

THE EFFECT OF USING VIRTUAL TRY-ON ON PURCHASE INTENTION WITH ELECTRONIC WORD OF MOUTH AS A MEDIATION VARIABLE (CONSUMER PERSPECTIVE OF E-COMMERCE INDONESIA)

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ABSTRACT: This research aims to determine the effect of Virtual Try On on consumer Purchase Intention mediated by e-WOM. The method used in this research is quantitative explanatory research. The population in this research is Indonesian e-commerce consumers who use the virtual try-on feature for facial beauty products, an unknown number of which are unknown. The sample in this study was obtained from the Hair formula in the amount of then multiply the number of questionnaire items, namely 240 people. Data collection used a questionnaire survey using the pick-up survey method. Data analysis uses the SEM PLS (Partial Least Square) analysis technique. The research results show that the Virtual Try-On variable has a significant positive effect on e-WOM, e-WOM has a considerable positive impact on Purchase intention, Virtual Try-On has a significant positive effect on purchase intention directly and is also mediated by e-WOM, and the effect is complementary (partial mediation). However, the direct influence of VTO on e-WOM is more significant than its indirect influence through e-WOM.

Keywords: Virtual Try-On, e-WOM, Purchase Intention, e-commerce, artificial intelligence, augmented reality

1. Introduction

The COVID-19 pandemic has increased the e-commerce industry, so e-commerce business developers must also quickly adapt and keep up with technological developments. One of the technologies currently available in e-commerce is the virtual try-on (VTO) feature. Virtual Try-On was developed to help consumers assess product appearance with direct usage. Virtual Try-On (VTO) is a website feature that allows the manipulation of product images to simulate actual product experiences. Online stores build VTO features using Augmented Reality (AR) [1]. Augmented Reality technology places computer-generated virtual objects in natural environments and allows for real-time interactions [2]. AR utilises visual technology, and users will gain new experiences from using this technology. AR enables users to see products from different angles and in various shapes and colours on virtual models to match the desired appearance [3] and make purchasing decisions with more confidence [4]. In addition, the presence of AR can trigger deeper user engagement [5]. Besides AR

technology, AI technology also plays a role in developing the Virtual Try On feature. Artificial Intelligence (AI) is a computer system capable of performing tasks that usually require human intelligence. This technology can make decisions by analysing and using the data available in the system. The processes that occur in Artificial Intelligence include learning, reasoning, and self-correction. This process is like humans analysing before deciding [6]. Combining AI and AR in a virtual try-on can make the experience of trying a product more accurate and precise. In many applications, AI and AR work together. AI is used to recognise the user's face and skin, then analyse the skin and display recommended products, while AR is used to display makeup or beauty products on the user's face in real-time view via the camera.

The Virtual try-on feature is a disruptive innovation that replaces the role of beauty advisors in helping customers choose products that suit their needs and desires. Apart from that, consumers no longer must buy products by guessing (blind buy). Virtual try-ons can reduce the risk of purchasing unsuitable products [3]. Apart from that, with virtual try-ons, companies can collect data about consumer preferences, skin

type, skin colour, and other information that can be used for further product and marketing planning.

E-WOM can influence purchase intention. When consumers try to buy products, they will find information about other people's shopping experiences through word-of-mouth communication. Communication can occur through electronic intermediaries, usually called electronic word of mouth (e-WOM).

Electronic word of mouth (e-WOM) has long been considered an effective marketing mechanism for Internet users [7]. In addition, positive e-WOM is channelled based on the assessment of favourable or unfavourable services, which has an essential influence on forming purchase intentions [8]. Online consumer reviews are a form of e-WOM. People can now exchange opinions and experiences about products or services with friends and people they see on social media. This reduced anonymity can potentially make e-WOM information more trustworthy and reliable. This opinion is supported by previous research by [9], which stated that a significant relationship was found between e-WOM and purchase intention. Tien also showed that social media can provide a rich base for Customer-to-Customer e-WOM information and thus can significantly impact purchase intention.

Wang et al. [10] state that the experience of using Augmented Reality in virtual try-ons can influence consumer assumptions, thereby increasing their intention to purchase. This research is in line with that conducted by [11], who stated that ease of use supported by artificial intelligence positively impacts purchase intentions. In contrast to [12] which states that the use of AI Virtual Try on cosmetic products does not affect e-WOM intentions. This opinion is also the same as [13] which states that Electronic Word of Mouth (e-WOM) is not a factor that influences online purchase intentions via social media.

