

Effect of Augmented Reality on Consumer Purchase Behavior in E-Commerce Industry

Dr. Rashmi Baliyan¹, Mr. Diwakar Chaudhary², Ms. Priyanka Chauhan³, Dr. Subhash Kumar Verma⁴, Dr. Khadilkar Sujay Madhukar⁵

¹Associate Professor, School of Business Management, Noida International University, Greater Noida, Uttar Pradesh, India

²Assistant Professor, Department of Management Studies, GL Bajaj Institute of Technology & Management, Greater Noida, Uttar Pradesh, India

³Assistant Controller of Examination, Manav Rachna University, Faridabad, India

⁴Professor & Director, Noida International University, Greater Noida, Uttar Pradesh, India

⁵Director, Kolhapur Institute of Technology, Institute of Technology, Institute of Management Education & Research, Kolhapur, India

ABSTRACT:

This work addresses a specific technology that connects the real and the virtual world with the help of Augmented Reality (AR) Technology. This technology allows the users to interact, manipulate and watch 3D virtual media content in a real environment and in real time. Advances in technology have encouraged people in India to shop online. Apart from the convenience people feel when shopping online, there are still disadvantages that prevent them from trying the products they will buy. Therefore, a virtual try-on feature based on augmented reality (AR) could be a solution. For this research qualitative analytical technique have been used with the help of questionnaire and data has been collected with the help of interviews, observation, vlog and blog entries, so this research is an exploratory cum descriptive research highlighting the impact of augmented Reality on buying behavior of consumers in the cosmetic segment. As authors we were not rigid to only particular place for sample collection, we covered the whole Delhi NCR. It is hoped this research will contribute to a better understanding and a broader perspective how augmented reality (AR) creates interest in online shopping and this could be a major step towards developing future strategies for enhancing the online consumer buying experience and augmented reality (AR) advertisements.

KEYWORDS: Augmented Reality, Cosmetic Industry, E-commerce, Online Purchase Intentions, Sephora.

Introduction

While online purchases are continuing to evolve around the world through the use of (portable) internet companies, retailers are facing issues like, for example, exceptional rates of yield, web-based shopping carts and webrooming (online shop items are disconnected at that point). These problems can mainly be attributed to the absence of direct items when shopping on the web, since introductions of online items can be short of tangible data when shopping in a real shop. One way to solve problems between disconnected and online shopping is via innovation in the augmented reality (AR) (Baek et al., 2018). AR enables buyers to provide their own faces with a shot, and on

the other hand continuously to give the environmental factors (e.g., make-up, furnishings, shades). Because this is a 'trial before buying' insight, AR offers advertisers and retailers an extraordinary potential to improve the online change rates and lower the returns (Dacko, 2016; Morgan, 2017).

AR is a helpful perception strategy to overlay computer graphic illustrations in the real world. AR can consolidate the representation strategy to apply to numerous applications. A vision-based AR framework was introduced for representation connection in a device; AR additionally empowers perception of imperceptible ideas or occasions by superimposing virtual items or data onto physical articles or situations. First, most studies examined AR events, including the growth of a virtual object on the face, meetings of non-ARs that show the object on a model or show the item exclusively. This seeks to test the conceivable jumble by contrasting an on-line introduction to a non-AR item, including the very own image face, and a non-AR item introduction which highlights a model image. Second, generally centered around impacts of AR on brand related full of feeling and conduct reactions. Be that as it may, the adequacy and appropriation of AR applications may part of the way be reliant on customers' eagerness to share individual information. Third, while past research has for the most part shown beneficial outcomes of AR through a few basic systems, its potential adverse consequences are regularly neglected. Albeit late examination has shown that AR is less powerful for purchasers with explicit attributes (i.e., solid security concerns, it isn't clear through which measure.

Literature Review

Furht, 2014 in his study states that, Augmented reality (AR) enhances the physical world by adding virtual digital information generated by computer in real time. This allows marketers to reach and interact with customers without previously thought-out options. According to Yaoyuneyossng et al., 2016, identify the having the power to put the (virtual) products in the hand of customers, creates interesting opportunities for the users to engage with a brand, service or product.

