

# Hyper-Personalisation in Fashion: Readiness of Sri Lankan Fashion Brands on AI-Based Product Recommendations

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**Abstract** – Technological advancements have transformed consumer experiences through hyper-personalised features on digital platforms, and the fashion industry is no exception. While the consumer demand for personalised shopping experiences continues to rise, local fashion brands have not yet fully utilised this concept for their benefit compared to the international brands. Furthermore, it has been identified that only a limited scholarly material on the subject exists as of now. This gap has reshaped the aim of the study, altering its end goal to identify the readiness of local fashion brands towards implementing hyper-personalised product recommendation systems on their websites to elevate consumer experience and garner higher sales while ensuring any future expansions of the subject. A qualitative method was employed to collect the required data, consisting of interviews with local fashion brands and digital marketing consultants, along with a thematic analysis of the contents of top-rated fashion brands' websites covering multiple angles. The study concludes that while local brands are aware and are willing to adopt such systems, they require strategic support to bridge the existing gap regarding knowledge and background.

**Keywords:** Fashion Industry; Hyper-Personalisation; Product Recommendation Systems; Online Shopping; Fashion Brands, Sri Lanka

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## I. Introduction

Hyper-personalisation is a concept derived from rapidly evolving technology such as AI. The concept refers to the use of data collected from consumers' digital footprint to create tailored customer experiences, one of which is offering a range of customised product recommendations for consumers using data derived from their online behaviours. Particularly, the fashion sector, with the rise of online shopping and consumer demand for personalised shopping experiences, can easily leverage this concept to provide its customers with exclusive shopping experiences. SL, an unforgettable landmark in the textile and apparel sector, with its rich history of textiles and craftsmanship, is a fertile ground for the adaptation of the hyper-personalisation concept. This research will focus on local brands' awareness of the concept, specifically customised product recommendations, and the potential and challenges of adopting these technologies to enhance brand loyalty and retain an edge in the competitive digital marketplace, whilst providing required support for future expansions of the study.

## II. Research Problem

There is plenty of research done on Hyper-personalisation in international contexts, as well as exploring the theories and new ways to implement this technology into the fashion industry. However, this concept is relatively new to Sri Lankan brands and manufacturers and thus here is a significant specific research gap. Therefore, this study investigates the awareness of Sri Lankan brands on hyper-personalised product recommendation systems. Brands and manufacturers must stay up to date with such technological advancements in order to realise marketing concepts. This can help brands greatly grow their business, gaining brand identity, and boost sales and revenues.

## III. Literature Review

### A. Effect of the COVID-19 Pandemic and the Rise of the Online Shopping Trend in SL

With the outbreak of the airborne COVID-19 virus, which was later officially announced as a pandemic in early 2020s by the World Health Organisation (WHO) (*Coronavirus Disease (COVID-19) Pandemic, 2024*), the entire world was forced to shut down and was subjected to several prominent changes in all sectors alike. According to Jagdish Sheth (2020), eight prominent changes in consumer and consumption behaviour have been identified as follows.

- Stockpiling -Due to the uncertain future before them, consumers began to purchase essential products in bulk to store in case of supplies worldwide.
- Pent-up demand- Due to stockpiling, transportation bans and limitations, the skyrocketed demand for products was not met accordingly.
- Improvisation - Events and functions that were to be cancelled or postponed due to the newly imposed crowd limitations and travel restrictions were organised virtually via platforms such as Zoom
- Reunions with friends and families- Virtual meetups, reunions and video calls were practised frequently to avoid negativity from fostering due to people being restricted to their homes under rules imposed by the government.

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- Discovery of talent- to rid of the negativity of the circumstances, people adopted new hobbies and activities, uncovering hidden talents.
- Work from home- Due to restrictions imposed, work had to be done at home via platforms such as Zoom and Teams.
- Embracing digital technology – With life in virtual mode, digital technology was boosted by digital innovations, along with the championing of online shopping.
- The store comes home - With imposed travel bans and Grocery shopping and supermarket visits shifted to online mode, marking the debut of a thriving online shopping culture. To meet this need, businesses rearranged and polished their digital systems for a smoother, dependable experience for the customers, incorporating elements such as e-wallets and virtual fit-on rooms.

Sri Lanka was subjected to a similar fate with the COVID-19 outbreak, resulting in immediate preventive measures, curfews and complete lockdowns being initiated.

