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DIGITAL MARKETING AND VIRTUAL TRY-ON: A NEW ERA OF ONLINE SHOPPING

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ABSTRACT

In the era of strong e-commerce development, attracting and retaining customers becomes extremely important. This topic focuses on two main factors, Virtual Try-on (VTO) and Digital Marketing (DM), to understand their impact on consumers' intention to purchase fashion products online. This is the first study with the aim of delving into the combined assessment of the impact of these two factors from a comparative perspective of perceived values in the field of online commerce. The study combines qualitative and quantitative research methods, in which the official survey was conducted within one month on the Google Form platform with 496 consumers in Ho Chi Minh City. Through data analysis using Smart-PLS 4.0, the results show that VTO positively affects the two intermediate values more than DM in this market. More notably, Perceived Hedonic Value has a superior impact than Perceived Utility Value when influencing purchase intention, indicating that both VTO and DM contribute greatly to increasing emotional factors in the shopping process. This study not only contributes to consolidating and expanding the theoretical basis of consumer behavior but also provides valuable information to help online fashion businesses improve their business efficiency by applying VTO popularly and optimizing DM, creating attractive shopping experiences, thus increasing sales and profits.

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1. Introduction

In the context of globalization and rapid technological development, e-commerce has become a fundamental driving force of the global economy. The eMarketer (2023) report shows that the value of global e-commerce reached US$5.8 trillion in 2023 and is expected to increase to US$6.9 trillion in 2025. Vietnam ranks among the top 10 fastest-growing e-commerce markets globally, achieving an online retail value of $20.5 billion in 2023, marking a 25% growth compared to the previous year (Bo Cong Thuong Viet Nam, 2025). This fully reflects Vietnam's potential in this field, especially in the online fashion sector, where among 78% of online consumers, 63% reported purchasing fashion products, highlighting the dominance of this sector (Cuc Thuong mai dien tu va Kinh te so, 2023).

However, a significant challenge in online fashion shopping is the lack of a condition for consumers to physically try products, which often results in doubts regarding the appropriateness of the purchased product (Pachoulakis & Kapetanakis, 2012). Many Vietnamese consumers return fashion products purchased online due to the inappropriate size or style. To mitigate this limitation, Virtual Try-on (VTO) technology has been introduced. This technology enables users to visualize products using augmented reality and advanced multi-dimensional sensors (Lin & Wang, 2016).

In addition, digital marketing strategy is becoming increasingly essential in e-commerce. Digital Marketing not only assists businesses in collecting information about customers (Poulis et al., 2019) but also helps consumers make purchasing decisions by providing product information in a comprehensive and accurate way (Saura et al., 2019).

In online shopping behavior, two main factors that strongly influence purchase decisions are Perceived Utility Value and Perceived Hedonic Value. Utility Value reflects the response degree of actual demand and the understanding of products, which plays an essential role in analyzing customer behavior (Gan & Wang, 2017; Avcilar & Özsoy, 2015). Deloitte's research (2023) found that 43% of consumers appreciate the utility of online shopping. In contrast, Hedonic Value is an emotional factor, bringing pleasure and satisfaction to the shopping experience (Jones, 1996), with 64% of consumers stating that a positive shopping experience has a major impact on their purchasing decisions (PwC, 2023).

Although the influence of Virtual Try-on and Digital Marketing on Purchase Intention has been considered in individual studies (Beck & Crié, 2018), for example, Merle et al. (2012) examined the role of Virtual Try-on in enhancing the shopping experience, while Khaleefa and Chouaibi (2024) investigated the contribution of Digital Marketing in creating customer value. However, the integration of both these elements in a comprehensive theoretical framework, especially from the perspective of combining Perceived Utility Value and Perceived Hedonic Value, has not yet received research attention. Realizing that the lack of systematic analysis makes it difficult for businesses to understand how consumers feel and behave in the e-commerce environment, this topic, for the first time, delves into exploring how Virtual Try-on and Digital Marketing interact simultaneously on online Purchase Intention.

