



Garment Fit Preferences, Consumer Satisfaction and Generation Z Body Characteristics

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Abstract. The garment industry faces growing challenges in addressing the clothing fit preferences of Generation Z consumers, who exhibit unique body characteristics and distinct consumption behaviors. This study aims to examine garment fit preferences, consumer satisfaction levels, and body characteristics among Generation Z women. A quantitative survey involving 148 female Gen Z respondents was conducted, employing analysis of variance (ANOVA) to evaluate differences in fit satisfaction based on body characteristics. The survey instrument covered multiple dimensions, including preferences for fit, comfort, design, customization features, materials, and the influence of fashion trends or influencers, as well as satisfaction with clothing fit and anthropometric data such as height, body circumference, waist, hip, shoulder width, and weight. The findings indicate that comfort and accurate fit are the primary considerations in clothing selection, followed by design, materials, and customization features. Conversely, the influence of trends or social media figures appears relatively minor. The highest satisfaction levels were observed in comfort and material aspects, while dissatisfaction persisted regarding size inconsistency across brands, reflecting a gap between consumer expectations and market reality. Anthropometric data revealed substantial variation in Gen Z women's body proportions, with an average height of 163 cm, waist circumference of 75 cm, and weight of 57 kg, alongside high standard deviations in several parameters. These results emphasize the importance of size-inclusive and personalized fashion design approaches. The study recommends adaptive sizing standards, material innovation, and enhanced customization options to better accommodate the diverse needs and preferences of young consumers.

Keywords: Garment fit preferences, Generation Z, Clothing satisfaction, Anthropometric characteristics, Size-inclusive fashion.

1 Introduction

Indonesian fashion and garment industries have experienced rapid development, driven by economic growth, technological advancement, and changes in urban lifestyles (Sulasih, 2022). Generation Z (Gen Z), born between the mid-1990s and early 2010s, has become an increasingly dominant consumer segment in both global and Indonesian

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fashion markets (Putri, 2024). As digital natives, Gen Z is highly connected to technology and social media, which significantly influence their consumption behavior and fashion preferences. International studies indicate that social media serves as a primary source of inspiration and information for Gen Z throughout their fashion consumption journey from trend discovery and product recommendations to shopping experiences (Siregar, 2023). They tend to prioritize garments that are not only fashionable but also comfortable and well-fitted to their body characteristics (Flodemark, 2021).

1.1 Garment Fit and Consumer Satisfaction among Generation Z

The suitability of garments to individual body characteristics is a key factor influencing Gen Z consumer satisfaction (Listari, 2024). Their fit preferences are shaped by multiple factors, including comfort, aesthetics, trends, and personal as well as social values. A study by Az-Zahri Dinul Islami et al. (2025) revealed that Gen Z women are highly selective in choosing clothing, with major considerations given to comfort, trend alignment, and adherence to cultural and religious norms. Consumer satisfaction is determined not only by material quality and design but also by shopping experience—both online and offline—and the accuracy of sizing standards. Wardhani (2021) emphasized that the mismatch between garment sizes and body shapes often reduces satisfaction, particularly among women requiring special sizes such as plus-size categories.

1.2 Body Characteristics and Perceptions of Gen Z Women

The physical characteristics of Gen Z women are influenced by biological, psychosocial, and environmental factors. Body perception and self-image play important roles in shaping their clothing preferences and satisfaction (Wardhani, 2021). This highlights the need for garment producers to understand the diversity of Gen Z body dimensions and perceptions in order to create inclusive products that meet consumer expectations (Lu, 2024).

1.3 Customization Trends and Individual Fashion Expression

Gen Z exhibits a strong interest in clothing personalization and customization as a means of expressing identity and achieving garments that match their unique preferences and body shapes. Flodemark and Zumbuehl (2021) identified Gen Z as a key driver of the customization trend in fashion, as they seek clothing that reflects personal identity fashionable, unique, and tailored to individual needs. Social media and influencers further shape these expectations, increasing demand for fashion products that are not only stylish but also comfortable and well-fitted.

1.4 Research Purpose

This study aims to identify the body characteristics of Gen Z women, analyze their preferences for ready-to-wear garment fit, and assess their relationship to consumer

satisfaction. By deepening the understanding of how body characteristics and fit preferences influence satisfaction, the fashion industry can develop more inclusive and targeted products that better meet the needs of the Gen Z market.

