approach to the behavior of women consumers in decision making in buying can be a problem-solving approach to clothing compliance.

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