With extended periods of lockdowns, causing a ruckus in households due to limited food and necessities, companies, government, and small business owners introduced home deliveries of groceries and necessities, which were quite uncommon practices for Sri Lankans, even though the younger generation was more familiar with the concept. According to De Silva et al. (2023). Simultaneously, online shopping and teleshopping in SL skyrocketed with approximately 13% recorded as new adopters, with the most demanded products being medicine, sanitary products, groceries, along food. , which afterwards slowly expanded into other categories such as apparel, footwear, and stationery.

With this new advancement, marketers and businesses put their focus on developing the e-commerce side as well. Providing a personalised shopping experience has been a priority for many brands lately.

### ***B. The Concept of Hyper-Personalisation***

Nowadays, consumers are exposed to an overwhelming number of products and services daily through e-commerce platforms, causing buyers to fail in their decision-making process. Businesses now seek to implement personalised marketing strategies to overcome this problem while gaining a competitive edge (Nobile & Kalbaska, 2020).

In earlier times, luxury fashion houses manually documented the preferences and behaviours of each customer to provide personalised customer service (Team & Company, 2023). aiding in gaining a loyal customer base. The time-consuming process is now slowly being replaced with the concept of hyper-personalisation via novel technology. Jain et al. (2020) defines hyper-personalisation as implementing real-time consumer data to create highly curated shopper experiences enabled on digital platforms. Mendia and Flores-Cuautle (2022, p. 2) define personalisation as: "Personalisation is the ability of a company to recognise and treat its customers as individuals through personal messaging, targeted banner ads, special offers on bills, or other

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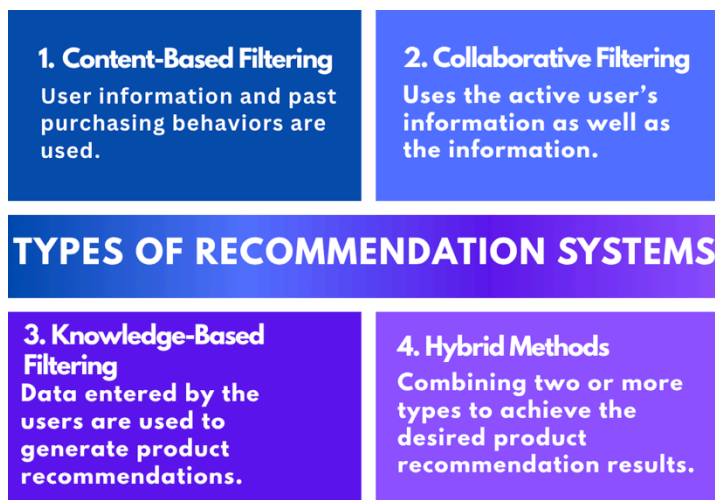
personal transactions.” Hyper-personalisation is processing real-time data with AI to create highly curated solutions for each customer.

Brey (2024) states that implementing AI and hyper-personalisation strategies into a business model can increase conversion rates, providing an enriched customer experience. In contrast, Nobile and Kalbaska (2020) argue that research shows that some individuals show negative reactions to it, like deleting emails without opening them.

### C. Personalised Product Recommendation Systems

According to Yıldız et al. (2023), a Recommendation System (RS) is a technology that predicts a user’s interest in an unfamiliar product based on their past purchasing behaviours. This widespread technology supports the retail industry by offering a personalised product at the right time for the customer. RS can assist the consumer in choosing the right product when there is a wide variety, which makes it less time-consuming and labour-intensive for the customer. There are four main types of RS.

**Figure 1**  
Types of Recommendation Systems



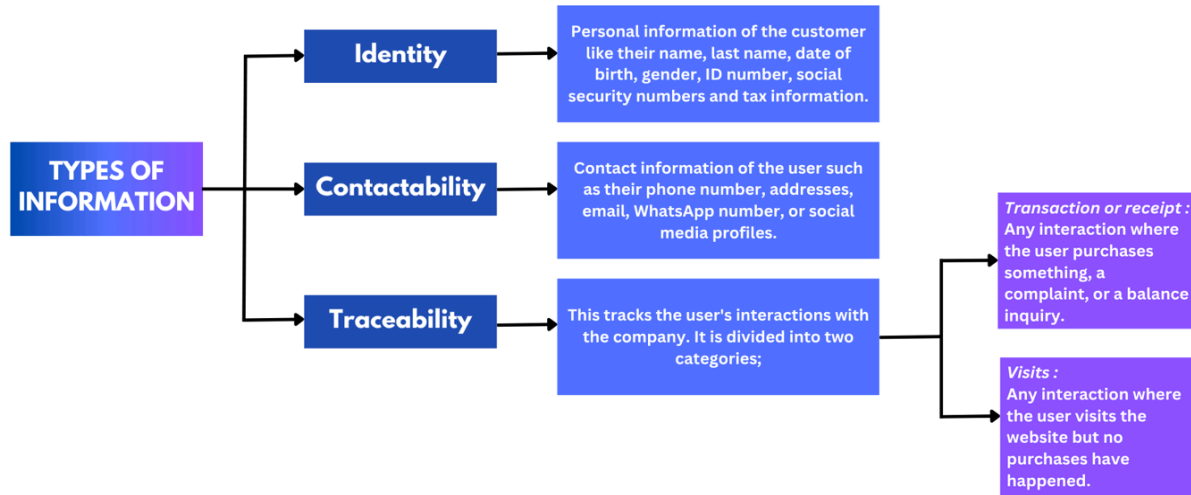
### D. Online Behaviour, Footprints, and Tracking

