

THE ROLE OF HEDONIC MOTIVATION MEDIATING THE EFFECT OF AUGMENTED REALITY MARKETING ON BUYING INTENTION (Study Of The Loreal Paris Brand In Indonesia On The Shopee Application)

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ABSTRACT

This study examines the effect of augmented reality-based marketing on consumer purchase intention, with hedonic motivation acting as mediation. In the context of L'Oreal Paris cosmetic products sold on the Shopee platform. This study uses a sample of 110 respondents with 11 indicators to fill out a questionnaire to raise the relevance of augmented reality technology in enhancing a more immersive online shopping experience, namely the merging of the real and digital worlds and the personal world, which can significantly affect consumer purchase intentions. Through the use of the Virtual Try-On AR feature in Shopee, consumers can see the application of cosmetic products virtually on their faces, which not only enhances product information but also provides a fun and satisfying shopping experience. Data was collected from Shopee users in Denpasar, Bali, who have used this augmented reality feature and analyzed using a quantitative approach. The results showed that hedonic motivation plays an important role in mediating the relationship between augmented reality marketing and purchase intention, signifying that emotional satisfaction from the augmented reality experience increases the likelihood of purchase. This research provides valuable insights for digital marketing and e-commerce practitioners to optimize augmented reality strategies in increasing consumer purchase intention. By understanding the effects of augmented reality marketing through hedonic motivation, brands can more effectively design user experiences that are not only informative but also entertaining and emotionally satisfying, thereby increasing consumer purchase intentions.

Keywords: Augmented Reality Marketing, Hedonic Motivation, Purchase Intention

Introduction

Products from the industry now come with various innovations to differentiate themselves from competitors. Various types of products provide choices for consumers in determining purchases. Competition encourages the industry to continue to innovate and improve the quality of its products in order to meet the increasingly diverse needs of consumers. One industry that is competitive and has a variety of innovations is the cosmetics industry.

The cosmetics industry is one of the growing industries and has a large number of consumers. According to data reported by the Statista website, global revenue in this industry

in 2023 amounted to 571 billion US dollars. At the end of 2021, the Central Statistics Agency (BPS) stated that the cosmetics industry, including the pharmaceutical, chemical, and traditional medicine industries, experienced growth of up to 9.61 percent. BPOM noted an increase in the number of cosmetic industries in Indonesia. There are 819 industries in the cosmetics sector, increasing to 913 industries in 2021 until July 2022 (Devi and Halim, 2023). Not only female consumers, but men are also the target of business people in the cosmetics industry for product introduction. It can be seen that various beauty and facial care products have appeared on various media with benefits and advantages according to the needs of the community.

According to the Food and Drug Administration (FDA), a cosmetic is a product used on the skin for the purpose of beautifying, cleansing, enhancing attractiveness, and improving appearance. French cosmetics brand L'Oreal Paris is ranked as the world's most valuable cosmetics company by 2023.

Based on data from Statista in 2023, the brand value table of the world's 10 leading cosmetics brands shows that L'Oreal Paris leads with a brand value of 12.3 billion US dollars. The other brands are Estee Lauder (7.15 billion), Nivea (6.62 billion), Gillette (6.58 billion), Dove (6.47 billion), Guerlain (6.31 billion), Lancome (5.2 billion), Clinique (4.83 billion), Pantene (4.64 billion), and Garnier (4.1 billion).

Cosmetics have experienced an increase in consumption from various groups in Indonesia. The increase in consumption has led to the production of many cosmetics with various variations and chemical content. The provision of cosmetics testers in stores is a facility for consumers. Despite being a facility for consumers, the provision of this tester is used by many customers of cosmetic products, causing health issues. The use of liquid lipstick testers is likely to have a high germ count due to frequent direct contact with the user's skin and lips (Monica et al., 2023: 50). Making purchases online will minimize these health risks. However, the problem faced by purchasing activities through online media is that there are no physical goods that can be seen directly when deciding to buy on the marketplace or e-commerce. This unavailability leads to a lack of information obtained on the product page. Doubts arise when customers cannot see the product directly.

Beauty brand L'Oreal Paris is highly committed to technology, research, and innovation. The company provides quality products for both women and men. L'Oreal Paris is dedicated to the diversity of beauty around the world. The L'Oreal Paris brand has four main beauty categories: hair color, cosmetics, hair care, and skincare. All these categories are available on the L'Oreal Paris marketplace and e-commerce. L'Oreal Paris products are sold on marketplaces and e-commerce in Indonesia such as Shopee, Tokopedia, Blibli, Lazada, and other e-commerce. One of the largest e-commerce in Indonesia that sells products from L'Oreal Paris is Shopee with the store name L'Oreal Paris Indonesia.