Each country has different demographic composition and characteristics, including the e-commerce features available in each country and their online shopping habits [14]. In 2022, Indonesia will be the most significant contributor to e-commerce gross merchandise value (GMV) in Southeast Asia, with a transaction value of US\$51.9 billion or equivalent to 52% of the total e-commerce GMV in Southeast Asia, US\$99.5 billion. Therefore, the researcher intends to research this topic in Indonesia. In addition, several previous studies focused on AR-based virtual try-ons only, while current technological

developments have created a combination of AI and AR to provide additional analysis on virtual try-ons for beauty products

2. Literature Review

2.1 Virtual Try-On for Facial Beauty Products based on artificial intelligence and augmented reality.

The beauty industry has been revolutionised through technology, especially AI and AR, which have allowed companies to get to know their consumers more deeply. AI and AR-based skin analysis platforms have taken on the role of professional dermatologists and enabled consumers to receive product recommendations anytime, anywhere. Facial skin scans and virtual makeup try-ons have revolutionised consumers' skincare product purchasing experience. AI and AR have allowed consumers to use thousands of data points and algorithms to get help in making beauty product purchases [15].

Augmented reality (AR) continues to be essential in advancing modern beauty technology. By combining visual computing, facial tracking, digital colour and shadow analysis mapping, and adaptive lighting simulation, AR virtual try-on experiences can be more accurate than ever. Customers can test and try makeup in real-time. This virtual try-on technology provides realistic results on any skin tone and adjusts and displays makeup accurately based on the user's facial features and texture. In addition to AR, AI uses data science, machine learning, and neural networks to further enhance users' brand experience and drive personalised recommendations. Through the power and logic of deep learning, AI can understand a user's skin health and provide personalised product recommendations and diagnostic readings that suit the individual. AI machine learning technology has been further trained to understand and detect skin health conditions such as skin spots, hydration levels, redness, wrinkles, texture, dark circles, oiliness, and acne. Personalised beauty technology experiences are possible thanks to detailed AI capabilities [15].

2.2 Electronic Word of Mouth

Social media sites, which are relatively new e-WOM platforms, have brought a new aspect to e-WOM by allowing users to communicate with existing networks. People can now exchange opinions and experiences about products or

services on social media with their friends and acquaintances. e-WOM is considered more influential because of its independence from the company. Because consumer reviews represent personal experiences. The e-WOM study by [16] used the general information adoption model (Information Adoption Model), usually abbreviated as IAM, to identify e-WOM information. IAM describes the characteristics of e-WOM information. e-WOM information on social media can appear in several different ways. Users can intentionally post about brands and their products or services. Additionally, users may inadvertently display their preferences to their network, such as being a brand fan, interacting with a brand's posts through liking and commenting, or posting content that includes the brand without any advertising purpose [17]. The e-WOM assessment indicators will be based on a research questionnaire by [17] with five indicators: Information quality, quantity, usefulness, and information adoption.

2.3 Purchase Intention

Purchase Intention is a person's activity or behaviour that arises through responses to show the consumer's desire to purchase goods or services [18]. According to [19], purchase intention is a mental statement from someone to express their purchase plans for several products of a particular brand. [20] mentions several indicators for analysing a person's purchase intention, namely:

1. Transactional interest: a person's tendency always to repurchase products they have consumed.
2. Referential interest: a person's tendency to refer to products they have purchased so that other people will also buy them regarding their consumption experience.
3. Preferential interest: This interest describes the behaviour of someone who always has a primary preference for the product they have consumed. This preference can only be changed if something happens to the preferred product.
4. Exploratory interest: This interest describes the behaviour of someone who is always looking for information about the product they are observing and looking for information that supports the positive characteristics of the product they are buying.

2.4 Hypothesis Development

H1: There is a VTO influence on e-WOM

The conceptual framework for the influence of virtual try-ons on e-WOM is based on previous research by [21], which stated that Virtual Try-Ons help consumers experience products so that they have experience with the products offered by the company. Research by [3] also states that virtual trials positively affect post-use consumer evaluations, influencing consumer reviews afterwards. [22] state that trying products online can improve consumers' shopping experience, thereby increasing e-WOM positively. [10] state that consumers find it easier to understand and predict the performance of a product when they have a product trial experience when shopping online.