For the concept of hyper-personalisation, and affiliated entities such as customised product recommendations, there are mainly three types of data that are used, according to Yıldız et al. (2023).

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**Figure 2**  
Types of Information Used for A Rs



### E. Hyper-Personalisation: International vs. the Local Context

There are a few international brands that use this hyper-personalisation strategy in their RS. Stitch Fix's business model is a great example of how a brand can intertwine data science and ML algorithms to offer a hyper-personalised shopping experience for customers rather than providing traditional brick-and-mortar and e-commerce retail experiences (Stitch Fix's CEO on Selling Personal Style to the Mass Market, 2018).

When setting up the user account on Stitch Fix, a survey is presented to be filled out by the consumer. Through information, such as measurements, preferences will be collected. This data is then processed by machine learning algorithms, resulting in a hyper-personalised website/app interface with style recommendations titled a "StyleFile". This data is also used by stylists to pick the five most suitable pieces from the brand's inventory to be sent to the consumer. (About Us, n.d.).

Europe-based online retailer Zalando presents a hyper-personalised interface to each customer at each login. Personalised products are recommended to consumers by an AI fashion assistant based on location, sizing, activities or events with whom they can maintain meaningful conversations regarding their requirements. (Hu, 2023b).

A fashion-searching platform called Daydream utilises generative AI to generate multiple outfit options using its extensive brand partner catalogues according to the specific details entered by the users in regard to their preferred outfit as a prompt. Another e-commerce platform, eBay, also creates a variety of products based on the user's shopping history (Brey, 2024).

Although plenty of research has been done on this topic in foreign contexts, being comparatively novel to SL, studies regarding Sri Lankan brands' awareness of hyper-personalised product

