



BACKGROUND INFORMATION

- Growth of Digital Consumers & E-commerce: 78% of fashion sales are via the internet or digitally influenced¹
- Current Problem: 55% blamed lack of try-on experience² → VFR
- Slow/Low Acceptance Rate: Despite its capability to enhance consumer experiences, it has not yet been widely implemented in the fashion industry and adopted by consumers³
- The lack of understandings with regard to the diverse factors that bring different consumer experiences and responses

Want to see/touch item first **56%**
 Want to try the item on **55%**

PURPOSE OF STUDY

- To investigate the importance of consumer experiences on consumer adoption of VFRs from the perspective of regulatory focus via VFR perception
 - 1) To evaluate how chronic regulatory focus influences consumers' perceptions of value provided by using VFRs
 - 2) To evaluate how trait-level differences in chronic regulatory focus affects the influence of consumers' perceptions on adoption behaviors

LITERATURE: VFR TECHNOLOGY

- VFR: A technology that provides virtual product trial experiences by simulating virtual models by asking consumers to input body measurements and/or upload photographs^{2,3}
- Perceptions of VFRs: Functional, Experiential, Social⁴
 - Perceived functional value: Product and fit information available^{3,5}
 - Functional benefits: Usefulness, Ease of use^{3,5}
 - Functional concerns: Security, Inaccuracy^{6,7}
 - Perceived experiential value: Enhanced interactivity and unique experiential features of virtual environment allows consumers to fully immerse into the virtual space^{8,9,10}
 - Flow: Enjoyment, Control, Curiosity¹¹
 - Perceived social value: In the context of interactive services like VFRs, social sharing was found to be one of the expressive elements of communication^{3,12,13,14}
- Chronic Regulatory Focus: Promotion vs. Prevention²¹
 - Predictor: The newness of VFRs can induce individuals to rely on enduring traits due to unfamiliarity, which act as motivational orientations for processing objects, thereby influencing individuals' perceptions based on the regulatory fit^{16,22}

VFR, an exciting opportunity for experimentation?



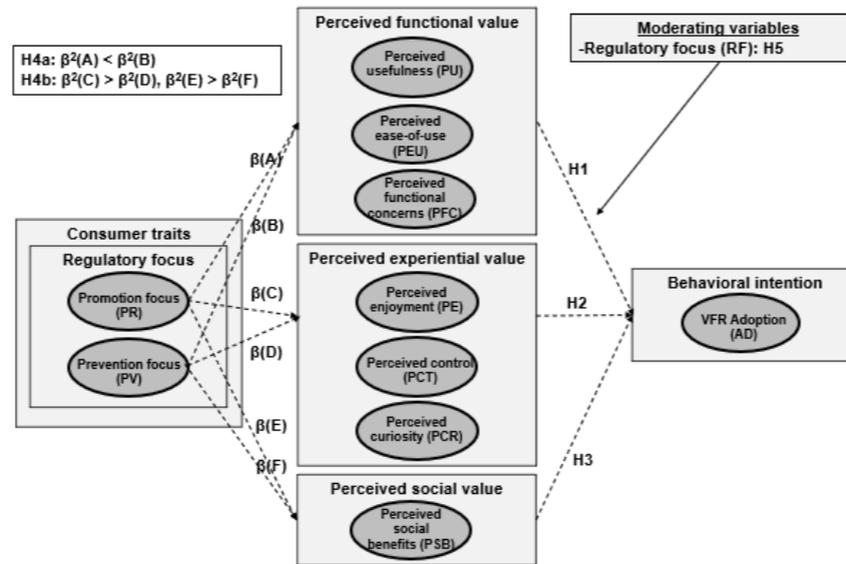
VFR, a risky choice?

- Moderators: The variation arising from traits can lead people to place different importance on values—based on dominance^{15,16}
- Promotion (affect-driven) vs. Prevention (cognitive-driven)¹⁷
- Different importance placed on positive vs. negative aspects¹⁸