H2: E-WOM has a direct influence on purchase intention.

The conceptual framework of the influence of e-WOM on Purchase Intention is based on previous research by [9], which states that there is a significant positive relationship between the usefulness of e-WOM and purchase intention. [23] states that e-WOM significantly and positively influences purchasing intentions. [24] e-WOM communication's influence on consumer purchase intentions is significant and can bring positive changes in consumer attitudes towards brands when they have received information from trustworthy and experienced sources. [25] also stated the same thing. Research by [16] argues that e-WOM influences the intention to purchase cosmetic products. [16] also states that e-WOM information positively and significantly affects consumer purchase intentions.

H3: VTO has a direct influence on purchase intention.

The conceptual framework for the influence of VTO on Purchase Intention is based on previous research by [26], which states that the results of data analysis show that Virtual Try-on has been proven to influence Purchase Intention significantly. [27] state that VTO technology can affect their intention to purchase online. [28] show that artificial intelligence increases consumer purchasing intentions. Research by [9] states that e-WOM is very important in consumer purchasing interest.

H4: e-WOM mediates the influence of Virtual Try on Purchase Intention

The conceptual framework for the influence of VTO on Purchase Intention through e-WOM is based on previous research by [29], which states that consumers are influenced by reputation when trusting reviews made online. [10] stated that consumers find it easier to understand and predict the performance of a product when they have a product trial experience (virtual try-on) when shopping online. Whang also stated that when consumers get positive e-WOM from their peers at the time of purchase, it increases their cognitive control and stimulates product purchase intentions.

From the elaboration on hypothesis development, the conceptual framework of this study is illustrated in Figure 1.

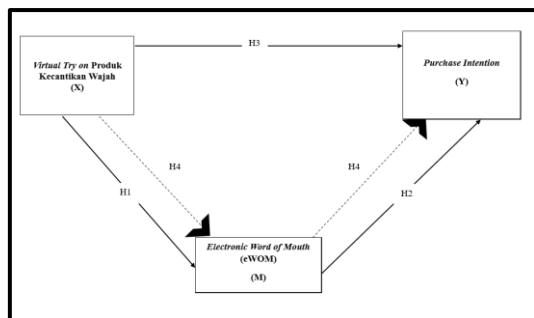


Figure 1 Conceptual Framework

3. Method

The independent variables used are Virtual Try On (X), the mediating variable is e-WOM (M), and the dependent variable is Purchase Intention (Y). The research used quantitative methods. The data source in this study used a survey approach through questionnaires and was answered by 240 respondents. The primary data collection technique used was a survey method, and the questionnaire data in this study used a Likert scale to choose answers. Data analysis used the SEM-PLS approach. PLS does not assume that data must follow a particular distribution. The PLS approach is distribution-free and has a flexible sample size.

3.1 Analysis Outer Model

The outer model is often called (the outer relation or measurement model) which defines how each block of indicators relates to its latent variable.

3.2 Analysis Inner Model

The inner model specifies the relationship between latent variables (structural model), also called inner relations, which describes the relationship between latent variables based on substantive research theory. The structural model was evaluated using R-square for the dependent construct, the Stone-Geisser Q-square test for predictive relevance and t-test, and the significance of the structural path parameter coefficients.

3.3 Hypothesis testing

Hypothesis testing is carried out to determine the influence or relationship between the independent variable and the dependent variable. The significance level used in this research was 5%, and the significance level or confidence level is 0.05 to reject a hypothesis.

3.4 Test of Mediation

Mediating variables are variables that influence the relationship between the independent variable and the dependent variable. Bootstrapping recommendations are used to calculate indirect effects [30] to determine the relationship between mediating variables. SmartPLS 4.0 has included the results of calculating indirect effects, which help analyse the strength of the relationship between the mediator variable and other variables. Mediation occurs when a variable influences the relationship between the independent and dependent variables. Changes in the independent variable cause changes in the mediator variable and ultimately cause changes in the dependent variable.

4. Result and Discussion

The respondents' descriptions are explained below.