On the product page on Shopee, L'Oreal Paris Indonesia has sold millions of units with consumer reviews reaching more than 2.9 million on its various products. One of the marketing through the Shopee marketplace by L'Oreal Paris Indonesia is to utilize digital marketing through augmented reality (AR). According to Artha and Ekawati (2023) the use of augmented reality technology can have a positive and significant influence on purchasing decisions. The application of augmented reality provided by L'Oreal Paris on Shopee is called

Virtual Try-On. L'Oreal Paris is the first brand to implement augmented reality as a feature for customers. In 2018, L'Oreal Paris acquired beauty technology company Modiface, which has developed augmented reality technology. With this continuous innovation by L'Oreal Paris, this brand was chosen for research. Augmented reality (AR) technology by L'Oreal Paris Indonesia is applied with a feature that allows users to see the application of products on the face virtually through the intermediary of a cellphone camera that can be accessed directly on the L'Oreal Paris Indonesia product page on Shopee. The products available in the L'Oreal Paris Indonesia Virtual-Try On feature on Shopee include lipstick, foundation, and concealer. In addition to L'Oreal Paris Indonesia, local and international cosmetic products such as Azarine, Maybelline, Y.O.U, Dazzle Me, Revlon, and Something also provide Augmented Reality-based Virtual Try-On features on Shopee. With the Augmented Reality feature, it will reduce the disadvantages of shopping online. Shopee is one of the marketplaces that provides the Virtual Try-On feature. Because of the availability of augmented reality-based features and Loreal Paris is the brand with the highest brand value in the world, it supports this research to examine features based on augmented reality technology.

Based on data from Databoks Katadata in 2023, the five e-commerce with the most visitors in Indonesia are Shopee with an average monthly visit of 157.97 million, followed by Tokopedia with 117.03 million, Lazada with 83.23 million, Blibli with 25.43 million, and Bukalapak with 18.07 million. Shopee is the e-commerce with the most visitors in Indonesia in 2023. From the highest ranking data of visits, sales, and reviews of L'Oreal Paris Indonesia products on Shopee, the background of this e-commerce is the subject of this research.

Along with the times, activities in marketing have changed from the initial marketing trend 1.0 which is more towards traditional marketing, to entering the more advanced and sophisticated marketing trend 5.0. The marketing movement that has reached marketing 5.0 is driven by five major trends, namely the number of digital-savvy generations, the adoption of a physical-digital lifestyle, the dilemma of digitalization, rapid technological development, and the symbiosis between humans and technology that cannot be separated. The existence of online communities has expanded during the pandemic by utilizing technological developments, members can communicate freely through virtual meetings. Organizations identify the needs of online community members, accommodate their needs, and communicate effectively to increase the level of satisfaction in the online community (Kang and Park, 2018). Augmented reality (AR) is one of the technologies applied to marketing trend 5.0 in various industries.

Augmented reality (AR) is a technology that combines two-dimensional or three-dimensional virtual objects into a three-dimensional real environment and then projects the object in the direction of running time or real-time (Valino, 1998). There are three characteristics that state that technology applies the concept of augmented reality, namely being able to combine the real world and the virtual world, being able to provide information interactively and in real-time, and being able to display it in three-dimensional form. augmented reality (AR) can be a medium of communication between sellers and buyers. With augmented reality technology. The use of augmented reality technology can attract people to make purchasing decisions due to the fear of missing out on the latest technology (Karina,

2020). augmented reality (AR) has been implemented using augmented reality mobile devices, cameras, screens, webcams, and other augmented reality devices so that it can be more practical to use and improve customer experience. The augmented reality (AR) feature will have an influence on customer purchase intentions that cannot be given when using traditional marketing. Several large companies have implemented the use of augmented reality (AR) as a tool to facilitate customers in purchasing products. IKEA, Nike, and L'Oreal Paris Indonesia are companies that have implemented augmented reality in an effort to increase sales and provide shopping convenience through available augmented reality features. IKEA with the IKEA Place augmented reality feature which allows to display of IKEA products by highlighting the room using a cellphone camera and displaying products in three-dimensional form. L'Oreal Paris Indonesia provides an AR feature called Virtual Try-On at Shopee by displaying the results of product application on the face when the camera is pointed at the face, such as lipstick products from L'Oreal Paris Indonesia which are visualized and can be displayed only through cellphone camera captures without having to try the physical item with the help of augmented reality (AR) technology. The Try-On feature that facilitates product visualization, will affect customer purchase intentions.