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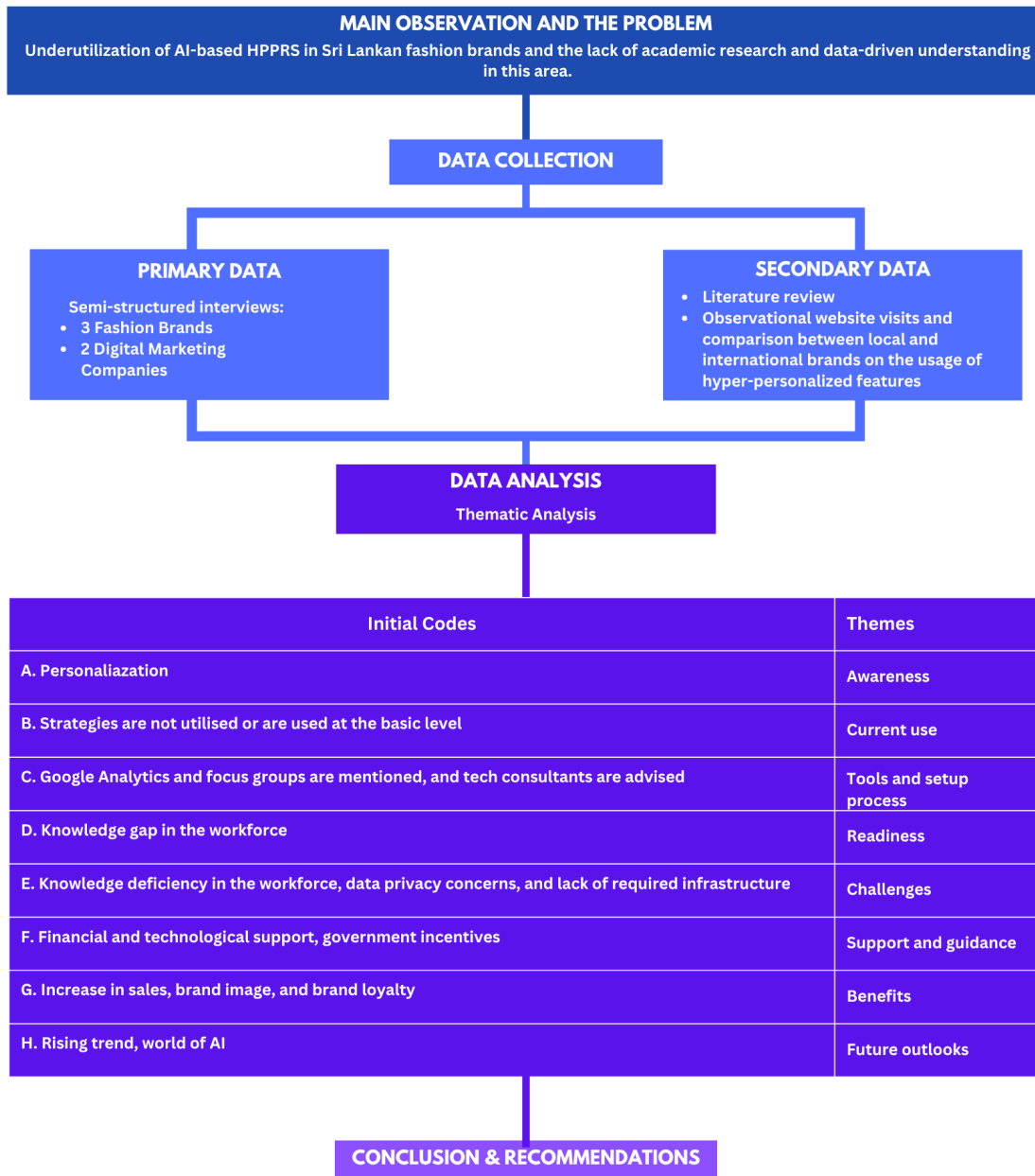
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recommendation systems have not been done yet. This uncovers a significant research gap for this topic. Brands and manufacturers must be updated with such technological and marketing concepts, as this will be beneficial for the growth of their brand, sales and identity.

## IV. Research Methodology

### A. Research Design



### B. Primary Research

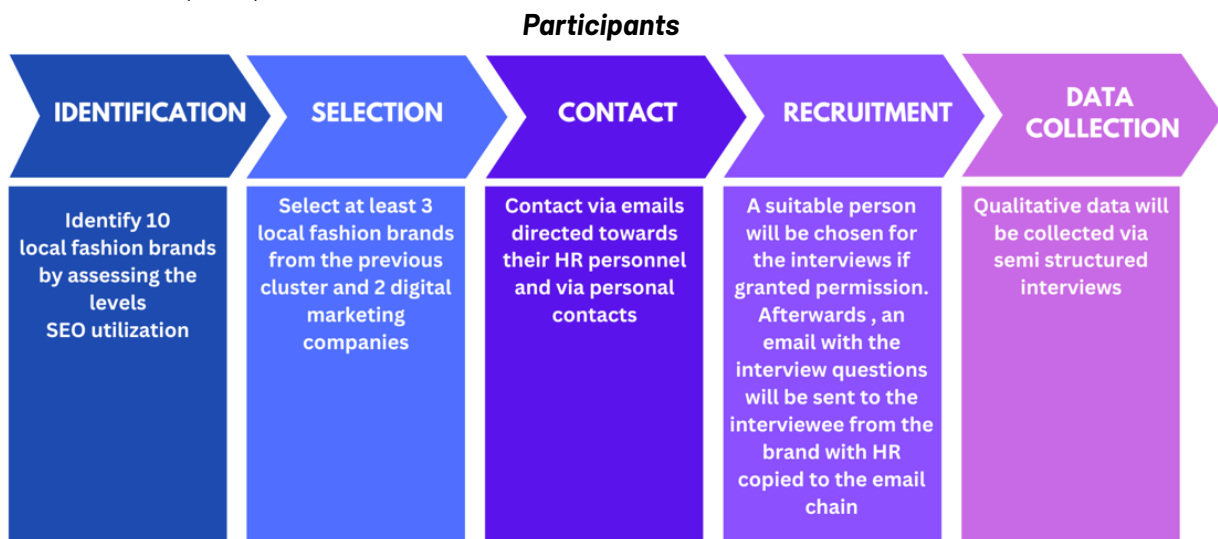
Semi-structured interviews with 3 brands and large-scale retail shops will be used to assess the topic from their perspectives, expecting to cover the following points.