4.1 Description of Respondents

The findings of this research conclude that the majority of users of the Virtual Try-On (VTO) feature for facial beauty products in Indonesian e-commerce are women aged 21-40 years who have a Bachelor's/Bachelor's degree, domiciled in Java non-Jabodetabek, with a monthly income between IDR 5,000,001 to IDR 10,000,000. Respondents to this research tend to access VTO features through the marketplace and spend quite a long time in e-commerce, opening the platform more than eight times a day. In the context of this

research, although most respondents are university students, a significant number of respondents work as housewives, civil servants, private employees and entrepreneurs. This shows that the VTO feature for facial beauty products in Indonesian e-commerce is sought after by students or college students, as well as by various professions and other social groups. These findings show that VTO is limited to specific groups and can cover multiple levels of society with various work backgrounds. Therefore, understanding the preferences and needs of these user groups can be crucial in developing and marketing VTO features for facial beauty products.

4.2 Data Analysis Result

4.2.1 Measurement Model (Outer Model)

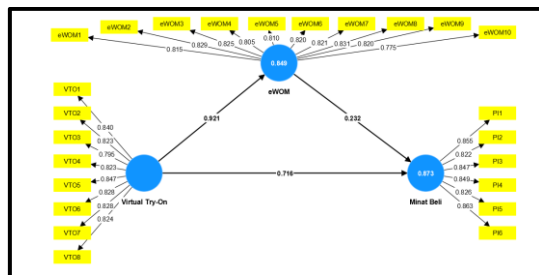


Figure 2 Results of SmartPLS Data Processing

4.2.2 Convergent Validity

Table 2 Outer Loading

Variable	Item	Value	Information
Virtual Try On (VTO)	VTO1	0.840	Valid
	VTO2	0.823	Valid
	VTO3	0.795	Valid
	VTO4	0.823	Valid
	VTO5	0.847	Valid
	VTO6	0.828	Valid
	VTO7	0.828	Valid
	VTO8	0.824	Valid
Electronic Word of Mouth (eWOM)	eWOM1	0.815	Valid
	eWOM2	0.829	Valid
	eWOM3	0.825	Valid
	eWOM4	0.805	Valid
	eWOM5	0.810	Valid
	eWOM6	0.820	Valid

Purchase Intention (PI)	eWOM7	0.821	Valid
	eWOM8	0.831	Valid
	eWOM9	0.820	Valid
	eWOM10	0.775	Valid
	PI1	0.855	Valid
	PI2	0.822	Valid
	PI3	0.847	Valid
	PI4	0.849	Valid
	PI5	0.826	Valid
	PI6	0.863	Valid

Source: Results of SmartPLS Data Processing

Based on the results of the concurrent validity test of 240 respondents, as shown in Table 2, many of the indicators for each variable have an outer loading value of >0.7 . so all indicators are declared feasible or valid.

4.2.3 Discriminant Validity

Table 3 Cross-loading factor value

Variable	Item	Value	Information
Virtual Try On (VTO)	VTO1	0.840	Valid
	VTO2	0.823	Valid
	VTO3	0.795	Valid
	VTO4	0.823	Valid
	VTO5	0.847	Valid
	VTO6	0.828	Valid
	VTO7	0.828	Valid
	VTO8	0.824	Valid
Electronic Word of Mouth (eWOM)	eWOM1	0.815	Valid
	eWOM2	0.829	Valid
	eWOM3	0.825	Valid
	eWOM4	0.805	Valid
	eWOM5	0.810	Valid
	eWOM6	0.820	Valid
	eWOM7	0.821	Valid
	eWOM8	0.831	Valid
	eWOM9	0.820	Valid
	eWOM10	0.775	Valid
Purchase Intention (PI)	PI1	0.855	Valid
	PI2	0.822	Valid
	PI3	0.847	Valid

PI4	0.849	Valid
PI5	0.826	Valid
PI6	0.863	Valid

Source: Results of SmartPLS Data Processing

The cross-loading factor value of each indicator for each variable is greater than the cross-loading factor value of the other variables. So, it can be said that the indicators used in this research meet the requirements for discriminant validity.

4.2.4 Composite Reliability

Table 4 Composite Reliability

Variable	Composite Reliability	Criteria	Information
e-WOM	0.665	> 0.70	Valid
VTO	0.683	> 0.70	Valid
PI	0.712	> 0.70	Valid

Source: Results of SmartPLS Data Processing

Based on the composite reliability values of 240 respondents, as shown in the table, each variable has a composite reliability value > 0.7. This indicates that each variable can be declared reliable and valid.