Purchase intention is defined as a decision to act or psychological action that shows individual behavior according to the product (Samin et al., 2012). Purchase intention can be seen from whether the product can attract consumer attention (Karmela and Junaedi, 2009). Purchase intention can be increased by paying attention to several factors such as psychological factors, social factors, and marketing mix empowerment factors (Tjiptono, 2005). These factors must be understood by a company as an assistant in attracting consumers or target markets in making purchases. By knowing their wants and needs, consumers will be faced with various brand choices and be able to compare brands with one another. The application of augmented reality on the L'Oreal Paris Indonesia product page can affect the psychology of its users by providing additional information about the product. Psychological factors are factors that influence consumer purchase intention, so the application of augmented reality on the L'Oreal Paris Indonesia product page has a relationship with consumer purchase intention.

The study entitled "Using Augmented Reality to Reduce Cognitive Dissonance and Increase Purchase Intention" (Barta et al., 2022) tested that the application of augmented reality (AR) has no direct effect on purchase intention. However, there is a study with the title "Purchase Intention of Generation Z on Cosmetic Products with Augmented Reality Technology during the Pandemic" (Sustaningrum, 2023) that tests that marketing through augmented reality (AR) significantly and positively affects purchase intention. Based on the research gaps found in the two studies, this study is a further test of the effect of augmented reality on purchase intention, by adding hedonic motivation as a mediating variable.

The L'Oreal Paris Indonesia Virtual Try-On feature on Shopee aims to provide additional information regarding the depiction of cosmetic products. The addition of information through product visualization has a relationship with convenience when purchasing products. Hedonic motivation is motivation when shopping based on individual emotional needs which are mainly intended for pleasure and comfort (Saeed and Paracha, 2019). Consumers with motivation based on hedonic needs can engage in shopping activities

that involve multisensory, fantasy, and emotional experiences (Moon, et al., 2018). Previous research has examined the application of augmented reality (AR) is able to provide a pleasure effect in shopping activities (Huang and Liao, 2017). With the relationship between augmented reality and hedonic motivation, it is the background of this research to examine how the level of influence of augmented reality marketing on the hedonic motivation of users of the Virtual Try-On feature and its influence on purchase intention. By providing the Virtual Try-On feature on Shopee for the L'Oreal Paris Indonesia brand, its influence on customer hedonic motivation will be tested. It is expected that through this research consumers who have high hedonic motivation, get greater pleasure from the application of augmented reality marketing.

Based on the main problem above, this study aims to test and explain several aspects of marketing with augmented reality (AR) by L'Oreal Paris Indonesia in the Shopee marketplace. The first objective is to examine the impact of AR marketing implementation on purchase intention. The second objective is to examine the effect of AR marketing on the hedonic motivation of L'Oreal Paris Indonesia consumers in the marketplace. The third objective is to examine the effect of hedonic motivation on consumer purchase intention at Shopee. Finally, this study aims to test whether hedonic motivation mediates the effect of AR marketing on L'Oreal Paris Indonesia's purchase intention at Shopee.

The results of this study are expected to provide benefits that can be felt by the author and related parties. Theoretically, this research is expected to make an empirical contribution to the field of Marketing Management regarding the influence of augmented reality (AR) marketing implemented by L'Oreal Paris Indonesia in the Shopee marketplace on consumer purchase intentions for cosmetic products. Practically, the results of this study are expected to provide insights and information to marketing management about the influence of AR on the purchase intention of cosmetics consumers, and help marketers understand how these influences can affect consumer decisions to continue using AR-based technology.

Research Method

The research design uses a quantitative approach that is associative in nature. Associative research is research that aims to determine the relationship between two or more variables that serve to explain, predict, and control phenomena (Sugiyono, 2019: 17). This research is in the form of associative research which aims to determine how the influence of Augmented Reality Marketing variables (X) with Hedonic Motivation (M) on Purchase Intention (Y) of L'oreal Paris Indonesia products at Shopee Research Location.

The research targeted Shopee application users who live in Denpasar. The reason the researcher chose Denpasar as the research location is because according to the Central Bureau of Statistics, the highest cellular phone users and internet users in 2022 were in Denpasar City with a user percentage level of up to 91.32 percent for cellular phone users and 84.51 percent for internet users.

The object of research is an attribute of a person, an object, or an activity that has certain variations determined by the researcher to study and then draw conclusions (Sugiyono, 2019: 68). The object in this study is the mediating role of hedonic motivation on the influence of

Augmented Reality Marketing on consumer purchase intentions for L'Oreal Paris Indonesia products on Shopee.

Variable Identification

Variable identification in this study is as follows:

1. Exogenous variables (X) are variables that are considered to affect other variables, but cannot be influenced by other variables in the research model. The exogenous variable in this study is Augmented Reality (AR) marketing.
2. Mediating variables (M) mediating variables are variables that affect the relationship between the independent variable and the dependent variable, and become an indirect relationship and are not observed and measured (Sugiyono, 2017: 40). The mediating variable in this study is hedonic motivation.
3. Endogenous variables (Y) are variables that are influenced or that are the result of exogenous variables. The endogenous variable in this study is purchase intention.