The uses of AR are broad across businesses, for example, producing, correspondence, wellbeing, retail, route, military, instruction, gaming, and internet business. This assessment bases on the utilization of AR in web business considering the tremendous ability of this striking development in providing an in-store shopping experience. The device is able to modulate 3D objects in different spaces, permitting users to collaborate with advanced delivery to their own place with consolation.

S. Chandra and K. N. Kumar, 2018 has conducted a study on IKEA. Organizations like IKEA and converse are utilizing augmented reality to assist clients with imagining household items in their homes progressively utilizing cell phone applications. This expansion in the development of AR applications can be ascribed to the buyer's apparent advantage and positive experience. E-commerce is developing at a fast movement, which is apparent in the measurements expressing that over a billion Web clients bought products through internet business sites in 2013. Truth be told, retail online business deals added up to \$1.85 trillion every 2016, and e-retail incomes are extended to develop to \$4.50 trillion out of 2021. This emotional change in the advanced retail scene with a quickly developing client base has evoked a solid impulse in online business companies to separate themselves among their rivals and receive inventive strategies to take into account their buyers. With regards to AR innovation in web-based business firms, if the Ecommerce firms wish to incorporate AR into their internet business portable application, they have to upgrade their mechanical competency by creating 3D item models utilizing 3D modeling software and programming tool and have a solid innovative team. Over the years, people have witnessed increasing technology of reality and an increasing array of applications and methods for using it (Billinghurst et al. 2003; Wiedenmaier, et al. 2003; Biocca, Owen, Tang&Bohill, 2007). It may be visualised as being exploited by manufacturing companies (S. K. Ong et al., 2008), by educational systems, in magazines and in websites (Institute for Medical Services), in collaboration (Billinghurst et al, 2003; Field, 2003) (krevelen&Poelman, 2010; Perey, 2011). The perfect scenario for an increase in reality occurs when someone is able to wear or transport a healthcare partner and can travel around anywhere without any restriction, and can improve the truth in any place. The author says a perfect

AR show should work indoors and outdoors, without the need to prepare the setting previously for it (Azuma, 1999). Biocca et al. provides a thorough analysis of mobile augmented reality, how mobile users can prepare, perform and directly victimise attention (2007). In recent years, augmented reality has overcome many of the previous challenges and already works in outdoor environments, in the streets, wherever several people walk (Biocca et al., 2007). (El Choubassi & Wu, 2010; Hallaway et al. 2004).

Augmented Reality in marketing

First of all, it claimed that AR was an extremely good media medium, Scala (O'Mahony 2015; Maity & Dass 2014). The ability to implement AR on mobile devices in principle increases its marketing potential. The majority of consumers now have a mobile device, so AR is not required to invest in new technologies for accessing AR applications, which makes AR far more consumer-friendly compared to VR (O'Mahony, 2015, Craig 2013). Furthermore, mobile AR solutions always link marketers to consumers and provide location-sensitive offers, and they can send personalised messages (Berman, 2016).

AR TO THE COSMETIC INDUSTRY: VIRTUAL MIRROR

Interactive Image Technology (IIT), an innovation that enables customers to approach advanced item details, is used to improve virtual encounters. Some web-based business sites use IIT, but certainly addresses the destiny of "online customer presentation." There are three kinds of IIT: 3D perception, combination and match and 3D staff (Merle, Senecal, and St-Onge, 2012). This specific innovation is one of the latest or brand new in the world of augmented reality, yet it is generally accessible in the online retail environment (Javornik, Rogers, Mutinho and Freeman, 2016).

Figure 1: AR mobile technology brands of the beauty industry.

Retailer/brand	Virtual mirrors on mobile
Estée Lauder	On Estée Lauder mobile website
Sephora	Sephora Virtual Artist
L'Oréal Paris	Makeup Genius
Rimmel	Get the Look

Source: Personal source

SEPHORA VIRTUAL ARTIST APP

Sephora is a cosmetic company innovator and its capability; advancement and a pioneering soul provide its reputation. Indeed, since it was founded in 1969, it has been a leader in experiential retailing. The idea of Sephora is to create a stunning dedicated store, in which different brands can be discovered: from most exemplary to the most unique. Furthermore, all the Sephora shops provide buyers with access to numerous authorities such as make-up classes, splendid advice and other free remedies. In order to improve our customer experience, the organisation has been consistently very responsive to development and has a strong focus on the advanced word. The Sephora sent its Sephora Innovation Lab in 2015 to promote new inventive computerised contributions to improve shopping experiences and to promote the development of products and technology.