4.2.5 Measurement Model (Inner Model)

a. Coefficient Determination or R-Square

Table 5 R-Square

Variable	R-Square	R-square adjusted
e-WOM	0.849	0.848
PI	0.873	0.872

Source: Results of SmartPLS Data Processing

In principle, this research uses two variables influenced by other variables: the purchase intention variable, which Virtual Try On influences. Table 5 shows that the Rsquare value for the Purchase Intention variable is 0.873, while the e-WOM variable is 0.849. This indicates that Virtual Try On can influence 87.3% of purchase intention, and Virtual Try On can influence 84.9% of e-WOM.

b. Goodness of Fit (GoF)

The GoF test can be tested using the value of the SRMR (Standardized Roots Mean Square Residual) model. The model will be declared to meet the GoF model criteria if the SRMR value is less than 0.10, and the model will be declared a perfect fit if the value is less than 0.80.

Table 6 SRMR (Standardized Roots Mean Square Residual) Value

	Saturated Model	Estimated Model	Inf
SUMMER	0.037	0.037	Qualify

Source: Results of SmartPLS Data Processing

This study obtained an SRMR value of 0.037, indicating that it is feasible and meets the GoF criteria.

c. P-Value

Table 7 P-Value

	P Values	Information
eWOM->P1	0.035	Significant
VTO-> eWOM	0.000	Significant
VTO->P1	0.000	Significant

Source: Results of SmartPLS Data Processing

P-value is an estimated value for path relationships in a structural model that must be significant. P-value can be obtained using PLS with bootstrapping techniques. The expected inner model value of the P-value is <0.05 with a significance of 5%. Virtual Try-On, e-WOM and Purchase Interest can be declared significant because they have a p-value < 0.05 (5% significance).

d. Hypothesis testing

Hypothesis testing is carried out by looking at the values of the probability and T statistics of the relationship between variables. The criterion for accepting the hypothesis is if the t-statistic > t-table. The following are the results of hypothesis testing through the bootstrapping process with Smart PLS 4.0.

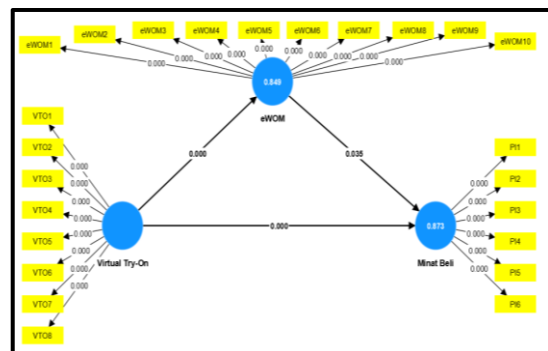


Figure 3 Output Bootstrapping SmartPLS 4.0

Table 8 Bootstrapping Calculation Results
Source: Results of SmartPLS Data Processing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (IO/STDEV)	P Values
eWOM->P1	0.232	0.250	0.110	2.104	0.035
VTO-> eWOM	0.921	0.921	0.015	59.518	0.000
VTO->P1	0.716	0.698	0.106	6.766	0.000
VTO-> eWOM- >P1	0.214	0.231	0.104	2.054	0.040

H1: There is a VTO influence on e-WOM

Based on Table 8, the t-statistic value for the Virtual Try-On variable is $59,518 > 1.65$ (t-table), and the p-value is $0.000 < 0.05$. The positive original sample value is 0.921, which indicates that the direction of influence of the Virtual Try-On variable is positive. Thus, H1 in this study is accepted. The results of this research can be linked to the ten types of innovation theory [31]. Virtual Try-On (VTO) can be associated with various innovations proposed by this theory: customer experience, process, and business model. innovation) and service innovation. The VTO feature can be seen as a customer experience innovation by allowing consumers to try the product virtually before purchasing; this feature increases customer interaction and experience with the product, which can influence e-WOM. Implementing the VTO feature can also be viewed as a process innovation. Consumers' information search and decision-making processes are transformed by including additional steps that allow consumers to test products virtually before committing to purchase. Providing VTO can change the business model of e-commerce companies by adding new services that increase product value and attract more consumers. VTO features can be seen as service innovation, where e-commerce companies provide additional services to consumers that enhance their shopping experience.

