Exploring Influential Factors on Customer Satisfaction with Clothing for Overweight and Obese Women: A Focus on Generations Y and Z in Sri Lanka

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Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

Original Research Article

ABSTRACT

Purpose: At present, global trade in textiles and clothing is expanding across the world. The increase in the percentage of overweight and obese women creates tendency to focus on the demand for plus-size clothes. Prior studies confirmed that there is a low attention paid to women's plus-size clothing in Sri Lanka when compared to other countries such as the United Kingdom, Australia, and England. The main purpose of this study is to identify the factors affecting clothing satisfaction of overweight and obese women in Generation Y and Z in Sri Lanka.
Design: Acknowledging Renoux's theory of retail satisfaction, the study used three influencing factors; shopping system, buying system, and consuming system. Shopping system considers displaying plus-size mannequins, creating a separate section for plus-size cloth and providing proper and sufficient information. Buying system focuses on new clothing designs, maintaining a

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reasonable price range, high-quality materials, and adequate the space in the store. Consuming system focuses on body proportion, body image, and the length of time a garment is held after purchase. A self-administered questionnaire is used to gather data from 287 respondents via online survey. This study adopted quantitative analyses. Influencing factors were determined through the multiple regression analysis.

Findings: Results revealed that the buying system and shopping system have statistically significant influences on overweight and obese women's clothing satisfaction and buying system recorded the highest influence. However, consuming system has an insignificant influence on overweight and obese women's clothing satisfaction.

Research Implications: Under the shopping system, displaying plus-size mannequin and allocating a separate section for plus-size could stimulate clothing satisfaction of overweight and obese women. Offering a reasonable price range and providing an adequate fit-on-room are the significant factors to be considered in buying system.

Future Research Suggestions: Quantitative approach limited the ability to address the problems of overweight and obese women's clothing satisfaction in depth. Shopping mechanism, the ability to do online or offline shopping, store attributes and human attributes should focus on further studies.

1. INTRODUCTION

At present, global trade in textiles and clothing is expanding across the world and contributing a larger impact to economic growth. The reason for that is that the value of this industry is 1.7 trillion US dollars, and more than 430 million people are working in this industry globally [1]. It is predicted that it will increase to approximately 2 trillion dollars by 2026 [2]. Clothing fit considers as the most prominent feature that influences on buyer' garment choices [3]. However, at present, the garment industry is overwhelmed with clothing fit issues, including non-standardised sizing and the negligence of different body shapes [4]. Shin and Damhorst [5] opined that individual body variations add to the complexity of achieving satisfactory clothing fit and thus it is important to understand the different body shapes in enhancing satisfaction with clothing fit [6].

Obesity epidemic has increased globally over the years; as predicted, approximately 38 per cent of the world's adult population will be overweight and another 20 per cent will be obese by 2030 [7]. Overweight and obesity are defined as ". . .abnormal and excessive fat accumulation that presents a risk to health" [8]. Universally, the body mass index (BMI) is used to measure whether one is overweight (BMI of 25 and below 30) or obese (BMI of 30 and above). Plus-size clothing is becoming a new opportunity for garment industry to response to these trends because people who fall in this category seeking to have similar styling as straight sizes. However, few apparel companies focus on plus-sized consumers [9], apparel fit, style or aesthetics and the amount of apparel options available are some of the major issues found in plus-size category worldwide [10]. Among the overweight and obese population, clothing fit problems for overweight and obese women receives critical attention because of two reasons: the amounts of fat deposited on particular body areas (e.g. bust, waist, thigh) are significantly higher for women [11]; they do not want to confine themselves into boundaries of thin world; they want to explore on-trend garments [12]. Overweight and obese females' inability to find clothing that fits well often makes them feel they are socially inferior because of the unequal accessibility to clothing that fits well [13], and thus they may feel frustrated and rejected by the fashion industry [14].

Thanks to the body positivity movement, fat acceptance movement also came forward to bring awareness and attention to the injustices and discriminations faced by overweight or obese individuals [10]. Body Positive movement promotes self-acceptance of one's own body [15]. Fat Acceptance Movements fighting against discrimination against fat people that seek to stimulate critical debates about social body image [16]. This movement has become more popular through social media like Instagram, which provides a body-positive discourse about image, beauty and healthy and promotes inclusivity [17]. Thus, apparel companies have considered improving their size standards that affect by overweight or obese female consumers' self-identity and social status [13]. According to

the Research and Market website, the plus-size women's clothing market is forecast to grow by 4.3% globally in the period 2022 to 2030 [18].