Sephora Virtual Artist is a component of the 2016 Sephora app and site. Sephora has long been rking with ModiFace to dispatch this element on its web stages, a magnificence brand technology organisation that developed Augmented Reality. Sephora and ModiFace are as clockwork have added more creative features to the app ever since it was delivered in 2016.

The characteristics of AR are as follows:

- Item Try-on: this capability gives customers the ability to use cosmetics from the eye, lip and

cheek in arange of tones and spectrums. You can then save your number one mixes in "My Looks" and offer them with friends.

- Looks; shoppers can be propelled and shot themselves with explicit specialists' looks. The different gatherings are classified (daytime, pattern, evening time and regular).
- Virtual tutorials; customers are able bit by bit to learn new approaches from experts on their faces.
- Shade Match; customers can find the perfect cosmetic conceals that match an equipment, an outfit, or a VIP look.
- Swatch me; a sample of virtual arm is accessible for flashing analysis of a lot of shades.

These AR highlights can be found on the website and in the mobile application on two distinctive online phases. I decided to reflect on Sephora Virtual Artist in its site adaptation to avoid the disposition of customers between a usual site version and the handheld application.

Objectives

- To evaluate the impact of AR on on-line cosmetic shopping for consumers.
- To analyse the buying intension of the consumers relating to the advance AR technology for thecosmetic segment.

Methodology

For the analysis we use three kinds of studies: exploratory, descriptive and in-depth interviews analytical techniques to generate strong and complete conclusions. Using these three methods allows the researcher to delve further into the goal of the study using a variety of approaches and analyse it from a variety of perspectivesso that such a theory can be developed. We chose to use an inductive approach in conjunction with explorative and qualitative research (Saunders, Lewis, & Thornhill, 2016). In addition, both primary and secondary data were gathered. Indeed, through a literature review and in-depth interviews, an exploratory and descriptive study was conducted in order to gain a better understanding ofthe subject. It was a qualitative study multi-method because knowledge was gathered through semi-structured interviews, web log entries and blog postings.

Sampling Frame and Sample Size

The primary study had 8-women sample size, and the main study had a sample size of 80 people between the ages of 20 and 45. We specifically targeted the Delhi NCR's younger generation because they are more aware of cosmetic products and more eager to try out new technologies.

Data collection

Since AR can be a relatively new and sophisticated issue, the collection of knowledge from many different sources to take on several perspectives, as well as the multi-method approach, this analysis with non-structuredTechnology Habit interviews and blog (vlog) diary and video entries. An overview of the collected data follows within the following table:

Employees of the store (women)	8
Customers in Store – observed andinterviewed	5
Interviewed:Observed:	7
Primary tested technology	6
Technology consumers	6
Vlog entries	8
Women Age (25-35) Women age group (35-45)	50% 50%
Blog entries	14
News articles	26

Fig 2: Overview of collected data

Preparation Visits make up boutiques Supplementing data

Research	Customers Interviews	Vlogs
Unstructured	Customer Observation	
BlogsInterview		
Employee Interview App testing		
In-store technology testing Unstructured Interview		

Fig 3: Overview of data collection process**Analysis**

In qualitative studies, meanings are especially derived from phrases and pictures (Saunders, Lewisa, & Thornhill, 2016). The data assortment technique left pine state with a large mass of documents with matter content that had to be analyzed in the course of this section will be able to make a case for the method the information analysis changed into conducted. This supposed that our analysis didn't begin out with a completely made public theoretical framework. This became so as to avoid being desensitized by suggests that of existing concept, and to permit new principle to emerge from the information assortment method. After the data collection, we tend to carry out the most important data analysis, all were promptly removed once interviews, observational notes and video transcripts, voice notes separate documents are there. The thematic analyses of these papers tend to be initiated. A themed analysis helps to understand large and diverse quantities of quality Information and integration from all the different notes and transcripts of connected information (Saundersa, Thornhilla, & Lewis, 2016). There are many approaches to category selection, but when we look at the information mentioned in Fig2, we have a categorized tendency in the info with a table, with each category's common facto., As the column header and each part categorized in cell information below. A code indicating the categorized information was marked with It's been taken from that info. After the data was, we tend to investigate themes and relationships, categorized, only seeing for a lot of analysis, different categories may work on allowing.

