# Preliminary Study of Augment Reality user Experience in Fashion Industry

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**Abstract**
This paper presents a study of augment reality user experience in fashion industry. Two main focus of this study are augment reality application and user experience. This study employs quantitative method. This method collects data from augment reality application experts and selected store customer. The documentation of existing augment reality and online store sample will support this study in order to achieve the aims of this research paper.
**Keywords:** Argument Reality, User Experience, Fashion Industry.

**Introduction**
Fashion is one of the industries that exist in this world. Bouvier (2018) informed that fashion is not only about clothing. He added, fashion also can be referred as human personal behaviour. This shown that fashion is not only about clothing but more than that. Besides, fashion had a long history of timeline. It might begin from the first cloth that had been made by mankind. Scholar also had used the cloth or any type of wear as a reference for them to identify the age or era of particular artwork. An example of postmodern era, fashion on that era can be referred based on their cloth characteristics. Basically, combination of aesthetic design and current popular culture on that time will become the main character (Morgado, 2014).
Today, Paris has known as a fashion city in this world. A lot of fashion shows and exhibitions had been done at Paris. Commercialization and globalization of fashion industry also had been started by this fashion city (Agency, 2019). Another well-known fashion city is London. They advocate London fashion week where every fashion fans gather together to celebrate the fashion week. Young fashion designer from local private university also took part in London Fashion week on 2017 (Laila, 2017). This shown the development of fashion industry in this world has become widely.

In local context, fashion industry also has given their impact here. It begins from the simple clothing industry to the huge fashion business. Malaysian education institution also contributed on developing and introduce more fashion market player inside Malaysia. For example, University Technology Mara (UiTM), Perak branch had organized Diploma Fashion Show for Diploma in Fashion students (Lah, 2019). Besides grooming new fashion designer, this situation also create more demand to the fashion industry. Hence, more exhibition fashion show will be seen in future.

According to the press interview in 2019, Hugh Koh is one of the Malaysian fashion market players (Cheong, 2019). He said, fashion industry in Malaysia will become more globalization and digitalized. He added, customer will experience more digital experience when shopping in Malaysia fashion industry in future. Based from this press statement, fashion industry especially in Malaysia will face a new type of retail experience.

### Digitalization
Digitalization in fashion industry context is one of the big markets to promote fashion industry widely (Wei & Zhou, 2013). There are many online shopping portals exist today that sell the fashion goods to customers. In Malaysia, Zalora.com is a good example of fashion retail website. Many campaigns were created to maintain the good relationship with their customers (Lim, 2015). According to Lim (2015) too, Zalora also collaborated with a few local companies to engage more customers with their online store.

However, previous study stated that this digital online shopping phenomena has its own disadvantages. According Milong (2011), the digital online shopping was risky to the customer. Insecure payment, online shop cheating, cost and absence of sales person are examples of risks facing by online shopping customers (Muda & Hassan, 2016). Hence, combination of physical store and online store might be a good choice for the market player to sustain their company and to stay relevant in the fashion industry.

### Augment Reality user Experience
Augment reality is not something new in computer based technology. It has been introduced in 1992 (Li, Tsai & Chen, 2015). Virtual reality and mixed reality are another terms that can be relate with augment reality (Bekele, 2018). Even though using quite similar technology, augment reality has its own benefit and core characters elements. Besides, Poushneh (2017) stated there are several user experience characteristic in augment reality. They are pragmatic quality, aesthetic quality, hedonic quality by stimulation and hedonic quality by identification.

### Problem of Statement
Customer portray dissatisfaction when shopping in fashion retail store. This situation will make customers feel unhappy and uneasy when visiting or shopping at fashion retail stores. Previous study stated that satisfied customers will repeat their visit to the same store (Thomas, 2013). Hence, existing and future fashion retail stores should be looking forward to ensure their customers' loyalty to shop with them.

Other than that, technology has not been used widely in fashion industry. Even there are existing online shopping stores like Zalora, Lazada and Shoppe in Malaysia, the technology may not be fully utilized. According to Ng & Ramasamy (2018), augment reality was the newest and innovative way for future retail scenario in Malaysia. They added, combination between online and offline store are highly needed to ensure the augment reality can be used widely especially those related to marketing industry.

## Methodology

This research paper employs quantitative research method to fulfil the research objectives. There are four stages and phases of this research paper.

Table 1

*Research Stages*

| Stage | Process |
|-------|---------|
| Stage 1 | Collect primary data, existing augment reality application and online shopping website |
| Stage 2 | Identify good element of user experience on augment reality |
| Stage 3 | Creating mobile application |
| Stage 4 | Data collection using questionnaire and analysis |

## Research Phases

Phase 1

Data collection

The existing writing and study will be primary data for this research paper. Besides that, example of existing augment reality or related with will be collected in this phase. Publication, press report regarding augment reality and online shopping experience will also be recorded. This phase will become the base of this research paper.

Phase 2

Application development

An expert will clarify the best element on existing augment reality and online shopping website in this phase. They will be given a set of sample of augment reality and online shopping to be tested. Likert questionnaire will be given to an expert. The data will be recoded and extracted. In this phase, the recommended elements of user experience on augment reality and selected element on online shopping website will be identified. New mobile base application of augment reality will be develop. Researcher will choose the existing physical fashion stores (boutiques) in Malaysia with specific criteria to collaborate with this mobile base application.

Phase 3

Data collection/testing

The user experience questionnaire will be created in this phase. The questions will be based from an expert's questionnaire. Respondent that visited selected physical fashion store (boutique) will be given the questionnaire and test the augment reality mobile application when they are shopping in store. Accidental sampling method will be used to fulfil this phase.

Phase 4

Data analysis

Base from the data collection, researcher will compile and analyse the data. Suitable analysis software and selected theories will guide the researcher in this phase.

## Significant of Study

This research paper will contribute on new user experience when shopping. By completing this research paper, the good characteristic of user experience that can be used on augment

reality application can be extracted. The new method of shopping which is using augment reality computer technology can be implemented on physical fashion retail store in the future. Researcher also believe that this research paper can be a guideline for further similar research in the future.

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