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- How do the current systems and facilities concerning personalisation affect consumer revenues?
- The viewpoint of integrating the concept of HPPRS into their systems and facilities to offer an enhanced consumer experience.
- Barriers and issues that local brands might encounter in the face of the above-mentioned opportunity
- Willingness to adopt the concept of hyper-personalisation to provide consumers with a tailored shopping experience by offering hyper-personalised product recommendations
- To fully understand the process and the true viability of the concept, a few interviews will be conducted with at least 2 digital marketing companies. Covering the following points.
- The processes behind hyper-personalised product recommendations.
- The possible challenges brands might face when adapting this concept to their online businesses.

**Figure 3**  
Process of Interview participant selection



By using key phrases such as “Sri Lankan fashion brands”, “Online clothing brands in SL”, and “Sri Lankan fashion online brands” to assess the levels of SEO optimisation brands have invested in, 3 local fashion brands and local retail brands in total have been identified.

1. Fashion Bug
2. GFLOCK
3. Kelly Felder

The questions to be asked via the interview are as below.

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**Table 1***Interview Question Links to the Points to be Covered*

<b>Participant Category</b>	<b>Point To Be Covered</b>	<b>Interview Question</b>
<b>Local fashion brands</b>	How do the current systems and facilities concerning personalisation affect consumer revenues?	1. Awareness
	The viewpoint of local brands and large-scale retail shops integrates the concept of HPPRS into their systems and facilities to offer an enhanced consumer experience.	2. Current Use and Data Collection 3. Perceived Importance and Impact
	Barriers and issues that local brands might encounter in the face of the above-mentioned opportunity.	4. Challenges 5. Future Adoption and Support Needs
	Their willingness to adopt the concept of hyper-personalisation to provide consumers with an enhanced shopping experience by offering HPPR increases their revenues.	6. Brand Readiness
<b>Digital marketing company</b>	What is the process behind HPPRS?	7. Tools and setup process
	What are the possible challenges brands might face when adapting this consumer-personalisation business?	8. Readiness and Challenges

### **C. Secondary Research**

Existing reliable literature materials will be utilised and assessed to achieve a comprehensive understanding of the topic, tackling the following topics.

- The evolution of hyper-personalisation.
- Digital tools and principles are used to build hyper-personalised recommendation algorithms.
- Government infrastructure, facilities, rules, and regulations supporting the implementation of this technology
- Possible challenges and solutions
- Impacts of hyper-personalised product recommendations on Fashion Businesses

Furthermore, observational website visits will be conducted to get a surface understanding of the existing systems and shopping experiences offered by fashion businesses in SL (Brands considered for the interviews) compared with the international fashion businesses (recurring in scholarly materials) based on the availability of hyper-personalisation features on their websites. These observational studies will cover the following main point: *How and to what extent do the existing*

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systems offer personalisation facilities to consumers in the context of local and international online fashion businesses?

## V. Data Analysis

For this study, the required qualitative data were collected using semi-structured interviews as the primary data collection method and website reviews and literature reviews as the secondary data collection method. The qualitative data generated from these interviews and website reviews were thematically analysed following Braun and Clark's six-phase approach to thematic analysis as follows:

1. Familiarisation with data
2. Generating initial codes
3. Searching for themes
4. Reviewing themes
5. Defining and naming themes
6. Producing the report

Sri Lankan online fashion businesses were selected for the interviews by assessing their visibility in SEO results and were sent an interview guide with an introduction to the study for ease. Participants' insights and opinions on the matter, as well as their status in the industry when considering personalisation strategies, were noted. The interview questions were categorised under subtopics separately for fashion businesses and digital marketers. The following initial codes and themes have been developed after the collection of the responses.

**Table 2**

*Initial Codes and their Relevant Themes*

Initial Codes	Themes
<b>A.</b> Personalization	Awareness
<b>B.</b> Strategies are not utilised or are used at the basic level	Current use
<b>C.</b> Google Analytics and focus groups are mentioned, and tech consultants are advised	Tools and setup process
<b>D.</b> Knowledge gap in the workforce	Readiness
<b>E.</b> Knowledge deficiency in the workforce, data privacy concerns, and lack of required infrastructure	Challenges
<b>F.</b> Financial and technological support, government incentives	Support and guidance
<b>G.</b> Increase in sales, brand image, and brand loyalty	Benefits
<b>H.</b> Rising trend, world of AI	Future outlooks

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### A. Awareness

Through our initial research, a lack of scholarly material on Hyper-personalisation in local fashion businesses has been identified and further highlighted during the website reviews conducted on local fashion business websites, where, when compared to international fashion businesses, websites had little to no hyper-personalisation aspects utilised. The interviews conducted revealed that the concept of HPPRS was foreign to many. However, After a brief introduction to the research topic, the participants noted that they had experienced hyper-personalised product RS with websites like SHEIN or TEMU.