METHODOLOGY

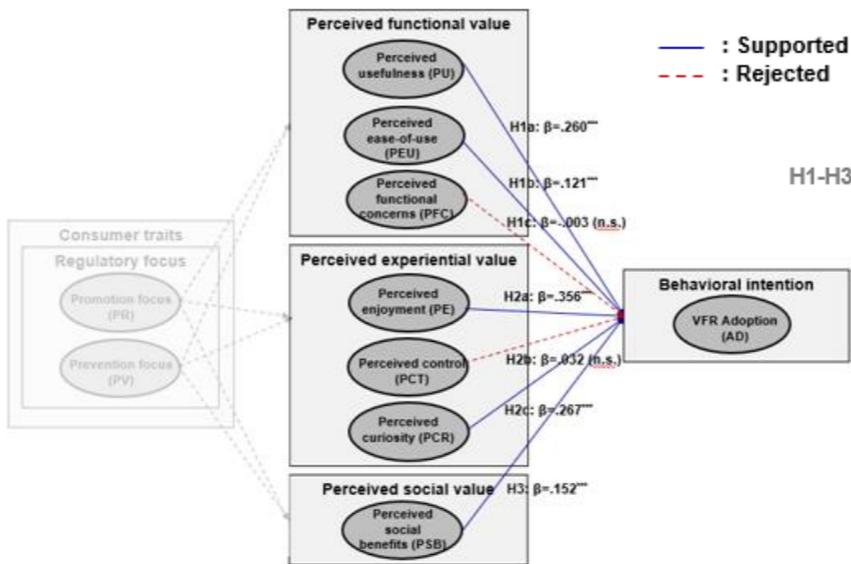
- Method: Online survey for Structural Equation Modeling
- Analysis: SEM & Multi-group comparison
- Subject: 480 consumers (age between 21~64) who at least heard of VFRs in the past and are online apparel shoppers
- Measure: Established scales used

RESEARCH MODEL & HYPOTHESES



RESULTS

- Measurement model: CFA conducted
 - Model fit: $\chi^2=1567.192$, $df=695$, $p=.000$, $SRMR=.037$, $TLI=.949$, $IFI=.955$, $CFI=.954$ (Standardized regression weight range from .717~.967 & Cronbach Alpha>.7, AVE>.5 / AVE>R square met)
- Structural model:
 - SEM Model fit: $\chi^2=1917.062$, $df=718$, $p=.000$, $SRMR=.066$, $TLI=.932$, $IFI=.938$, $CFI=.938$



H4a: $\beta^2(A) < \beta^2(B)$
 H4b: $\beta^2(C) > \beta^2(D), \beta^2(E) > \beta^2(F)$

Path	β^2
PR → PU (H4a): $\beta^2(A)$.301***
PV → PU (H4a): $\beta^2(B)$.015**
PR → PEU (H4a): $\beta^2(A)$.316***
PV → PEU (H4a): $\beta^2(B)$.016***
PR → PFC (H4a): $\beta^2(A)$.013
PV → PFC (H4a): $\beta^2(B)$.188**

Path	β^2
PR → PE (H4b): $\beta^2(C)$.350**
PV → PE (H4b): $\beta^2(D)$.010
PR → PCT (H4b): $\beta^2(C)$.453***
PV → PCT (H4b): $\beta^2(D)$.010
PR → PCR (H4b): $\beta^2(C)$.433**
PV → PCR (H4b): $\beta^2(D)$.015
PR → PSB (H4b): $\beta^2(E)$.308***
PV → PSB (H4b): $\beta^2(F)$.000

Notes: *, p<.05, **, p<.01, ***, p<.001

- Multi-group (Regulatory focus): PR group (N=277) vs. PV group (N=182) (21 responses that showed insignificant differences were removed)

Path	Promotion Group				Prevention Group				$\Delta\chi^2(\Delta df = 1)$
	Estimate	S.E.	C.R.	β	Estimate	S.E.	C.R.	β	
PU → AD	.034	.094	.358	.035	.088	.063	1.399	.086	.227
PEU → AD	.116	.122	.948	.109	.408	.078	5.250***	.365	11.115**
PFC → AD	.202	.141	1.436	.165	-.283	.110	-2.565**	-.169	7.270*
PE → AD	.619	.076	8.147***	.556	.300	.114	2.626**	.288	5.198*
PCT → AD	.384	.071	5.400***	.418	.139	.107	1.301	.156	3.353
PCR → AD	.346	.088	3.929***	.323	.171	.062	2.762**	.154	2.609
PSB → AD	.434	.108	4.016***	.406	.404	.101	3.987***	.278	.040

$\Delta\chi^2=$ for all gammas set equal across subgroups (df=7): 25.762**

- H5b, H5c, H5d supported
- RED: Greater
- BLUE: Less or Insignificant

CONCLUSION

- Academic implications
 - Extend the literature on VFR adoption by taking not only the influential power of consumer perceptions of technology on adoption of VFRs but also the enduring traits into account, explaining the trait-level reasons behind consumers' varying perceptions and adoption of VFRs
- Managerial implications
 - Firms can develop and implement effective segmented marketing to promote VFRs to target consumers through understanding who are more likely to be adopters for what reasons
 - VFR service providers can enhance the design effectiveness of VFRs by understanding key driving factors of the VFR adoption

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