An Exploratory Study of Clothing Fit for Male Consumers: 
Body Type, Clothing Fit and Anthropometric Scan Data

Osmud RAHMAN, Henry NAVARRO
Ryerson University, Toronto ON, Canada

Abstract
It is evident that a poor-fitting garment would lead to consumers’ dissatisfaction, return of merchandise, 
and financial losses (Abraham-Murali and Littrell, 1995; DesMarteau, 2000; Reich and Goldsberry, 
1993), whereas a well-fitting garment can provide both physiological comfort (e.g., ease of movement) 
and psychological comfort (e.g., aesthetically acceptable) to the wearers. Therefore, it is important for 
the fashion practitioners to understand the relationships between the body type and garment fit in order 
to produce desirable and good fitting garments as well as to establish a relevant and updated Size 
Chart for today’s consumers. However, there have been limited research literature (Chattaraman et al., 
2013; Hogge et al., 1988; Oliver et al., 1993) have examined on the relationship of men’s body type 
and clothing fit. As Chattaraman et al. (2013, p. 291) assert, “Although both men and women experience 
fit dissatisfaction, scholarly research has almost exclusively focused on women, leaving a critical gap 
in the research on men’s fit issues and preferences.” In order to understand the body size and garment 
fit of men, [TC]3D Body Scanner will be used to collect anthropometric data from male participants in 
order to develop different size charts for diverse body types (e.g., oversized, muscular, average, 
slender). In short, body scanning has been widely used in both academia and industry to provide 
accurate assessment of body measurements and generate three-dimensional images of participants’ 
external body shape (Bougourd et al., 2000; Grogan et al., 2016). In addition to body scan, an in-depth 
interview will be employed to gain a deeper understanding of how men perceive and evaluate clothing 
from three different perspectives – aesthetic, function and emotion. Through this study, we believe that 
we can (1) identify some prevalent body types of men including the waist-to-height ratio, neck-to-arm 
ratio, and arm-to-height ratio; (2) better understand the relationships among the Body Mass Index (BMI), 
garment ease, and perceived body image; and (3) perhaps a greater variety of garment fits can be 
offered to the short men who have been underserved. The results of this study will provide insights and 
information related to short male consumers’ shopping behavior, and consumption experiences.

Keywords: male consumers, clothing fit, body type, anthropometric data

References
Abraham-Murali, L. and Littrell, M.A. “Consumers’ Conceptualization of Apparel Attributes: An 
Bougourd, J.P., Dekker, L., Grant Ross, P. and Ward, J.P. “A Comparison of Women’s Sizing by 3D 
163-173.
291-305.
56.
Vol. 34 No. 1, pp. 61-73.
Hogge, V.E., Baer, M. and Kang-Park, J. “Clothing for Elderly and Non-elderly Men: A Comparison of 
Preferences, Perceived Availability and Fitting Problems”, Clothing and Textiles Research Journal, 
1988, Vol. 6 No. 4, pp. 47-53.
Oliver, B.A., Bickle, M.C. and Shim, S. “Profile of Male Made-to-measure Customers: Body 
pp. 59-62.
Reich, N. and Goldsberry, E. Development of Body Measurement Tables for Women 55 Years and 