Overweight and obesity seem to be increasing year by year in Sri Lanka. According to 2017-2018 data from the National Health and Nutrition Examination Survey (NHANES), 30.7% of women in Sri Lanka are overweight, 42.4% are obese and 9.2% are server obese (Center for Health Statistics, 2020). And United Nations International Children's Emergency Fund (UNICEF) has confirmed that more than 45 percent of Sri Lankan women are obese (2018). Though body shape is a critical variable influencing consumers' garment choices, research investigating the experiences on plus-size clothing of overweight and obese women in Sri Lanka is limited. Hence, it is important to evaluate the determinants of clothing satisfaction of overweight and obese women in Sri Lanka. The study specifically focused on Generation Y and Z women (age group between 20- and 35 years old). According to Hanesbrand's test, 35% of women of overweight or obese are represented by the age of 25, and 44% are represented by the age of 33 [18]. Therefore, overweight or obese women in between age of 20 and 35 years had been chosen for the study.

This study indents to extend the current clothing satisfaction literature by exploring in Sri Lankan demographic that has not previously been investigated. Consequently, since plus-size clothing is becoming a new opportunity for garment industry, the findings of this study offer fashion retailers novel insights into overweight or obese females' clothing satisfaction which can better inform their promotional and marketing strategies.

2. LITERATURE REVIEW

Customer satisfaction is demonstrated using three components namely response, attention, and time [19]. Customer satisfaction defines as ensuring the extent to which customers are positively thinking or pleased through a company's product, services, and capabilities; as well as how the company meets customers' expectations with customers' happiness [20].

Clothing can be used as a non-verbal mediator between an individual's self and their social environment. The way individuals dress can boost their self-esteem and confidence. In turn, clothes can influence other people's perceptions of an individual [21]. Consumer satisfaction with apparel has been identified differently. Fit is the key contributing factor of clothing satisfaction or dissatisfaction as inferred by many researchers [10]. Fit is frequently cited as the determinant factor in clothing evaluation and selection whereas clothing fit defines how a garment conforms to the body [22]. Degree of consumer's satisfaction with clothing fit is identified through the fit evaluation at various body sites/areas and problems like limited clothing choices, price discrimination and overall discouraging shopping environment were prevalent among plus-sized consumers [9]. It is a challenge for many consumers to find a fashionable garment that fits them well in today's ready-to-wear apparel market. This is particularly the case for consumers, whose body measurements are outside of the apparel standard sizing system, including overweight and obese women.

When clothing shopping experiences are generating positive feelings, it is more likely that consumers will feel good and repeat the behaviour [23]. The satisfaction of clothing depends upon factors like size availability, fit, design, style, body type, color, in-store signage and price [24,25]. Apparently, fit to body type, size and style are the most problematic areas in plus-size clothing in general [10]. For overweight individuals, especially women, the main reasons for the lack of satisfaction with clothes are the lack of appropriate sizes according to their needs; the available clothes are not modern styles and non-compliance [26].

The customer's satisfaction has been studied through functional, expressive, and aesthetic aspects. It is stated that satisfaction should be evaluated before purchasing a product, at the time of purchase, and after consuming the product [20]. Customer behaviour in pre-purchase, purchase and re-purchase stages can significantly vary according to their individual perceptions, whereas they have a few favourite clothing brands that they frequently shop for [27]. Renoux's theory of retail satisfaction demonstrated customer's satisfaction during the period from buying a product to consuming it [28].

The theory indicates how customers are satisfied with a retail establishment within the aspects of shopping system behavior, buying system behavior, and consumption system behavior [19].