With the characteristics of a developing country, a young population, and an increasing standard of living, Vietnam is expected to become a potential market for the fashion products business. This is also a product with a very short life cycle, high volatility, unstable demand, extremely high competition and low predictability because consumers' purchasing decisions are often impulsive, so companies

operating in this market are often more interested in investing in new product development than other fields and must always maintain a high level of flexibility in the production process. From the above reasons, this topic is conducted to combine analyze and compare the impact of Virtual Try-on and Digital Marketing on Perceived Utility Value and Perceived Hedonic Value, thereby affecting the Intention to purchase fashion products on e-commerce platforms in Ho Chi Minh City (HCMC). This study not only adds to the body of literature on Digital Marketing and e-commerce but also offers fresh perspectives on consumer behavior, providing a foundation for businesses to pursue sustainable development and optimize online shopping experiences.

2. Theoretical Framework

2.1. Literature Review

Technology Acceptance Model (TAM)

AI is rapidly transforming daily life by integrating into various fields to enhance convenience and support (Gansser & Reich, 2021). The Technology Acceptance Model (TAM) is a key framework for understanding how people adopt new technologies (Gansser & Reich, 2021). It examines user willingness to engage with technology and its impact on consumer behavior (Pookulangara et al., 2021; Pillai et al., 2020). Research shows TAM is more effective than the 'theory of reasoned action' and 'theory of planned behavior' in predicting technology adoption (Hengstler et al., 2016; Ajzen, 1991). TAM helps analyze external influences on attitudes and intentions (Ajzen, 1991). This study applies TAM to assess AI's effect on retail consumers' purchasing behavior (Al-Emran & Granić, 2021). Its flexibility makes it ideal for exploring various technological choices, justifying its use as the main theoretical framework (Al-Emran & Granić, 2021).

Purchase Intention

A thorough study of consumer Purchase Intention helps predict their readiness to make purchase decisions. In Spears and Singh's (2004) study, Purchase Intention refers to the consumer's plan to purchase a product from a particular brand. Similarly, Lu et al. (2010) argue that Purchase Intention is a series of activities that involve consumers identifying issues, seeking information, evaluating products or brands, determining how each option meets their needs, and ultimately leading to purchase intention. Furthermore, according to Bob and Muhammad's (2019) definition, Purchase Intention refers to the desire to purchase products and services, as well as the ability to take purchasing actions in the future.

Virtual Try-on

The application of artificial intelligence (AI) and augmented reality (AR) in Virtual Try-on (VTO) technology has completely changed the fashion industry, providing consumers with a more realistic, intuitive, and personalized shopping experience. VTO allows customers to attach products to their images and interact with fashion products in a digital environment (Hilken et al., 2017). In addition, consumers can try multiple projects in real-time by overlaying virtual products on them with cameras (Javornik, 2016). With just a few simple operations, customers can immediately try various fashion products without having to go to the store. VTO not only improves the shopping experience but also has a significant impact on consumer behavior. According to Pantano and Timmermans' (2014) research, using VTO can improve customer satisfaction and reduce return rates. This is because customers can see what products will look like on them in advance, to make more accurate purchase decisions. Therefore, VTO is not only a shopping aid but also an important factor that

affects consumers' purchasing behavior and intention on the e-commerce platform.

Digital Marketing

Digital Marketing is a combination of advanced technologies such as web, email, databases, mobile devices, and digital TV to create effective marketing activities. It includes interactive channels such as social media, mobile applications, blogs, emails, and SEO, to increase profits and retain customers (García et al., 2019; Chaffey, 2010).

