

Try before you buy: An experimental study on the adoption behavior of shoppers in virtual fitting rooms

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Cite as:

ZAMAN Mustafeed, Jasim K. Mohamed, Davic Nebojsa S. (2026), Try before you buy: An experimental study on the adoption behavior of shoppers in virtual fitting rooms. *Proceedings of the European Marketing Academy*, 55th, (133485)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



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Abstract

Virtual fitting rooms (VFRs) have become an essential part of online shopping and play a significant role in shoppers' decision-making process. Earlier studies mainly focused on overall perceptions of VFR technology, leaving a gap for further exploration of the role of human-technology interactive features such as virtual shoe try-on, color selection, and customized sizing in enhancing user experience, engagement, and intention to purchase. To address this gap, we opted for an experimental study, where Study 1 focused on trained non-users ($n = 380$) and Study 2 focused on untrained non-users ($n = 394$). The results show that Perceived Value (PV) plays a significant role in VFR adoption. Moreover, our results suggest that training positively influences user perceptions and adoption-related factors. This study makes significant theoretical and managerial contributions.

Track: Digital Marketing & Social Media