2. Method

This study employed a descriptive quantitative approach using a survey method to collect primary data from female Generation Z consumers. This approach was selected to systematically and measurably assess garment fit preferences, consumer satisfaction, and body characteristics. The population consisted of female Gen Z consumers aged 18–25 years living in Jakarta and surrounding areas who actively purchase and wear garment products. A sample of approximately 100-150 female Gen Z respondents was selected using an accidental sampling technique, based on the criteria of age and having purchased garment clothing within the past six months.

Data were collected through a structured questionnaire utilizing a 4-point Likert scale to measure three main variables: (1) garment fit preference, including size, comfort, design, flexibility, material, customization features, and the influence of trends or influencers, (2) consumer satisfaction, including satisfaction with fit, quality, ease of finding suitable sizes, size consistency across brands, and shopping experience, and (3) body characteristics, represented by anthropometric data such as height, bust, waist, hip, and shoulder width measurements.

The questionnaire was distributed via Google Forms and social media platforms, with respondent selection based on age and Gen Z status. The collected primary data were analyzed quantitatively using descriptive statistics to describe respondent profiles and key variables, correlation and regression analyses to examine the relationships among body characteristics, preferences, and consumer satisfaction, as well as ANOVA/MANOVA tests to identify differences in satisfaction levels across body characteristic groups.

3. Result and Discussion

Based on the returned questionnaires, a total of 148 respondents met the criteria based on age and garment shopping experience.

3.1 Respondent Profile

Table 1 shows the respondent profile which is categorized based on the age.

Table 1. Age Distribution of Respondents.

Age Range (year)	Number of Respondents	Percentage (%)
18 - 19	9	6.0
20 - 21	31	20.9
22 - 23	55	37.1

24 - 25	53	35.8
Total	148	100

3.2 Garmen Fit Preferences

The results show that 90% of respondents agreed or strongly agreed that a well-fitted garment is their primary preference, while 94% prioritized comfort as a key factor in clothing selection, particularly for academic, work, and social activities (Table 2). Approximately 90% valued versatile designs that can be easily mixed and matched, indicating the importance of flexibility. Meanwhile, 82% appreciated the availability of size customization options, though only 52% prioritized them highly, suggesting growing interest in personalization. Around 90% preferred breathable and sweat-absorbent materials, consistent with Indonesia's tropical climate. The influence of trends or influencers appeared diverse, as only 45% agreed that trends affect their choices, implying that comfort and uniqueness are more valued. Overall, female Gen Z consumers prioritize comfort, size accuracy, and design flexibility when selecting garments. Comfortable fabrics and adaptable designs are key priorities, while customization features are increasingly appreciated but not yet a major demand among most consumers.

Table 2. Distribution of Garment Fit Preferences (Scale 1–4)

Fit Aspects	Strongly Agree(%)	Agree(%)	Disagree(%)	Strongly Disagree(%)
Well-fitted size	52	38	8	2
Comfortable to wear	68	30	2	0
Design	48	42	7	3
Customization features	42	40	9	3
Material	58	32	9	1
Trend/influencer impact	22	28	35	15

3.3 Satisfaction with Garment Fit

The distribution shows that 72% of respondents were satisfied or very satisfied with garment size fit; however, only 36% expressed satisfaction with size consistency across brands (Table 3). Comfort achieved the highest satisfaction rate (80%), confirming it as a dominant factor. Design satisfaction reached 62%, and the same percentage applied to ease of finding suitable sizes, though 12% remained dissatisfied. Breathable materials received 66% satisfaction, while flexibility across activities (study, work, leisure) was highly valued with 78% satisfied respondents.

Table 3. Satisfaction with Garment Fit among Gen Z (Scale 1–5)

Fit Satisfaction Aspects	Very Satisfied (%)	Satisfied (%)	Fair (%)	Less (%)	Dissatisfied (%)
Proper fit	32	40	20	6	2

Comfortable to wear	38	42	12	6	2
Design	38	34	22	4	2
Ease of finding right size	22	40	26	7	5
Material	44	32	22	1	2
Flexibility	30	48	20	2	0
Size consistency across brands	25	31	18	19	7

3.4 Anthropometric Characteristics

Tabel 4. Main Anthropometric Data

Parameter	Mean (cm)	SD	Range
Height	163	7.2	150-172
Bust circumference	92	5.6	80-104
Waist circumference	75	7.6	65-88
Hip circumference	94	5.2	86-114
Shoulder width	34	4.7	30-36
Shoulder height	130	7.3	126-149
Weight (kg)	57	7.8	44-76

The variation in waist circumference (23 cm) and body weight (32 kg) demonstrates a clear need for size inclusivity (Table 4). High standard deviations indicate heterogeneous body shapes among Gen Z women.

