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**Abstract:** Interior design industries have evolved to adopt advanced digital and interactive virtual reality (IVR) technologies for promotion. The results generated from structural equation modelling indicated that the above factors positively influence customer satisfaction with a digital platform empowered with the IVR interior design. Despite numerous scholars having conducted in-depth research on digital marketing, existing research lacks a consumer perspective for examining what factors have the most significant impact on consumers. Moreover, relatively little work has been conducted to determine the customer's perceptions towards the digital marketing approach using virtual interior design and its interactive features. Compared with traditional marketing, namely, radio, billboard, TV, and other printed media, digital marketing provides personalisation, instant tracking and control, and data analysis on the effectiveness of a campaign online [3], as well as digital payment [4]. New applets and sub-channels on the market, such as Tik Tok (short video platform) and Bilibili (animation, comics, and the game content community), have become widely popular [2].

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