H2: E-WOM has a direct influence on purchase intention.

Based on Table 8, the t-statistic value for the Electronic word-of-mouth variable is $2.104 > 1.65$ (t-table), and the p-value is $0.035 < 0.05$. The original positive sample value was 0.232, which indicates that the direction of influence of the Electronic word-of-mouth variable is positive. Thus, H2 in this study is accepted. The results of this research are in line with [9], who stated that there is a significant positive relationship between e-WOM usefulness and purchase intention. [23] states that e-WOM quality, e-WOM credibility,

and e-WOM quantity significantly and positively influence purchasing intentions. [24] said that the influence of electronic word-of-mouth communication on consumer purchase intentions is significant and can bring positive changes in consumer attitudes towards brands when they have received information from trustworthy and experienced sources. [25] also stated the same thing. Research by [16] argues that e-WOM influences the intention to purchase cosmetic products. Research by [16] also states that e-WOM information positively and significantly affects consumer purchase intentions. Online reviews and recommendations are the most influential factors for consumers. This online e-WOM phenomenon has been studied by many researchers and marketers in the world in recent years because of its influence and role in the marketing field.

H3: VTO has a direct influence on purchase intention.

Based on Table 8, the t-statistic value for the Virtual Try-On variable is $6,766 > 1.65$ (t-table), and the p-value is $0.000 < 0.05$. The positive original sample value is 0.716, which indicates that the direction of the influence of the VTO variable is positive. Thus, H3 in this study is accepted. This shows that in this study, the Virtual Try-On variable with its indicators has a positive and significant effect on the purchase intention variable with its indicators. The acceptance of H3 in this research is closely related to the innovation theory [31]. One type of innovation closely related to VTO is customer experience innovation. The Virtual Try On feature can be seen as a form of customer experience innovation, where consumers can try products directly via the VTO feature before purchasing directly via smartphone. Thus, this innovation can provide significant added value for customers and encourage their interest in purchasing products.

H4: e-WOM mediates the influence of Virtual Try-on on Purchase Intention

Based on Table 8, the t-statistical value for the Virtual Try-On variable for the Buying Interest variable through the Electronic Word of Mouth variable is $2,054 > 1.65$ (t-table), and the p-value is $0.040 < 0.05$. The positive original sample value is 0.214, which indicates that the direction of influence of the Virtual Try-On variable on the Purchase Intention variable through the e-WOM variable is positive. Thus, H4 in this study is accepted. In the context of the influence of VTO on buying interest, the mediating role of e-WOM is complementary partial mediation, which indicates that e-WOM not only partially mediates the relationship between VTO and buying interest but also provides additional contributions or information that influences this relationship.

4.2.6 Mediation analysis

In this research, the role of a mediating variable is Electronic Word of Mouth (e-WOM). The authors adopted the flow created by [30] to analyse this simple mediation model. The following are the results of mediation testing.

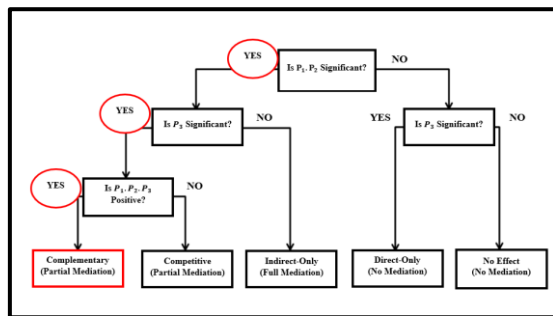


Figure 4 Mediation Analysis Flowchart

It can be concluded that e-WOM acts as a complementary mediation (partial mediation) because P1, P2 and P3 values are positively significant. This relationship is also partially influenced, which means there is still a direct influence from VTO on purchase intention without going through e-WOM. VTO not only directly influences consumer buying interest but also through the mediating role of e-WOM, where this mediation adds additional information or contributions that influence the relationship. Although the results of this study suggest that e-WOM plays a mediating role, the direct influence of VTO still has a more significant impact on purchase intention than the indirect influence through e-WOM. This research shows that although e-WOM can influence consumer perceptions, direct experience using the VTO feature significantly influences purchase

intention. Thus, VTO can be more effective in directly stimulating buying interest than through e-WOM.