### B. Current Use

In the local online fashion sector, personalisation strategies are used minimally, and many have not attempted to conquer the hyper-personalisation aided by AI. According to respondent 1, a freelancing digital marketer, while a few fashion brands and businesses have shown interest in personalisation strategies, *“full-scale personalisation is still in its infancy in SL at the moment”*. A marketing executive from GFLOCK mentioned that they *“do have a target audience narrowed down”* to whom they advertise most when releasing collections to boost sales; however, they have no plans yet to move beyond that. Through the website review included below, it is further highlighted that hyper-personalisation strategies have either not been used at all or have not been utilised to their fullest potential.

**Table 3**

*Website Comparison of Hyper-Personalised Features Between Local and International Fashion Brands*

Hyper-Personalized Feature	International Brands		Sri Lankan Brands	
	Zalando	StitchFix	Carnage	Kelly Felder
Similar Items/Customers also viewed	✓	✓	✓	-
Customized Homepages	✓	✓	-	-
Personalised/follow-up e-mails	✓	✓	✓	✓
Virtual Stylists/ AI shop assistants	✓	✓	-	-
Search Filters/sorting	✓	✓	✓	✓
Fit/Size recommendations	✓	✓	-	-
Geo-targeted product suggestions	✓	✓	-	-
Quizzes about personal styles	-	✓	-	-
Reminders for Wishlist	-	✓	-	✓
Interactive outfit builders	-	✓	-	-
Personalised discounts/offers/prices	✓	-	-	✓

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The above comparison highlights a significant difference between international and Sri Lankan fashion e-commerce platforms in terms of the availability of hyper-personalised features. While global brands such as Zalando and StitchFix have integrated a wide range of advanced AI-driven features such as customised homepages, virtual stylists, geo-targeted suggestions, Fit/Size recommendations and interactive outfit builders, local brands remain limited to only basic personalisation features such as follow-up e-mails, similar items and search filters. This indicates that Sri Lankan Brands are still operating at a primary level of personalisation, relying more on generic user-engagement strategies rather than advanced user-friendly technologies. Therefore, the gap suggests an untapped opportunity for local brands to enhance user experience and gain a competitive edge through integration of HPPRS.

### C. Data Collection

For a hyper-personalised fashion product RS to be fully equipped, it needs consumer data as input. According to the digital marketers interviewed, to set up a functioning product RS based on personalisation, the below key user data is required.

**Table 4**

*Categories and Types of Data*

Category	Types of Data
<b>Behavioural patterns</b>	Browsing history- Search queries- Cart activity- Purchase history-Wishlists-Interaction patterns opened-links clicked
<b>Demographic information</b>	Age- Gender- Location- Language
<b>Preference Data</b>	Style preferences-Size Preferences- Brand affinities- Colour/fabric preferences-Social media behaviour- Onboarding quizzes
<b>Transactional Data</b>	Payment method- Discount usage- Return/refund behaviour- Order frequency
<b>Third-party/Integrated Data</b>	Linked accounts (Google, social media, email)

### D. Tools and Setup Process

According to the digital marketer, respondent 2, the first step for such a system should be the customer interface, as it is the first thing that consumers are faced with and is what propels them to browse further. *“Pictures are the first things to attract people at first”*. Apart from the aesthetic aspect of the websites, to build a tailored product, RS, Respondent 1, a seasoned digital marketer, elaborated on the general setup processes as follows.

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**Table 5**

General Setup Process of a HPPRS

Steps	Description
<b>Data collection</b>	Implement tracking mechanisms via website/app to collect Behavioural and transactional data.
<b>Data integration</b>	Centralise data through CRM or CDP platforms.
<b>Segmentation</b>	Create customer profiles using AI or logic-based segmentation.
<b>Personalization engine</b>	Use tools like Nosto or custom-built ML models to generate recommendations.
<b>Testing and optimisation</b>	A/B test personalisation strategies to improve accuracy and engagement.
<b>Automation</b>	Set up personalised flows via email, website, and ads.