Digital Marketing exerts a significant influence on consumer Purchase Intentions on e-commerce platforms. Effective digital marketing campaigns enhance brand awareness and foster long-term customer relationships, ultimately promoting Purchase Intentions (Tiago & Veríssimo, 2014). Personalizing marketing content based on customer data analysis significantly improves user experience and drives higher conversion rates (Yadav & Rahman, 2017). Data analytics tools such as Google Analytics and Facebook Insights enable businesses to gain deeper insights into consumer behavior, optimize marketing strategies for maximum effectiveness, and enhance both Purchase Intentions and shopping experiences on e-commerce platforms.

Perceived Hedonic Value

Hedonic value is regarded as the emotional aspect of the customer, encompassing experiential and entertainment elements (Hirschman & Holbrook, 1982). Shoppers with high Perceived Hedonic Value prioritize fulfilling their emotional needs (Babin et al., 1994; Hirschman & Holbrook, 1982). To achieve this goal, hedonic shoppers often view shopping as a means of escape from stress and a source of enjoyment. Perceived Hedonic Value is expressed through shopping, where emotional, sensory, and imaginative elements play a pivotal role, emphasizing material enjoyment as a central focus (Bali & Darma, 2019).

Perceived Utility Value

In an e-commerce environment, consumers will appreciate the Perceived Utility Value of a product when it meets their expectations regarding features, price, and quality (Babin et al., 1994). When seeking utility value, customers often prioritize efficiency and promptness, with completing the purchase as their primary goal (Batra & Ahtola, 1991). Individuals tend to make decisions based on an evaluation of the utility or actual benefits of purchasing products or services (Watanabe et al., 2020).

2.2. The hypothesis and research model

The influence of Virtual Try-on (VTO) on online shopping behavior

Many studies have shown that Virtual Try-on (VTO) technology plays an important role in improving the online shopping experience, especially in fashion products. Fiore et al. (2005) found that due to the convenience and practicality of this technology, customer satisfaction with using VTO is higher than viewing only 2D images. Poushneh & Vasquez-Parraga (2017) also argue that VTO can help boost consumer confidence, reduce the risk of purchasing inappropriate products, and increase Perceived Utility Value. Therefore, the study proposed the first hypothesis:

Hypothesis H1: VTO has a positive impact on Perceived Utility Value.

In addition to utility value, VTO also has a positive impact on the emotional value of the shopping experience. Kim and Forsythe (2008) demonstrated that VTO not only helps consumers visualize products more accurately but also generates excitement when discovering and selecting products (Giovanni et al., 2012). When VTO accurately reflects personal preferences and personalities, consumers appreciate the online experience, thereby enhancing Perceived Hedonic Value. From there, the study proposed hypothesis H2:

Hypothesis H2: VTO has a positive effect on Perceived Hedonic Value.

The influence of Digital Marketing on online shopping behavior

Digital Marketing plays an important role in enhancing consumers' perceived utility value and promoting online shopping behavior by providing transparent pricing information and attractive offers. The research of Febriani et al. (2022) indicates that digital marketing activities on platforms such as Shopee create positive impressions of products and services, thereby increasing Perceived Utility Value and promoting Purchase Intention. Similarly, the research by Tilahun et al. (2023) shows that factors such as website design and consumer trust fostered by Digital Marketing can positively impact online shopping intention. Therefore, the study proposed the following hypothesis:

Hypothesis H3: Digital Marketing has a positive impact on Perceived Utility Value.

Digital Marketing plays an important role in enhancing consumer Perceived Utility Value and promoting online shopping behavior by providing transparent price information and attractive incentives. Febriani et al. (2022) found that digital marketing activities on platforms such as Shopee generate positive impressions of products and services, thereby increasing utility value and increasing Purchase Intention. Similarly, Tilahun et al.'s (2023) study suggests that factors such as website design and trust in Digital Marketing can have a positive impact on online shopping. Therefore, the study suggests:

Hypothesis H4: Digital Marketing has a positive impact on Perceived Hedonic Value.