Interviews on technology habits: We have had eight unstructured meetings with seven different clients on their propensities for innovation throughout this research paper. Six meetings were completed and two were completed before we took an examination tour. Both during our examination trip, we talked with an interviewee as the meetings she raised regarding dysmorphic turned out to be extremely important for what we found during the exploration trip. We also met a shopper who contributes a lot of time and effort in her glorious routine when she searches for beautifying substances and considers the expanded use of innovation in excellent businesses.

Interviews at makeup boutiques: We selected Delhi NCR as the site of our research as we tended to know 2 make-up shops using Magic Mirror technology, whereas in our interviews we often performed a snowball effect and went on to 2 additional AR powered mapping shops. In the selected location, we tend to be able to monitor the Magic Mirrors first-hand and interview the staff concerned. We tend to have an interview with one of all theretailers.

Observation: We have been able to observe customers interacting with the Magic Mirror at one of every maquillage shop. Once we tested the mirror, we tended to interview 2 of these customers and one customer agreed to monitor them side by side. We tend to take the observations in written notes. If we tend to be distantly perceptive, we wrote down keywords that we observed in a detailed summary once that observation ended. We tend to have a number of key factors that once perceptive customers and looking vlogs we look for and have noted: We were interested in the person testing the mirror for the gender and approximate age, the duration of the test and whether the user was trying it on his own or with somebody else. During the Magic Mirror interaction, we tend to take note of a user's mood. In particular, however, we wanted to see completely different forms of choices affecting various kinds of emotional reactions.

Vlog and blog entries: Following the analysis, we tend to add vlog and web log entries to the data. For this, there were two principal reasons: We tend to explore whether the interaction between

people who interact with magic glazes in capes services and the way in which they interact with magic glazes applications in their homes does not change or change. A total of 8 vlog entries from entirely different users were seen, most of which were found on the YouTube video sharing platform. Many vloggers use the Magic Mirror technology to test maquillaje in the videos. 14 log entries from various users, once knowledge about aggregation from written blogs, we tend to navigate through each web log entry completely and to add any interesting statements to the dataset.

Tested technology: As a researcher, it was essential for us to use the appropriate technology to a maximum extent as directly as possible to better understand it, and yet we tend to react to it personally. In every four make-up shop we tended to visit, we were ready to look at the Magic Mirrors. These are shown and compared in a very subsequent section. We tested the You Cam Makeup app jointly and also the L'Oréal Paris website, which is a virtually fitting tool. The technology itself was largely identical to those, with small variations, although the setting wasn't gift for the in-store. Testing many of the solutions offered another time helped us understand more about the magical mirrors we use to test the make-up and also its potential. We would give an overview of any Magic Mirror technology we tested every day during the sessions.

Findings

1. As per research most people believe that augmented reality is only in its early stages (DeMers, 2016). With the technology's constant advancements and upgrades, it will be fascinating to see which direction it will go.
2. It is likely that in the future, an increasing number of companies and retailers will compete in the digital space, all vying for the best technology in order to have a better, much better, far better, higher, faster, and more creative customer experience.
3. Wearable technology (Smart Glasses), on the other hand, is the easiest way for AR to become more widespread area unit interface that captures the user's physical environment and augments it with virtual components (Rau Schnabel, Brem, & Ro, 2015).
4. Combining such glasses and filters with Snapchat and Magic Mirrors technology may be fascinating, allowing people in the Delhi NCR region to check out augmented versions of each choice while passing each other on the street.
5. Area unit and smart glasses Headsets will allow customers to experiment and play with their appearance in a way that they could take with them and demonstrate to those who used similar technology. If AR is a more integrated part of culture, it's possible that stronger standards for increased selves will emerge.
6. It is also one of the most important results through the research and interviews that the AR technology is made more comfortable and easy for the consumer during the course of the period.
7. As AR provides additional facilities, it has led to the consumer buying intentions and also helps in the near future to build loyal consumers.

