

Turkey as a production country needs more customized solutions and technological investments for the maintenance and development of apparel and fashion industry. Besides this, a national size survey would carry importance considering the increasing population and consumer potential of the country. The survey in this study was important as a market survey; however, the limited number of participants was a limitation in the study. An extended survey would create more benefit to proceed further for possible applications such as a national size survey or made-to-measure developments.

It is expected that as the level of development increases, research or commercial based applications of scanning will also increase. Results of this study can provide a foundation for future research of the potential market in Turkey to develop a marketing strategy.

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