The relationship between Digital Marketing and Purchase Intention has been pointed out by many studies, but its influencing mechanism is still controversial. The research of Wibisurya (2018) demonstrates that Digital Marketing has a positive effect when the content is personalized and tailored to consumer needs, while the research of Chaffey et al. (2009) found no notable association. Nevertheless, Digital Marketing still has many advantages over traditional methods thanks to its flexible access, unlimited by location or time. Therefore, the study proposes:

Hypothesis H5: Digital Marketing has a positive impact on the Purchase Intention of fashion products.

The influence of Perceived Utility Value and Perceived Hedonic Value on fashion Purchase Intention

Some studies have proved that Purchase Intention is often based on the symbolic and functional properties of the product, while Perceived Utility Value reflects the practicality, convenience, and cost-effectiveness that consumers experience when shopping (Chen et al., 2015; Zhu et al., 2009; Batra & Ahtola, 1991). In particular, in online shopping, due to the inability to experience the product directly, consumers are more concerned about the overall experience on the website. Utility factors such as a friendly interface, fast page loading speed, and easy payment will create a positive experience and promote Purchase Intention. Watanabe et al. (2020) indicated that Perceived Utility Value has a positive and profound impact on Purchase Intention. Similarly, a study by Santo and Marques (2022) demonstrated that utility factors significantly affect online Purchase Intention, which shows that it is essential to emphasize utility factors to promote consumers' purchase behavior in the online environment. Therefore, hypothesis H6 is proposed:

Hypothesis H6: Perceived Utility Value positively affects the Purchase Intention of fashion products.

Perceived Hedonic Value typically refers to the consumer's multisensory emotional

experience of products and services, including the desire for satisfaction, passion, and excitement. Kukar-Kinney & Close (2010) regard this as an important antecedent of shopping behavior. Kala'lembang (2022) also argues that Perceived Hedonic Value drives consumer interest. Consumers seek products that not only satisfy basic needs but also bring emotional satisfaction and joy. In particular, AI and Digital Marketing can optimize shopping experiences to deliver multi-dimensional hedonic value, effectively meeting consumers' desires and fostering shopping intentions. Studies by Yanson et al. (2022) and Santo & Marques (2022) demonstrate a positive relationship between Perceived Hedonic Value and online Purchase Intention. Based on the above arguments, the following hypothesis is proposed:

Hypothesis H7: Perceived Hedonic Value has a positive impact on the Purchase Intention of fashion products.

Based on the literature in related fields and research hypotheses, the following research model is proposed:

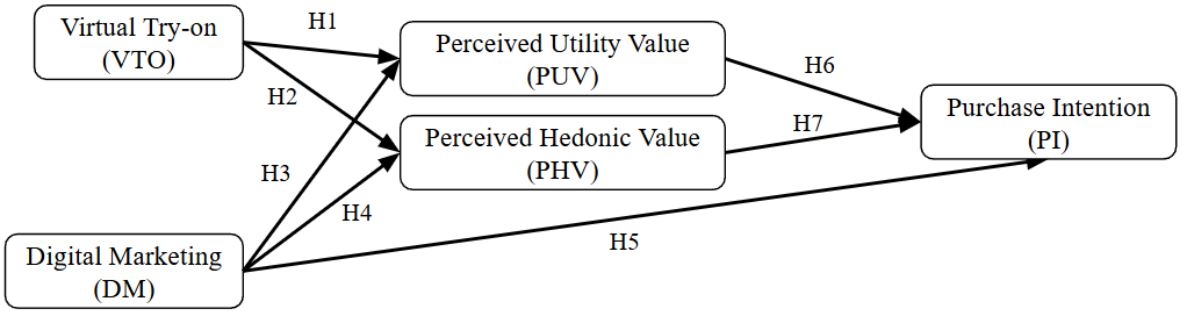

Figure 1. Proposed research model

3. Methodology

3.1. Measurement scales of research variables

The measurement scales in this study were inherited and adapted from previous research (Table 1), using a 5-point Likert scale (1 = "strongly disagree," 5 = "strongly agree"). The concept of Virtual Try-on was measured with three observed variables from Merle et al. (2012). Digital Marketing was assessed using four observed variables from Koiso-Kanttila (2004). Scales from Yin and Qiu (2021), which include: Perceived Utility Value (5 items), Purchase Intention (4 items), and Perceived Hedonic Value (4 items). Additionally, the survey collected demographic information, such as gender, age, job, and income *(see Appendix 1 online).*