3.5 Correlation Analysis

The findings indicate that comfort (98%) is the top priority for Gen Z consumers, followed by fit accuracy, fabric quality, and design (around 90% agreement) as shown in Table 5 and 6. The influence of trends (50%) was relatively low, suggesting that Gen Z prioritizes functional and utilitarian values over external influences, consistent with Flodemark & Zumbuehl (2021), who found that Gen Z appreciates creative-achievement and practical benefits in customized fashion.

Tabel 5. Pearson Correlation between Preference and Satisfaction

Fit Aspect	Preference (Mean)	Satisfaction (Mean)	r	p-value	Significance
Fit size	3.40	2.96	0.312	0.001	Moderate
Comfort	3.66	3.10	0.189	0.023	Weak
Material	3.47	3.15	0.267	0.003	Moderate
Design	3.35	3.06	0.451	0.001	Strong

Tabel 6. Correlation with Body Characteristics

Body Characteristic	Correlation with Fit Satisfaction (r)	Correlation with Preference (r)	p-value
Waist circumference	-0.345	0.289	0.001
Bust circumference	-0.278	0.234	0.012
Body weight	-0.298	0.312	0.003
Height	0.156	0.089	0.067

A systemic gap of 14-26% was identified between high preferences and actual satisfaction levels (fit: -18%, comfort: -18%, size consistency: -26%), confirming findings by Wardhani (2021) that poor fit and design alignment can reduce consumer satisfaction, particularly among those requiring special sizes.

Anthropometric data reveal significant diversity among Indonesian Gen Z women—waist range 23 cm (65-88 cm), weight range 32 kg (44-76 kg), and height range 22 cm (150-172 cm), explaining why conventional sizing systems fail to accommodate this heterogeneity.

The study identifies a fundamental mismatch between Gen Z's expectations and the garment industry's current standardization. Despite high importance placed on perfect fit (90%), only 72% are satisfied with actual fit. This gap supports Abdulkadir (2024), who noted that Gen Z consumers express quality and fit concerns in online fashion shopping, often preferring offline evaluation before purchase.

Interestingly, Indonesian Gen Z exhibits resistance to trend influence (50% agree vs. 50% disagree), reflecting mature consumer behavior that prioritizes practicality (comfort, quality, fit) over social validation. This aligns with Rahmadiani et al. (2023), who reported that Gen Z values functional aspects first, while social status remains secondary.

Finally, 82% of respondents expressed interest in customization features, indicating growing demand for personalization as a solution to mass-production limitations. Around 60% of Gen Z consumers globally show similar interest in fashion products that express individuality and emotional attachment.

This study thus reveals a transformative shift in Indonesian Gen Z consumer behavior from trend-driven to function-driven preferences. The observed 14–26% preference-satisfaction gap highlights an urgent need for industry adaptation through adaptive design, technology integration, and personalized fashion systems.

4. Conclusion

This study highlights a significant transformation in the fashion consumption behavior of Indonesian Generation Z women. The findings reveal that comfort, accurate fit, and design flexibility are the most dominant factors influencing their garment preferences and satisfaction. Although Gen Z consumers demonstrate high expectations toward fit accuracy and comfort (above 90%), actual satisfaction levels remain moderate, indicating a systemic gap of 14-26% between preference and experience.

The anthropometric analysis shows considerable body diversity among Gen Z women, particularly in waist circumference, body weight, and height, which reflects

the need for size inclusivity and adaptive sizing systems in the garment industry. This heterogeneity explains the persistent dissatisfaction related to inconsistent sizing standards across brands.

Furthermore, the study confirms that Gen Z consumers are not heavily driven by fashion trends or influencer marketing. Instead, they exhibit mature, function-oriented purchasing behavior, valuing comfort, quality, and personalization over social conformity. The high interest (82%) in garment customization also underscores a growing demand for personalized fashion solutions that cater to both physical diversity and individual expression.

In conclusion, the research emphasizes the urgent need for the Indonesian garment and fashion industry to reconsider conventional sizing systems and embrace inclusive, technology-driven design strategies. Integrating body data analytics, customization options, and user-centered design can enhance customer satisfaction and brand loyalty among Gen Z consumers. Future studies may explore smart-fitting technologies and virtual try-on applications as innovative approaches to bridge the preference–satisfaction gap in digital fashion retail.

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Disclosure of Interests.

The author declares that there are no conflicts of interest regarding the publication of this paper.

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