Shopping system behavior is the actions that a consumer takes before purchasing a product or service [29]. It is the customer's ability to reach the retail destination and the behavior that occurs in this reach [19]. In shopping system behavior, Renoux focuses on how easy to access the stores, the availability of complete, proper, and sufficient information, the availability of a sufficient number of stores, mannequin displays, human crowding, etc [30]. If customers have quality information that is expected accurate, reliable information, and in the proper format of the information, then those factors affect customer satisfaction [31]. Mannequins help to build customer intentions to shopping behavior as well as to build a visual image of body type, clothing availability, etc. Simply mannequins help to attract plus-size women's attraction [24]. Mannequins help in building better shopping intention as the initial step towards buying a product. Because the first thing they see through the eyes of the mannequin is to adapt to their mind and decide how it fits their body shape, they have a tacit impulse to buy in the shopping system [32]. Customers are less motivated to buy in places that are crowded [33] By reducing their intention to buy, they lose their satisfaction at the initial step. To achieve their satisfaction by getting better the shopping system behavior, human crowding should always be maintained at a good level.

In recent literature, preference for online shopping was found to be minimal, most of them enjoying in store experiences [27]. It has been further confirmed that 89% of overweight and obese women prefer to go to the store and enjoy themselves during that time rather than shopping online [9]. Encouraging them in the shopping environment can boost their satisfaction. Therefore, shopping system should be designed to attract overweight and obese women and supported in making their clothing satisfaction. It is thus critical to understand the influence of shopping system behavior on overweight and obese women's clothing satisfaction. In light of this, the following hypothesis is presented:

> *H1: There is a relationship between adequate availability of shopping system and Sri Lankan overweight and obese women's clothing satisfaction.*

Buying system is defined as the behavior of the customer after reaching the shopping destination according to the choices available to the customer [10]. Renoux mainly focused on the basic factors that a buyer needs in the behavior system to buy what they want such as size and verities available, color availability, styles, price ranges, quality of the final outfit, material quality, Fitton rooms, etc. (Jean, 2015). When overweight and obese women buy the clothes they want, their behavior in the buying system is determined by the availability of the sizes ranges of the clothes. The overweight and obese women's category includes clothing sizes from size 12 to 32 [34]. As confirmed by previous studies, the need for plus-size clothing is often not met through the market. This means that there is very little range of plus-size clothing in the fashion market and the unavailability of overweight and obese women's clothes [35]. Most brands make sure to only offer sizes 14 and 16 under US sizing. This has been done by targeting the most common customers.

Availability of number of varieties affects customer satisfaction. If customers have many varieties, then customers are satisfied with their expected product [31]. In the plus-size segmentation, the literature has shown that these overweight and obese women are dissatisfied with their clothing style and variety [36]. By grasping the needs of overweight and obese women and creating clothes to suit their body shape, creating a variety range is beneficial to the industry as well as to overweight and obese women [9]. According to literature, it has been confirmed that most overweight and obese women focus on and choose dark-colored clothes and neutral-colored clothes [34]. In addition, overweight and obese women try to wear clothing with similar styles to the average size of women style [34]. Unique and personal styles used by a woman increase self-expression (Cervantes, 2022). As shown in the literature, many retailers have underestimated the fashion demands of overweight and obese women compared to other fashion trends, and sometimes their demands are ignored [34]. To increase the satisfaction of the customer in the buying system, the body type should be identified, and the styles and fashion should be given to them. Fitton rooms are a very important element for a buying decision to be more effective. A standard fit one room is approximately three to five feet in area, and a common complaint from overweight and obese women is that most fitting rooms do not have enough space [37]. If showrooms have larger fitting rooms with magic mirrors, and beautifying spaces, attractive wallpaper, then overweight and obese women feel better and more

comfortable [38]. It is also stated that the final decision of the customer depends on the price, the quality, and the brand [39]. In sum, it is important to understand the influence of buying system behavior on overweight and obese women's clothing satisfaction.

> *H2: There is a relationship between adequate availability of buying system and Sri Lankan overweight and obese women's clothing satisfaction.*

Consuming system is defined as how the consumer acts on the product after the consumer purchases the product and starts consuming it [10]. Renoux focuses on how the product works for the customers with aspects of fit and aesthetics. Fit is considered at the beginning of the satisfaction and it is mainly concerned about women's body proportions (Jean, 2015). Well-fitting garments help to enhance the attractiveness of women and strengthen their sense of self-confidence [40]. The aesthetic component included in the consuming system includes the basic design principles of creating a garment such as comfort and range of motion. This includes ease of wearing the garment and ease of donning the garment, while physical safety is concerned [41]. Finally, it is important to understand the influence of consuming system on overweight and obese women's clothing satisfaction. On these notes, the study presents the following hypothesis:

> *H3: There is a relationship between adequate availability of consuming system and Sri Lankan overweight and obese women's clothing satisfaction.*

3. METHODS

To achieve the research objective, the study utilized deductive research approach under positivism research philosophy. Aforementioned, acknowledging the literature, the study used three dimensions in independent variable namely shopping system, buying system, and consumption system and dependent variable as overweight and obese women's clothing satisfaction. The measurement items of the selected variables were based on established scales from the literature. Table 1 shows the measurement items of each of the variable.