3.2. Sample and data collection

This study was conducted using a survey sample of consumers in Ho Chi Minh City who have at least three years of experience purchasing fashion products on e-commerce platforms. The respondents varied in age, gender, occupation, and income level to ensure representativeness and accurately reflect the characteristics of consumers in the context of e-commerce in Vietnam. The research employed a combination of qualitative and quantitative methods. In the qualitative phase, the authors conducted in-depth interviews with four experts and preliminary interviews with ten consumers to develop and refine the questionnaire. The quantitative phase was conducted from June to July 2024 using a structured survey via

Google Forms. To ensure the suitability of the sample, a screening section was included at the beginning of the questionnaire to select eligible participants. Data were collected through both online and offline methods. The online survey was distributed via posts in Facebook groups of university students, while the offline survey involved directly approaching people in public places such as Nguyen Hue Walking Street, Gia Dinh Park, and Tao Dan Park, as well as visiting classrooms during students' break time. According to the recommendation of Hair et al. (2014), the study applied a ratio of 15:1 to ensure a minimum sample size of $n = 20 \times 15 = 300$. Therefore, 520 survey questionnaires were distributed. After data collection and screening using Microsoft Excel, 496 valid responses were used for analysis.

3.3. Data analysis

The collected data were cleaned and invalid responses were removed using Microsoft Excel, and then analyzed using Smart PLS 4.0, following Anderson and Gerbing's (1988) two-stage approach.

Stage 1: Assessing the measurement model to test the reliability and validity of the scales. Reliability was assessed using Cronbach's Alpha (CA > 0.7) and composite reliability (CR > 0.7) (Hair et al., 2019). Convergent validity was assessed through outer loadings (> 0.7) and average variance extracted (AVE > 0.5) (Fornell & Larcker, 1981). Discriminant validity was evaluated using the HTMT ratio (≤ 0.85) (Henseler et al., 2015).

Stage 2: Structural model analysis (SEM) was conducted to test research hypotheses. Before that, multicollinearity was checked through the VIF value (< 5) (Hair et al., 2019). The bootstrapping method with 5,000 samples was used to evaluate the significance of the paths and test hypotheses regarding direct, indirect, and moderating effects (Hayes, 2017). Finally, the model's explanatory power was evaluated using R^2 and Q^2 values (Hair et al., 2022).

4. Results and discussion

4.1. Profile of respondents

After screening, the total number of valid responses was 496 out of 520 (a response rate of 95.38%). This data meets the required sample size necessary for statistical analysis. Table 2 demonstrates a balanced gender distribution within the study sample, with males representing 48.2% and females 51.8%. The research primarily focuses on young individuals (18-27 years old), particularly students and office staff. Most survey respondents earn less than 10 million VND per month, highlighting the primary target group for the e-commerce market. The detailed information about the research sample is described in Appendix 2 *(see Appendix 2 online)*.

4.2. Results of the measurement model analysis

The results in Appendix 3 *(see Appendix 2 online)* show that the variable PU5 of the Perceived Utility Value scale has an external loading coefficient smaller than 0.7, so it will be excluded because the external loading coefficient must be greater than or equal to 0.7 for the observed variable to have good quality (Hair et al., 2017). After its removal, reliability and validity metrics were re-evaluated. Cronbach's Alpha (CA) ranged from 0.809 to 0.852, and composite reliability (CR) from 0.875 to 0.901, both exceeding the threshold of 0.7, confirming the scale's reliability. Convergent validity was supported by outer loadings > 0.7 and AVE values between 0.636 and 0.752 (Hair et al., 2017).

