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

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Appendix 1. Measurement Scale Items

Item	Observed variable	Source
VTO1	With the virtual try-on feature, the fashion product I tried on looks exactly as I imagined it on myself.	Merle et al. (2012)
VTO2	With the virtual try-on feature, it accurately reflects how I would look when wearing the fashion product.	
VTO3	My image in the virtual fashion try-on experience is similar to my reflection in the mirror.	
DM1	Well-conveyed digital marketing messages about fashion products will attract consumers' interest in the brand.	Koiso-Kanttila (2004)
DM2	Easily accessible digital marketing content about fashion products will attract consumers more effectively.	
DM3	Clear and understandable digital marketing messages about fashion products will help increase consumer interest.	
DM4	Digital marketing content about fashion products or brands that spreads quickly will better capture consumers' attention.	
PU1	With the support of AI marketing technology, purchasing fashion products on e-commerce platforms can help me save more time.	Yin and Qiu (2021)
PU2	With the support of AI marketing technology, purchasing fashion products on e-commerce platforms can help me save more shopping costs.	
PU3	With the support of AI marketing technology, purchasing fashion products on e-commerce platforms helps me improve shopping efficiency.	
PU4	With the support of AI marketing technology, it can provide me with more choices and make my fashion shopping experience more realistic.	
PU5	With the support of AI marketing technology, purchasing fashion products on e-commerce platforms becomes more convenient.	
PH1	With the support of AI marketing technology, shopping for fashion products on online e-commerce platforms brings me a feeling of great satisfaction.	Yin and Qiu (2021)
PH2	With the support of AI marketing, shopping for fashion products on online e-commerce platforms becomes very comfortable.	
PH3	With the support of AI marketing technology, shopping for fashion products on online e-commerce platforms helps to ignite my shopping desire.	
PH4	AI marketing technology can bring me a feeling of excitement and a desire to buy fashion products on online e-commerce platforms.	
PI1	I will consider the products that are recommended by the platform many times when buying fashion products on online e-commerce platforms that are supported by AI marketing technology.	Yin and Qiu (2021)
PI2	I am willing to buy fashion products recommended by the platform when shopping on online e-commerce platforms supported by AI marketing technology.	

Item	Observed variable	Source
PI3	I am likely to buy the fashion products recommended to me on online e-commerce platforms supported by AI marketing technology.	
PI4	I have a tendency to buy fashion products outside of my plan when shopping on online e-commerce platforms supported by AI marketing technology.	

Appendix 2. Survey respondent's profile

Participant's profile		Frequency	%
Gender	Male	239	48.2
	Female	257	51.8
Age	18 - 23	203	40.9
	24 - 27	158	31.9
	27 - 42	135	27.2
Occupation	Student	220	44.4
	Lecturer	24	4.8
	Office staff	115	23.2
	Freelancer	56	11.3
	Homemaker	20	4
	Civil servant	49	9.9
	Laborer	12	2.4
Monthly Income	Less than 5 million VND	194	39.1
	From 5 to 10 million VND	132	26.6
	From 11 to 15 million VND	95	19.2
	Over 15 million VND	75	15.1

Appendix 3. Results of Checking the Validity of the Scale

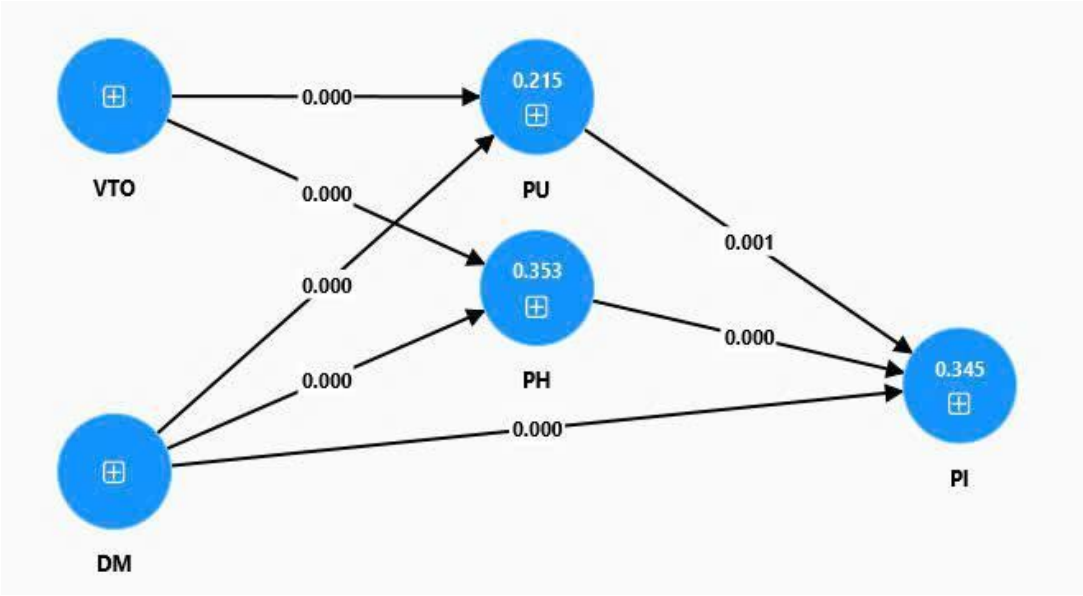
	Items	Outer Loading	VIF	CA	CR	AVE
Digital Marketing	DM1	0.826	1.664	0.812	0.876	0.639
	DM2	0.801	1.709			
	DM3	0.781	1.654			
	DM4	0.788	1.659			
Virtual Try-on	VT1	0.839	1.729	0.835	0.901	0.752
	VT2	0.881	2.289			
	VT3	0.880	2.049			
Perceived Hedonic Value	PH1	0.813	1.746	0.809	0.875	0.636
	PH2	0.831	1.801			

	Items	Outer Loading	VIF	CA	CR	AVE
	PH3	0.758	1.571			
	PH4	0.786	1.632			
Perceived Utility Value	PU1	0.812	1.816	0.832	0.888	0.665
	PU2	0.780	1.835			
	PU3	0.818	1.925			
	PU4	0.743	1.657			
	PU5	**0.614**				
Purchase Intention	PI1	0.830	1.891	0.852	0.900	0.692
	PI2	0.835	1.990			
	PI3	0.836	1.913			
	PI4	0.826	1.901			

Appendix 4. HTMT (heterotrait-monotrait)

	DM	PH	PI	PU	VTO
Digital Marketing (DM)					
Perceived Hedonic Value (PH)	0.549				
Purchase Intention (PI)	0.457	0.659			
Perceived Utility Value (PU)	0.430	0.654	0.515		
Virtual Try-on (VTO)	0,468	0.635	0.610	0.484	

Appendix 5. SEM analysis results



Appendix 6. Result of R^2 and Q^2

	R^2	Q^2
PH	0.351	0.342
PI	0.341	0.263
PU	0.211	0.204