5. Conclusions and Recommendations

Based on the problem formulation from the results of the discussion that has been explained, the conclusion of this research is the Virtual Try-On variable has a significant positive effect on e-WOM, e-WOM has a considerable positive impact on Purchase intention, Virtual Try-On has a significant positive effect on purchase intention directly and is also mediated by e-WOM. The effect is complementary (partial mediation). The research provides important implications for e-commerce and virtual try-on service providers for facial cosmetic products. The findings of this research indicate that the experience of using Virtual Try-On (VTO) for consumers of facial beauty products influences e-WOM. Hence, companies need to consider making a strategic plan to use Virtual Try-On (VTO) technology as a marketing channel that can encourage consumer engagement so that it can increase e-WOM. Positive ones whose aim is to increase consumer buying intentions. This research states the role of Virtual Try-On (VTO) technology in consumers searching for information about facial beauty products before intending to buy. E-commerce companies and facial beauty product brands must take full advantage of advanced technology, such as Virtual Try-On (VTO), to help consumers understand product specifications and reduce the risk of purchasing unsuitable products. In addition, e-commerce companies and facial beauty product brands must strive to increase consumers' positive attitudes towards Virtual Try-On (VTO) technology because increasing attitudes means increasing purchasing intentions, which will also increase positive e-WOM through purchase reviews, attracting other consumers. Who will buy it afterwards? Brands and e-commerce companies that focus on each consumer's shopping habits profile with a customised strategy for implementing Virtual Try-On (VTO) technology. Virtual Try-On (VTO) technology designers and VTO technology service providers can also benefit from these findings. Some design guidelines can be produced to encourage a pleasant experience of this technology. Designers can integrate advanced virtual and augmented reality technologies with vivid try-on scenes to bridge the gap between online and offline shopping experiences. For example, Virtual Try-On (VTO) allows consumers to try facial beauty products by

comparing one colour. It can even be cross-branded to see how they look when using the selected product in a different colour or brand.

In the context of e-WOM, based on the findings of this research, it is hoped that companies can try to encourage consumers to spread positive e-WOM about products, services and brands (for example, sending reminder emails to write online reviews or offering incentives with economic value such as discount vouchers or other stimuli) and prevent consumers from spreading negative e-WOM [20]. Companies must provide communication channels for consumers to share their negative experiences directly with the company and respond and resolve these complaints quickly.

This research contributes to the literature on the influence of Virtual Try-On (VTO) technology on the intention to purchase facial beauty products in Indonesian e-commerce via e-WOM. It justifies the need to adopt e-WOM integration to estimate how the implementation of Virtual Try-On (VTO) can influence consumer purchasing interest in facial beauty products. A view that combines the perspectives of perceived usefulness, perceived ease of use, and perceived comfort when using the Virtual Try-On (VTO) feature can expand our understanding of how this technology influences consumer purchasing intentions.

The model of this research is based on the development of the TAM (Technology Acceptance Model) theory by Davis (1987), which was adopted by [3] and also [27] as an instrument for measuring the virtual try-on (VTO) variable. The Technology Acceptance Model (TAM) focuses on factors determining a person's behavioural intentions in adopting new technology. In this research, the TAM theory was tested on the experience of using virtual try-on (VTO) facial beauty products among e-commerce consumers in Indonesia and its influence on consumer buying interest through e-WOM.

Theoretically, the use of TAM theory can develop in a more complex and detailed direction, one of which is by integrating TAM theory in the Virtual Try-On context with the Diffusion of Innovation Theory [5]. This theory is relevant in developing, marketing and adopting technological innovations, including Virtual Try-On (VTO) technology in facial beauty products. By understanding the factors that influence innovation adoption, new theories can be developed and designed into more effective marketing and product development strategies to accelerate consumers' spread and adoption of

VTO Technology. In addition, by knowing the mediating role of e-WOM in this research, which turns out to have a more minor influence than the direct influence of e-WOM on purchase intention, it is hoped that the development of mediation and moderation models can be carried out in the future to understand the role of e-WOM as a mediator or moderator in the relationship between variables. Moreover, adopting virtual try-ons in e-commerce in Indonesia still requires a more in-depth analysis related to a more extended period of data collection because consumers' perceptions and experiences related to VTO Technology for facial beauty products will develop over time, with the Diffusion of Innovation theory.

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