According to Henseler et al. (2015), an HTMT ratio of less than 0.85 indicates acceptable discriminant validity, and the results confirm that these conditions are met *(see Appendix 4 online)*. Therefore, the measurement scales

satisfy the requirements and can proceed to the next stage of model evaluation.

4.3. Result of hypothesis testing

The results in Table 1 show that all impact coefficients have P-values below 0.05, meaning the hypotheses are statistically significant. Moreover, since all original ample coefficients are above 0.14, it suggests that the variables in the model have a considerable influence. The results show that Virtual Try-on has a strong influence on both Perceived Hedonic Value (0.418) and Perceived Utility Value (0.314). This suggests that consumers do not just consider the practical benefits of virtual technology but also place high importance on the enjoyable experience it provides. Digital Marketing also impacts Perceived Utility Value (0.240) and Perceived Hedonic Value (0.290) and has a direct, though smaller, effect on Purchase Intention (0.145). Among these factors, Perceived Hedonic Value (0.390) has the strongest impact on Purchase Intention, indicating that emotional appeal matters more than practical benefits in online shopping decisions. These findings suggest that businesses looking to boost online sales should not only refine their marketing strategies but also focus on making the shopping experience more engaging and enjoyable for customers. Similarly, the model does not exhibit multicollinearity, as all VIF values are presented in Appendix 3 *(see Appendix 3 online)*.

Table 1. Result of Hypothesis Testing

Hypothesis		Original Sample	P- Value	Test Result
H1	Virtual Try-on -> Perceived Utility Value	0.314	0.000	Accepted
H2	Virtual Try-on -> Perceived Hedonic Value	0.418	0.000	Accepted
H3	Digital Marketing -> Perceived Utility Value	0.240	0.000	Accepted
H4	Digital Marketing -> Perceived Hedonic Value	0.290	0.000	Accepted
H5	Digital Marketing -> Purchase Intention	0.145	0.000	Accepted
H6	Perceived Utility Value -> Purchase Intention	0.172	0.001	Accepted
H7	Perceived Hedonic Value -> Purchase Intention	0.390	0.000	Accepted

The results indicate that Virtual Try-on and Digital Marketing both have positive effects on Perceived Hedonic Value and Perceived Utility Value, which in turn influence Purchase Intention. The R^2 values presented in Table 6 represent the explanatory power of the model for the dependent variables. Specifically, the R^2 for Perceived Hedonic Value (PH) is 0.351, and for Purchase Intention (PI) is 0.341, indicating that the model explains approximately 35.1% of the variance in Perceived Hedonic Value and 34.1% of the variance in Purchase Intention, representing an average level of explanation. For Perceived Utility Value (PU), the R^2 is 0.211, reflecting a lower explanatory capacity. Overall, the model demonstrates an average explanatory capability for Perceived Hedonic Value and Purchase Intention, but there may be other factors influencing Perceived Utility Value that are not included in the model. On the other hand, the Q^2 values, also shown in Appendix 6 *(see Appendix 6 online)*, indicate the predictive ability of the model. The Q^2 value for Perceived Hedonic Value (PH) is 0.342, and for Purchase Intention (PI) is 0.263, both indicating average predictive ability. Meanwhile, the Q^2 for

Perceived Utility Value (PU) is 0.204, reflecting a lower predictive capacity. This suggests that the model predicts Perceived Hedonic Value and Purchase Intention relatively well, but additional factors should be considered to enhance the predictive ability for Perceived Utility Value.

4.4. Discussion

Virtual Try-On (VTO) technology has a positive impact on Perceived Utility Value when shopping for fashion products online, consistent with the findings of Merle et al. (2012). VTO helps consumers visualize how the product would look when worn, allowing them to make quicker and more accurate purchasing decisions while reducing risks. As a result, customers feel more confident, save time, and are less likely to return products. This increases trust and convenience in online shopping, thereby contributing to a stronger purchase intention among consumers.