The scope of this study includes overweight and obese women in generations Y and Z in Sri Lanka. Overweight and obese women were classified according to theBMI value and women clothing size-14-20/ XL-5XL. When the traits that samples are anticipated to have are uncommon and difficult to find, a non-probability (non-random) sampling approach known as purposive sampling is used. Representing nine provinces in Sri Lanka, 384 sample size were selected. The cross-sectional survey method is chosen to collect data from the desired sample. A structure questionnaire was constructed, including a total of 35 items to collect primary data from the desired sample and to test the hypotheses. The items were measured by five-point Likert scale type questions with strongly disagree and strongly agree as end points. In addition, the information about the background of respondents was gathered from the first part of the questionnaire.

In quantitative approach, data analysis consists of three steps: measuring the sample profile, testing the goodness of the data, and testing the hypotheses. The sample profile is measured using frequency analysis. The measurement items' reliability and validity were tested to ensure the measurement goodness. Factor analysis, construct reliability, average variance extraction, Cronbach's alpha values, and discriminant validity were all tested. Multiple regression analysis is used to test the hypotheses.

3.1 Findings

Of 384 selected sample,287 were responded. Among 287, 12 respondents did not complete the questionnaire properly were removed from the statistical analysis. 4 questionnaires did not belong to the age group of 20 and 35. Finally, 279 questionnaires were used for the statistical analysis required for this study, indicating 73 percent of response rate.

Concerning the demographic characteristics, 98 people (35%) in the sample are married and 181 people (65%) are unmarried. There are 75 respondents in Sabaragamuwa province (27%), 31 respondents in Southern (11 %), 14 respondents in Northcentral (5.0%), 19 respondents in Uva (9%), 45 respondents in Western (16%), and 13 respondents in Northern. (5%), 30 people from Northwestern (11%), 32 people from Central (12%), and 20 (7%) people from Eastern province. These respondents can also be classified by employment status. Here, 32 (11%) are unemployed, 31 (11%) under part-time, 208 (75%) under full-time and 8 (3%) under

other. Furthermore, under Frequency of shopping, 23 people (8%) shop more than 5 times a month, and 256 people (92%) shop less than 5 times a month.

Table 1. Measurement items of each of the variable

Variables	Measurement Items	Source
Overweight and obese women's clothing satisfaction	I feel comfortable with my clothes. I feel comfortable wearing a fashionable outfit. I have easy choices without stress. I have clothes with the most preferences in size and colors. I am happy about my clothing style. I can choose clothes by wearing and looking at the outfits in them. I can get a good outfit in a reasonable price range. I can get a quality outfit with happiness. I can get clothes as expected. I have pleasure in my clothes overall consumption process	Bickle et al. [24]; Tiron, [42]
Sopping System	Most mannequins (clothing dummies) in stores represent my body type. I easy to find clothing displayed on mannequins in my size. If clothing shops have plus-size mannequins, then I feel so relaxed. Most mannequins get my attention to plus-size clothing. I have a specialty and separate section in the store for my size. I have proper and sufficient information regarding plus-size clothes. I have ease of access to the store. I have an adequate number of shops available for plus-size clothes	Bickle et al. [24]
Buying System	Overall, I am happy with the fitting rooms given by clothing retailers. (Fitting room size, hangers, mirror, and smell) I feel so relaxed when the store is less crowded. If the store has a larger crowd, I feel shy about purchasing my plus-size clothes. Easily, I can find my body-type clothes. I have clothes in different price ranges. (At similarly reasonable prices compared to other regular wears) I can see high-quality material for plus-size ware. I have trendy outfit designs for plus-size ware. I have fashionable clothes in a reasonable price range for my size.	Bickle et al. [24]; Pinckney, [43]
Consuming System	I know consuming clothes according to my body proportions. I can always reach happiness through my final outfit. I have been stressed about consuming clothes. I can find an outfit for my body type. I can hide unwanted body parts through the final outfit. (Belly fat, breast fat, unwanted layers in the tummy). Well-fitting garments enhance my beauty, happiness, and relaxed mind. Well-fitting garments enhance my self-confidence. I can always find well-fitting clothes. I feel like buying the dress is a waste and an unwanted thing.	Ipaye, [30]

