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Comparing VR- and AR-Based Try-On Systems Using Personalized Avatars

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10	The Implementation of Augmented Reality in E-Commerce Customization: A Systematic Literature Review. 2021 ,		1
9	Leveraging personalization and customization affordances of virtual try-on apps for a new model in apparel m-shopping. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2022 , ahead-of-print,	3.2	2
8	A Systematic Review of Research on High-Immersion Virtual Reality for Language Learning. <i>TechTrends</i> , 1	2	4
7	Avatar personalisation vs. privacy in a virtual try-on app for apparel shopping. 1-10		0
6	Czech Consumers' Preference for Organic Products in Online Grocery Stores during the COVID-19 Pandemic. 2022 , 19, 13316		1
5	Virtual Reality and Augmented Reality Applied to E-Commerce: A Literature Review. 2022 , 201-213		0
4	Elegant Fit-On Virtual Fitting Room on Handheld Devices. 2022 ,		0
3	Antecedents of consumers' online apparel purchase intention through Virtual Try On technology: A moderated moderated-mediation model.		0
2	Augmented reality in marketing: Conceptualization and systematic review.		0
1	Privacy paradox in 3D body scanning technology: the effect of 3D virtual try-on experience in the relationship between privacy concerns and mobile app adoption intention. 2023 , 10,		0