Virtual Try-On technology has a significant impact on Perceived Hedonic Value, consistent with the findings of Merle et al. (2012). VTO not only helps consumers choose the right products but also provides a vivid and personalized experience, similar to trying on clothes in a physical store. This engaging experience increases excitement and encourages users to share images on social media as a way to express their personal style. Such enjoyment enhances consumers' purchase intention for fashion products.

Digital Marketing has a positive influence on Perceived Utility Value, as noted in the study by Febriani et al. (2022). On platforms such as Shopee and Lazada, advertisements on Facebook, Google, and TikTok make it easier for consumers to access product information, compare prices, and take advantage of promotions. This supports more informed purchasing decisions, thereby enhancing their perception of the practical benefits of the shopping experience.

Digital Marketing has an even stronger impact on Perceived Hedonic Value, in line with the findings of Nining et al. (2022). Attractive visuals, engaging videos, and creative content in marketing campaigns not only convey information but also create excitement, entertainment, and emotional connection during the shopping process, especially in the fashion industry.

Additionally, Digital Marketing contributes to increasing consumers' Purchase Intention, as confirmed by Wibisurya (2018). Advertisements on social media, Google, and marketing emails with appealing content help products stand out, attract attention, and spark curiosity, which encourages further exploration and faster purchasing decisions.

Perceived utility value influences the intention to purchase fashion products on online shopping platforms, consistent with the findings of Gan and Wang (2017). Nowadays, e-commerce is favored for its convenience and speed. When shopping, customers not only read descriptions but can also view images and real-life videos from stores or previous buyers to better understand the product. In addition, technologies such as VTO and AI help customers visualize products more intuitively, providing a sense of reassurance and reducing concerns about suitability, thereby enhancing purchase intention.

The perceived utility positively influences the intention to purchase fashion products on e-commerce platforms, consistent with the conclusions of Gan & Wang (2017). Thanks to convenience, customers can easily access product information through descriptions, images, videos, and technologies like VTO, which help reduce anxiety and encourage purchasing intentions. Additionally, digital

marketing activities such as short videos, eye-catching banners, and online advertising contribute to capturing attention and stimulating interest in exploring products, thereby supporting shopping behavior. The results of the study indicate that the perceived hedonic value has the strongest impact on purchase intention. This highlights that the shopping experience, which is entertaining, enjoyable, and personalized through VTO technology, creates emotional connections, enhances purchasing motivation, and increases the likelihood of customers returning to the platform in the future. This technology holds significant potential.

5. Conclusion and implications

5.1. Conclusion

The purpose of this study is to evaluate the impact of Virtual Try-on (VTO) and Digital Marketing on online fashion Purchase Intention through two intermediate values: Perceived Utility Value and Perceived Hedonic Value. The survey data comes from 496 consumers in Ho Chi Minh City, and the analysis was conducted using Structural Equation Modeling (SEM). The results indicate that Perceived Hedonic Value has the greatest impact on fashion Purchase Intention, while Perceived Utility Value has a smaller impact. VTO and Digital Marketing both have a significant impact on cognitive pleasure value and cognitive utility value, but their influence on greater pleasure value emphasizes the importance of emotional experience for consumers when shopping online. Overall, the research results have clarified the important role of VTO and Digital Marketing in enhancing the shopping experience and increasing fashion Purchase Intention on e-commerce platforms in Vietnam.

Theoretical and practical contributions

Theoretically, this study can be considered the first topic to delve into simultaneous testing, and combined evaluation to clarify the role of Virtual Try-on (VTO) and Digital Marketing in forming the intention to buy online fashion products from the perspective of comparing Perceived Hedonic Value and Perceived Utility Value, in which Perceived Hedonic Value has a greater impact. This expands the existing theoretical framework in the field of online consumer behavior and emphasizes the important role of emotional aspects as well as interactive experiences in the shopping process. At the same time, with the goal of re-testing the existing theory on the interaction between technology and consumer behavior but in a more specific case of the fashion industry, the topic contributes to providing new findings on the special importance of VTO technology in the current context, opening up a research direction on the exploration of this technology for consumers in the future.