3.2 Goodness of Measurements

To reduce the data and purify the items under each study variable, a factor analysis was used. The Kaiser-Meyer-Oklin (KMO) sample adequacy measure was used. According to Hair et al. [44], a KMO value of 0.60 or higher indicates a good factor analysis. Table 2 shows that the KMO value of the measurement items was greater than 0.50 and that the Bartlett's test of sphericity showed a significant level (p < 0.001), indicating the appropriateness of factor analysis. The loadings of the items on their correspondents ranged from 0.571 to 0.918 (greater than 0.50).

The reliability of each variable was assessed using Fornell and Larcker's [45] measure of composite reliability (CR) and Cronbach (1951) alpha, as shown in Table 2. The CR and Cronbach's alpha values for each construct were above 0.70, which falls within the acceptable reliability range (Hair et al., 2010). Convergent validity of the constructs was assessed by examining the average variance extracted (AVE). The results presented in Table 2 further shows that AVE values exceed the respective threshold values (above 0.50) ensuring the convergent validity.

The Mean and Standard deviation values show in Table 3 indicated that in the majority of the respondents show negative signs. The mean value of the shopping system is close to 2. The majority of the respondents disagreed with the shopping system. Buying system mean value close to 4. This means many of the respondents agree with the buying system. The mean value of the consuming system is also close to 2. Therefore, the majority of the respondents disagree with the consuming system.

The mean value of satisfaction variable was 2.2115, indicating the disagreement of the respondents. Based on the correlation values, there were statistically significant correlations among Shopping System behavior, Buying System behavior, Consuming System behavior, and overweight and obese women's clothing satisfaction at a 0.01 significance level. Further, none of the correlation coefficient was above 0.85, indicating the absence of multicollinearity in the variables [44]. The discriminant validity was ensured as the square root values of all AVEs exceed the correlation values of the respective constructs [45] (Table 3). The values of the square root of the AVE are as given in italic along the diagonals in Table 3.

3.3 Multiple Regression analysis

The multiple regression analysis is used to examine the factors influencing the satisfaction of overweight and obese women in Generation Y and Z (aged between 20-35) in the clothing market in Sri Lanka. The results are as given in Tables 4 and 5.

Table 2. Assessment of adequacy of measurement

Variable	No. of Items	KM measure	Bartlett's test of sphericity	AVE	CR	Cronbach's alpha
Overweight and obese women's clothing satisfaction	8	0.881	1671.133	0.617	0.942	0.868
Shopping system	8			0.536	0.900	0.747
Buying system	8			0.618	0.944	0.788
Consuming system	8			0.554	0.901	0.603

Table 3. Discriminant validity

Variable	Mean	Std. deviation	Satisfaction	Shopping system	Buying system	Consuming system
Satisfaction	2.2115	.8324	0.7859			
Shopping system	1.9522	.8373	0.523	0.7326		
Buying system	3.8124	.8995	0.538	0.528	0.7863	
Consuming system	1.9147	.8107	-0.183	-0.153	-0.178	0.7443

Table 4. Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	F	Sig.
1	.611[a]	.373	.366	.79606	1.882	54.559	.000[b]

a. Predictors: (Constant), Consuming System, Shopping System, Buying System
b. Dependent Variable: Satisfaction

Table 5. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.060	.048		2.914	.003		
Shopping System	.326	.056	.326	5.778	.000	.718	1.393
Buying System	.353	.057	.353	6.243	.000	.712	1.405
Consuming System	-.071	.049	-.071	-1.454	.147	.964	1.038

b. Dependent Variable: Satisfaction

As shown in Table 4, R^2 value was 0.373, indicating that 37% of changes happening in the overweight and obese women's clothing satisfaction are going to be represented by consuming system, shopping system and buying system. In Table 5, the p-values for shopping system and buying system were less than 0.05. As a result, these elements are important drivers of overweight and obese women's clothing satisfaction. However, there was no statistical significant influence of consuming system on women's clothing satisfaction. Among the significant variables, the buying system has the highest Beta value (0.353). VIF values are less than 5, there is no multicollinearity issue in the model. In sum, data were supported to H1 and H2.

