



## PROFILING CONSUMER INTEREST IN MASS CUSTOMIZATION

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The purpose of this research was to measure the interest of female consumers in levels and options for mass customization of apparel as proposed by the Mass Customization: Consumer-Driven Model. A national sample consisting of 1011 females ages 18-76 was used to identify profiles of those interested in four different scenarios identified by the model. The survey instrument, piloted in a previous research study, measured the relationships between shopping preferences, demographics, feelings about clothing and shopping, innovativeness, computer use and enjoyment, previous experience with customized apparel, and time pressure and the scenarios representing Online Service Access, using an Interactive Personal Advisor, using a Smart Card, and participating in Customized Design.

Nearly 40.9% of the sample indicated a high interest in Online access. Almost 37.8% were very interested in using an Interactive Personal Advisor. Over 41% were very interested in using a Smart Card. About 40% of the sample were very interested in designing their own clothing.

Based on correlation analysis and t-tests, the following variables emerged as significant for profiling consumers interested in each of the scenarios: internet experience, enjoyment from shopping, enjoyment from clothing, more computer use and enjoyment, higher levels of innovativeness, and younger aged women. Women who had children and who worked more hours per week were more interested in having an Interactive Personal Advisor and using a Smart Card. Women interested in Customized Design had previously purchased custom-made apparel.