By studying the methods and levels of impact of Virtual Try-on (VTO) and Digital Marketing on purchase intention, this study will become a reference theory to help businesses operating in the online fashion market in Vietnam, in particular, and other regions in general. Practically, the study recommends that online fashion businesses should invest in VTO technology with interactive and sharing features to increase positive experiences and reduce return rates. In addition, Digital Marketing should focus on creative content, stimulate inspiration, and flexibly personalize the shopping experience by exploiting contextual contexts such as seasons, events, and other situations to help customers explore and connect emotions with products. These contributions help enterprises to optimize their business strategies and better meet customers' needs and expectations.

5.2. Implications

Theoretical implications

This study contributes to the theoretical foundation of online consumption in the

fashion industry by clarifying the prominent role of Perceived Hedonic Value compared to Perceived Utility Value in promoting purchase intention, thereby contributing to consolidating and expanding previous consumer behavior models that tend to focus on functional factors, especially when applied in practice in the Vietnamese market. In addition, the study also adds empirical evidence for the relationship between Virtual Try-on (VTO) technology and Digital Marketing activities in increasing perceived values, thereby affecting online shopping behavior. The remarkable result is that both of these factors are not only effective decision support tools but also help create emotional value for consumers, which can be considered a new perspective in building a customer value model in the digital environment. In addition, the topic also lays the foundation for subsequent studies to continue to verify the suitability of the theory of emotional value in customer behavior, as well as the theory of the interaction between technology and consumer behavior in the fashion field in particular and e-commerce in general.

Practical implications

The research results indicate that Perceived Hedonic Value has a stronger influence than Perceived Utility Value on Purchase Intention in the online fashion industry. This shows that, in a fiercely competitive environment and consumers increasingly prefer emotional shopping experiences, fashion companies need to prioritize creating interesting and engaging shopping experiences, rather than just focusing on product information. Specifically:

Applying Virtual Try-on (VTO) technology: Businesses should invest in VTO technology not only as a tool to provide product information to support purchasing decisions but also as a factor that increases fun, creates pleasant interactive experiences, and a sense of personalization, and helps customers visualize products on their bodies. This increases emotional appeal, reduces shopping anxiety, and encourages the discovery of new products. Extended features such as sharing, product reviews directly in the fitting interface, and viewing products in different contexts will help customers feel more excited when shopping, thereby attracting customers, increasing engagement, and reducing return rates.

Optimize Digital Marketing content to increase emotions: Enterprises should build more visual and emotional marketing content, such as customer experience videos, inspirational brand stories, lifestyle images, etc. to increase emotional connections with customers. These contents help brands better connect with young consumers, increase perceived enjoyment value, and strengthen purchase intentions. In addition, businesses can cooperate with influencers and develop quality sales platforms to increase interaction and expand the potential customer base. At the same time, product information must be transparent (ingredients, benefits, how to use, etc.) to build trust and expand brand recognition.

These solutions help maximize conversion rates, enhance shopping experiences, and ensure sustainable growth for online fashion businesses.

5.3. Limitations

This study has some limitations. First, the survey was limited to Ho Chi Minh City, and thus, the results may not be representative of consumers from other regions. Second, the survey sample predominantly comprised Gen Z respondents (accounting for 72.8%), which may limit the generalizability of the results. In addition, the study primarily utilized a 5-point Likert scale, which may not capture the nuances of consumer perception.

Future studies should extend the survey coverage to include other geographic and

cultural regions and ensure a more balanced distribution of respondents across age groups to enhance generalizability. Moreover, studies should adopt a 7-point Likert scale to enhance the precision of observed variable measurements. Additionally, potential moderators influencing the relationships between variables in the model should be explored to yield deeper insights into online shopping behavior in the fashion sector.

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