### E. Readiness

One digital marketing specialist mentioned that *“most Sri Lankan fashion brands are still in the early stages of digital maturity”*. Though some progressive e-commerce brands have begun to explore data-driven marketing, *“the concept of hyper-personalisation remains a relatively unexplored domain”*. However, during the interviews, it was mentioned often that the issue lies not with the lack of technological capability but more with the lack of awareness. This was brought up when inquiring whether their company/ brand encompasses the ability to adopt hyper-personalisation fully as a concept into their businesses. *“I think it's just a matter of the fact that these are not very widely available. And you know, strategies are not well known yet, that is why we haven't been able to do them.”* It was also mentioned that while SL has the technology, the infrastructure to further nurturement might be lacking. *“...We have the expertise, we have the brain, we have the capacity. But we don't have the facilities, we don't have the infrastructure...”*

### F. Challenges

During these interviews, financial restraint was mentioned as a notable challenge. When asked whether their brand will be capable of adopting a HPPRS, a marketing executive at Kelly Felder expressed that, as a business, they are capable; however, it was doubtful whether they possess *“that kind of budget”* for such a system.

Since hyper-personalisation as a concept is a relatively unexplored area in SL, a *“limited understanding of data analytics and personalisation tools”* has been pointed out as another challenge in pursuing a HPPRS. It was also mentioned that the ability to manage a large volume of data will be considerably challenging. A marketing executive from Fashion Bug mentioned, *“Having an extensive product portfolio can be challenging when implementing hyper-personalised RS. Managing and tagging a large number of SKUs accurately requires significant time and resources.”*

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Furthermore, it has been mentioned that the knowledge deficiency regarding the subject in the workforce might be overriding the economic and technological constraints.

*"In terms of technology and access to technology, no, I don't think there are any restrictions. But in terms of people, the people who are working, being able to use them properly and their knowledge of it, I think there would be restrictions."*

### **G. Support and Guidance**

According to digital marketer Respondent 1, if a brand is implementing this concept into their online businesses, they should *"start small, focus on foundation personalisation strategies first"* with personalised e-mail segmentation, targeted ads, homepage banners, etc. Since the concept of hyper-personalisation is not considered general knowledge, it was mentioned that consulting a professional will be the best in building a strong system with as few drawbacks as possible.

To overcome the difficulties discussed, government support is essentially needed through government loans and robust infrastructure to better facilitate the adaptation of these hyper-personalisation, along with internal workshops for employees. To improve the awareness within the workforce, consumers, and industry.

### **H. Benefits**

As noted by industry professionals, HPPRS can significantly increase sales by providing a tailored shopping experience utilising consumer data. The efficiency of this experience will reduce time spent on clicking through, boosting brand loyalty and securing an increased returning consumer. Additionally, it will raise brand awareness levels within the market, giving the businesses more visibility in the competitive industry, as acknowledged by those in the industry. *"Through brand awareness, the brand image will be built, which will eventually lead to brand loyalty being solidified."*

### **I. Future Outlooks**

As an emerging trend affiliated with AI, HPPRS are proving to be the way to secure one's position in this competitive industry. As for the future of this concept in SL, digital marketers interviewed predict that *"within the next 2 to 3 years, localised Personalisation, based on climate, cultural events, will be more mainstream"*

## **VI. Discussion**

The conducted interviews and the website reviews have offered a comprehensive view of the current state of hyper-personalisation in the Sri Lankan online fashion business sector, which is exactly what was initially identified as the research gap due to the lack of research in this field. The thematic analysis conducted revealed that though the concept of HPPRS is not a completely untouched territory in the industry at this moment, it has not been explored thoroughly. Local online fashion businesses are aware of the concept but have not attempted to implement it to the

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fullest. Apart from the gap in implementation, the analysis showed that there are also prominent gaps in infrastructure and knowledge base to facilitate an equipped HPPRS.

### **A. Awareness to Adoption**

As mentioned before, the concept of a HPPRS based on online consumer behaviour is not widely discussed nor promoted by online fashion businesses. However, as mentioned in the literature review, international brands have attempted to utilise the potential of the concept, fully gaining a competitive edge in the online business industry. (Nobile & Kalbaska, 2020).

While the respondents acknowledge the vast opportunities this concept can provide for their businesses to thrive in this competitive industry, as well as the fact that its full potential is not widely known, there is a considerable gap. It was also admitted that promoting the full spectrum of benefits of the concept should be the primary step towards adapting it.

### **B. Current Use**

Jain et al. (2020) defines hyper-personalisation as the implementation of real-time consumer data to deliver tailored shopping experiences on digital platforms. However, the rudimentary applications of this strategy by the local brands, such as targeted ads and e-mails, cause them to appear outdated in comparison to how international brands have used this. Brey (2024) emphasizes the potential of advanced AI-based hyper-personalised strategies, such as generative AI and tailored homepages, as used by international businesses. The gap between the theory and the real-world situation highlights the need for local brands to push forward and discover their full potential as described by Jain and Brey.

