

## STANDARDIZING SIZE AND FIT: ANALYSING VARIATIONS ACROSS E-COMMERCE PLATFORMS AND THEIR IMPACT ON ONLINE RETURNS

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**Received: 12 Jun 2025**

**Accepted: 16 Jun 2025**

**Published: 18 Jun 2025**

### **ABSTRACT**

*Customers now have access to a vast array of clothing options because to the advent of e-commerce, which has completely changed the fashion retail sector. The inconsistency in sizing across various platforms, which results in high return rates and substantial customer discontent, is still one of the most urgent issues. Through an analysis of four significant Indian e-commerce platforms- Amazon, Flipkart, Meesho, and Myntra, this study investigates how differences in size charts and fit information impact online returns. The research identifies the lack of established measurement techniques, disparities in size availability, and insufficient fit assistance as the main variables impacting consumer behaviour through comparison analysis and customer questionnaires. Customers are frequently forced to assume their best fit due to the lack of trustworthy sizing suggestions, which leads to numerous exchanges or refunds. In order to improve online shopping and lower returns, the study's conclusion suggests using uniform sizing guidelines and incorporating AI-based virtual fit tools.*

**KEYWORDS:** *Virtual Try-On, Fashion Technology, Customer Fit, e-Commerce, Online Returns, Size Chart, and Standardization*