Suggestions for the AR future

Augmented reality remains a matter for many people during their childhood (Demers, 2016). The continuous development and technology improvement will attract attention. It's possible, however way. In the future, further and more companies and retailers in the digital sector are capable of making simple technology available to enhance and creativity artistic shopping expertise. However, technology is carried through the transport of technology Good glasses represent a square measuring instrument which can carry a user's physical environment and improve virtual components (retraining, brake and ro, 2015). Google Glass, who tried to be the market mistake, can be a famous example of that (Reynold, 2015). But in the development of AR-headsets various companies recorded the ball. Each headphone is currently available from the Microsoft Headphones and HoloLens headphones (PAPAL, 2018) When square headphones become a great success style smartphone, it can change the way we look at the world and square-meter, which does not like our everyday lives, the mix of such smartphones with Snapchat technology, and the magical mirror will be attentive, so we can see the improved versions of the other

on road. This interesting article includes AR restrictions, which we discussed in our contributions to theory; It's only temporary, and it's hard for good glasses to share with others and AR-headsets change shoppers to check and play with 444 who look like they wear them and show others who use similar technology. Through its own increase, perhaps stronger standards are growing, once an integrated cultural part has become. Consumers may also have flexibility, and their ideal can be "carried." we are not going to decide whether it's honest or unhealthy.

Limitations

It would be fascinating to check out a larger sample of customers in shorter periods and a lack of budget, to collect a lot of in-store observations and more detailed interviews. We tend to believe that 2 analytical journey', wherever the other was focusing on additional insights gained on the first trip, would have been valuable. This could have strengthened the information set and perhaps created it for deeper insights and for careful theory to be developed. However, in order to confirm the confidence of research results, we have actively used various secondary data sources. Shoppers visiting the shops we tended to visit are likely to be fascinated by the fact that they grow more than the typical consumer. The sample was too representative of Western cultures, although the interviewees were associate vloggers identified with different national backgrounds. Consumers could have reacted to the technology in different cultures otherwise. It is stylish in Japan and Asia to improve the self by physical and digital means in ways that can be viewed as extreme. It is likely that fewer new consumers from these countries would feel this type of technology. which with experimenting with yourself they would be even better off. There are abundance of stricter regulations in different countries regarding what appearances are appropriate, and it may be fascinating to watch comfortable shoppers from these cultures experiment with themselves in an extremely magical miracle. One plan for a quantitative study is to provide participants with similar tools to test the real environment and AR and observe behavioral variations. Another is to observe differences of behavior with different types of magical gazebo wherever there were varying variations in range and customization so that we could ask their search proposals on the left-hand side and shift in self-concept, we could join with participants in building liminal selves closer to their own perfect selves. Such an examination could only affect the participants psychologically negatively.

Conclusion

This research will help to gain a deeper understanding of how Augmented Reality (AR) influences online cosmetics purchasing activity. This may be a significant step toward developing potential strategies for improving the online user shopping experience through social media and Augmented Reality (AR) advertising, and the results of this study will potentially be used as a basis for future research in India and other developing countries. The critical commitment of this investigation is an assessment of the capability of Augmented Reality applied to restorative brand web-based business through the Sephora Virtual inventive individual occasion. The principle objective of this undertaking was to check whether this innovation could completely uphold web-based business organizations in the makeup business. The subjective investigation and, subsequently, the quantitative examination supplemented one another, as every one of them showed that Augmented Reality is no ifs, ands or buts, popular with purchasers. Augmented Reality is blasting because of magnificence organizations separating themselves in their online procedure by offering an exceptional mercantilism recommendation. Undoubtedly, the proposed work exhibits that it would affect all brands' advanced stages with regards to authorizing their online deals.

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