### **C. Data Collection and Tools**

Mendia and Flores-Cuautle (2022) argue that hyper-personalisation is heavily dependent on data-driven approaches, with brands using consumer data to create more customised experiences. Digital marketing consultants recommend using Google Analytics as a tracker for consumer behaviour and data centralisation through CRM or CDP platforms.

However, it is noted that more advanced systems, such as customer data platforms and more AI-based analytic tools, are rarely referenced. There are mentions of focus groups as a supplementary method to further strengthen the findings produced by tools such as Google Analytics; however, it is also quite time-consuming and laborious.

Additionally, Yıldız et al. (2023) have identified four types of RS (content-based, collaborative filtering, Knowledge-Based Filtering and Hybrid Methods) to assist with data integration. Similarly, one of the digital marketing consultants indicated how to incorporate tools like ML models, Shopify plug-ins, GA4 and Meta Pixel efficiently. However, the brand lacks the infrastructure to integrate such systems, besides basic e-commerce plug-ins such as Shopify.

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#### **D. Readiness, Challenges, Setbacks**

Participants of the interviews noted that for SL, technology is not the prominent drawback concerning the lack of adaptation of hyper-personalisation strategies. According to them, the issue lies within the workforce. They argue that there is a significant knowledge deficiency that can hinder the adaptation of these strategies to their businesses. Furthermore, they state that though the technology is available in SL, suitable infrastructure might not exist.

There are several challenges that brands might face, as cited in the literature. According to Nobile and Kalbaska (2020), some customers tend to delete personalised messages. One of the marketing consultants also highlighted another important factor: customers' trust issues with counterfeit or fake products being on the market, which can affect brand loyalty and cause issues with data collection in the long term. Furthermore, brands' issues with the lack of infrastructure, budget constraints and data privacy concerns also add to the challenges. This aligns with the notion from literature that hyper-personalised marketing strategies are resource-intensive procedures. (Brey, 2024)

#### **E. Support**

Government incentives, both facilitating economically and infrastructure-wise, can enhance local businesses' capacity to adopt a HPPRS. Furthermore, with the support of tech counsellors and knowledge-sharing sessions, the existing knowledge can be effectively narrowed, if not closed, further facilitating businesses with a competent workforce that can manage a HPPRS. Additionally, in the literature, Jain et al. (2020) acknowledges that co-creation with customers as a part of digital clienteling can be helpful when trying to implement such systems. In the interviews, most of the participants suggested creating support systems such as workshops, marketing consultations or digital transformation programs to initiate enabling such systems.

#### **F. Benefits and Future**

The benefits of hyper-personalisation from gathered data and literature review align well. Both brands and consultants claimed that strategy has the potential to drive more sales and enhance customer loyalty, which complements Brey's finding that AI-based personalisation can increase conversion rates and customer experience. Yildiz et al. (2023) state that personalised RS can assist customers with purchase decisions by making them quicker and less intensive. This aligns with the remarks made by brands that, through Personalization, the product can reach the customer more easily, which increases sales. The literature also mentions the history of personalised shopping and its benefits, as how luxury fashion houses manually updated customer information to provide a personalised shopping experience, which later built brand loyalty. This notion is still relevant in modern times, as interview participants also admitted similar expectations. In summary, a product RS equipped with hyper-personalisation strategies can offer a smooth, efficient experience to the customer, boosting brand image, generating brand preference, creating brand loyalty, and increasing sales.

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## VII. Conclusion and Recommendations

The findings of this research indicate that the local fashion industry is in its infancy of awareness and adoption of HPPRS, with most local brands practising only the most basic approaches, in contrast to international brands. Furthermore, it has been noted that only a few limited scholarly materials have been found on the topic of HPPRS.

Hyper-personalisation is a considerably novel concept to SL, with a significant gap in the implementation and available literature. Despite the industry professionals acknowledging the benefits of the concept, its full potential has not been uncovered yet. Though local brands have made basic personalisation efforts such as targeted ads and emails, due to the lack of appropriate digital infrastructure, knowledge and budget, they are held back from further developments. Despite these hurdles, participants comprehend its benefits such as boosted sales, customer loyalty and solid brand image. Therefore, they stated that a support system of government incentives, training programs and industrial partnerships will assist in closing this gap. In a country seen as a "fertile ground" for AI-driven innovation concepts such as hyper-personalised RS, support systems can enhance the customer engagement of local fashion brands while gaining a competitive edge.

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