THE INVESTIGATION OF THE SATISFACTION ABOUT B2C APPAREL INTERACTIVE INTERFACE

Pei-Jun Chen, Yu-Qing Gu, Jun-Xia Lin, 林靜華
Industrial Engineering and System Management
Management
kate@chu.edu.tw

Abstract

This study investigated the satisfaction of consumers about the interface of three
B2C on-line apparel retailers which offered the interaction of trying on and viewing
clothing in its virtual space. The opinions were collected from 18 subjects aged 20 to
39 years old, who all have the experience of buying apparel on line. The investigation
has two phases: one is observing and interviewing when subject was operating the
assigned interface of the apparel retailer; the other is having subjects fill in the
questionnaire. The results show that consumers place most importance on offering
abundant information about products, next on offering the function of viewing
products in 3D viewpoint. This indicated that the informational fit-to-task still affects
the satisfaction most. About the function of trying clothing on line, consumers place
most importance on viewing products in 3D viewpoint, next on interactive operation.
The three B2C apparel interface chosen in this investigation offered 3D models for
consumers to try clothing on. However consumers can only check the harmonic
collocations between clothing pieces instead of trying clothing on for

fit. The
drawbacks that subjects addressed about these interfaces are lack of
enough product
information, deficiency of whole 3D viewpoint for products and long
response time.