

**“I am Dissatisfied with My Virtual Body”:
A Case of 3d Body Scanning**

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Abstract

Representation of physical bodies in virtual environments poses sensitivity concerns related to perceptions of body image and body satisfaction. While many online clothing retailers currently do not offer virtual try-on features, the increasing availability of mobile applications could soon make such technology available to a broader number of consumers. Furthermore, there is a growing trend toward using virtual reality (VR) glasses and VR immersion. Therefore, it is important to understand consumers' reactions to their realistic virtual bodies and attitudes toward the virtually tried-on clothes. In this experimental study, the body satisfaction of 47 women was measured before and after they saw their three-dimensional (3D) body scan models. Results showed that women reported lower levels of satisfaction with their virtual bodies compared to their satisfaction with real bodies. Virtual body satisfaction (VBS) decreased significantly when looking at the waist, abdomen, body build, and appearance. Our study findings indicated that frequent exposure to virtual representations of her body could weaken a woman's perception of her own body and self-esteem over time. This study brings attention to the risks of virtual try-ons and related digital technologies that may challenge the well-being of individuals and calls for further exploration.

Keywords: Virtual try-on, body satisfaction, self-esteem, body image, 3D body scanning