4. DISCUSSION AND IMPLICATIONS

The findings of the study revealed that there is a positive relationship between the shopping system and overweight and obese women's clothing satisfaction. Ipaye [30] opined that overweight and obese women face the issues such as not enough places for them to buy plus-size clothes, there is not sufficient information about plus-size clothes and stores, there is a lack of fashion, and not having adequate plus-size mannequins. The present study's findings revealed that a very important motivation is given to the plus-size customer through the mannequin display and that there is a positive relationship between the mannequin display and the overweight and obese women's clothing satisfaction in generations Y and Z [24]. In addition, overweight and obese women expect a separate and special section or a space for plus-size clothes [43]. This result is further acknowledged by Gupta et al. [33] mentioning that to achieve their satisfaction by getting better the shopping system behavior, human crowding should always be maintained at a good level. Gailey [46] indicated that obese people, especially fat women, are marginalized, because they are made to feel ashamed of their (fat) bodies. Therefore, establishing a plus-size segment would drive to have more involvement to purchase clothing apparently can be more unsatisfied with clothes offered by fashion. To feel comfortable, beautiful, and confident about one's body image, a fat person needs to analyse the information available on plus-size clothes. Thus, providing proper and sufficient clothing information on verities, colour, availability, process and material quality on different body shapes would encourage overweight and obese women to get experience in shopping system.

Renoux mainly focused on the basic factors that a buyer needs in the behavior system to buy what they want such as size and verities available, color availability, styles, price ranges, quality of the final outfit, material quality, Fitton rooms, etc. [10]. The result of the study showed that there is a positive relationship between the buying system and overweight and obese women's clothing satisfaction. Promoting social recognizing of overweight and obese women as customers is essential in attracting and driving their clothing satisfaction. These customers believe that retailers do not understand their

clothing needs, wants to have comfortable clothes following the latest fashion trends and create attractive images of them, just like thin women do. Therefore, availability of the sizes, ranges of the clothes, unique and personal styles would stimulate overweight and obese women feel better and more comfortable [39]. Fitton rooms becomes a very important element influencing overweight and obese women's shopping experience. Thus, having larger fitting rooms with magic mirrors, and beautifying spaces, attractive wallpaper, then plus-size women feel better and more comfortable [38].

According to this study, it has been confirmed that the consuming system does not have a significant influence on the clothing satisfaction of Generation Y and Z overweight and obese women. Seram & Kumarasiri [9] stated that the consuming system is formed based on factors such as body proportion, body image, and the length of time a garment is held after purchase. The results denotes that respondents believed textile retailers in Sri Lanka do not care about women's body shape and garment fit and body shape is often omitted from retailers. As such, aesthetic component, comfort and range of motion need to be prioritized to attract overweight and obese women and strengthen their sense of self-confidence.

5. CONCLUSION

This study is conducted to examine the factors affecting clothing satisfaction of overweight and obese women in Generation Y and Z in Sri Lanka. According to the findings of the study, shopping system and buying system have positive relationships on overweight and obese women's clothe satisfaction. Under the shopping system, displaying plus-size mannequin and allocating a separate section for plus-size could stimulate clothing satisfaction of overweight and obese women. Offering a reasonable price range and providing an adequate fit-on-room are the significant factors to be considered in buying system.

This paper is not without its limitations. Although, the study considered the nine provinces of Sri Lanka, the analysis depended on 287 respondenses. According to the responses received, 27% of the responses were received in Sabaragamuwa province. Thus, one-fourth of the information in the study was received from the Sabaragamuwa province and the responses received from the other provinces were limited.

Therefore generalizability of the results is limited. It is worthwhile to expand the scope of the study and conduct comparative study. Quantitative approach limited the ability to address the problems of overweight and obese women's clothing satisfaction in depth. Future studies may have the opportunity to focus on other factors such as shopping mechanism, the ability to do online or offline shopping, store attributes, human attributes and so on. Future researchers should also need to investigate clothing satisfaction of overweight and obese women in elder population who do not belong to the age group of 20 and 35.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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