Operational Definition of Variables

Based on the conceptual definition and adoption of previous studies, the following operational definitions of research variables are presented.

1) Augmented Reality (AR) Marketing

Augmented Reality (AR) marketing in this study refers to the Virtual Try-On feature provided by the Shopee application on the L'Oreal Paris Indonesia product page. The Virtual Try-On feature provides visualization of cosmetic products when applied to the user's face.

In this study, four indicators were taken from Rauschnabel et al (2019) regarding the use of augmented reality in marketing:

a) Virtual Presence

Virtual presence is a clear depiction of product realization from the Virtual Try-On feature on the L'oreal Paris product page on Shopee.

b) Convenience

Convenience is the comfort felt by consumers when using the Virtual Try-On feature on the L'oreal Paris product page at Shopee.

c) Enjoyment.

Consumers feel excited and happy when using the Virtual Try-On feature on the L'oreal Paris product page at Shopee.

d) Usefulness

The Virtual Try-On feature on the L'oreal Paris product page on Shopee helps consumers understand the products offered.

2) Hedonic Motivation

Hedonic Motivation in this study is defined as the motivation that encourages users of the Augmented Reality-based Try-On feature on the L'Oreal Paris Indonesia product page in the Shopee application to carry out shopping activities based on the level of pleasure, feelings, and emotions. In this study, the hedonic motivation variable can be measured by indicators that refer to Utami (2010) as follows:

- a) Adventure shopping, where most consumers of L'Oreal Paris Indonesia products in the Shopee application shop because of something that can arouse the passion for shopping and feel that shopping is an experience, and by shopping consumers feel they have their own world.
- b) Social shopping, which is a process of purchasing L'Oreal Paris Indonesia products in the Shopee application which emphasizes forming a shopping experience with family, friends, or certain people. The goal is to achieve a family experience in the social environment. Social shopping is related to hedonic motivation because when doing social shopping it triggers to get an opinion or recommendation.
- c) Gratification shopping, which is a form of shopping for L'Oreal Paris Indonesia products in the Shopee application where a person's involvement in shopping is carried out with the aim of relieving stress as an alternative to eliminating negative moods, and shopping activities are used to improve mentally.

3) Purchase Intention

Purchase intention in this study is defined as the tendency of Augmented Reality-based Try-On feature users to buy products on the L'Oreal Paris Indonesia page in the Shopee application.

There are four indicators of this research that refer to Schiffman and Kanuk (2008) to measure customer purchase intention, namely:

- a) Considering buying L'oreal Paris products at Shopee
- b) Interested in trying L'oreal Paris products at Shopee
- c) Desire to have L'oreal Paris products at Shopee
- d) Desire to use L'oreal Paris products at Shopee

Table 1
Variables and Indicators

Variable	Indicator	Source
Augmented Reality Marketing	a) Virtual Present	Rauschnabel et al (2019)
	b) Convenience	
	c) Enjoyment	
	d) Usefulness	
Hedonic Motivation	a) Adventure Shopping	Utami (2010)
	b) Social Shopping	
	c) Gratification Shopping	
Purchase Intention	a) Considering to buy	Schiffman dan Kanuk (2008:470-473)
	b) Interested in trying	
	c) Desire to own the product	
	d) Desire to use the product	

Population can be interpreted as a generalized area of objects or subjects determined by the researcher to then be studied and conclusions drawn (Sugiyono, 2019). In this study, the research population is Shopee application users who live in Denpasar, Bali, and have used Augmented Reality (AR) technology on the L'Oreal Paris Indonesia official store in the Shopee

marketplace application. The population of this study is infinite so the exact number is unknown.

Samples are parts of the population selected with certain rules, which are intended to collect information that can describe the nature or characteristics of the population (Rahyuda, 2020). To get good results and provide equal opportunities for each element, the sample size of respondents taken to fill out the questionnaire can be determined at least 5 to 10 times the number of statements on the questionnaire under study. In this study, the number of indicators was 11 indicators and a sample of 110 respondents was taken.

Data Collection Methods

The data collection method in this study is a survey method based on a questionnaire that will be distributed online through social media and private message respondents and filled in through the questionnaire provided on Google Forms. Before filling in, screening of prospective respondents will be carried out to select respondents according to predetermined sample criteria, then selected respondents will fill out a questionnaire starting from personal data to statements regarding hedonic motivation, Augmented Reality Marketing, and purchase intention on L'Oreal Paris Indonesia in the Shopee application.

Research Instruments

According to Sugiyono (2019), research instruments are tools selected and used by researchers in carrying out their activities to collect data so that these activities become systematic and made easier them. So it can be said that research instruments are tools to facilitate the data collection process because they can reach deeper data. This research will be measured using a Likert Scale and the statements on the questionnaire will be given a score of one to five to express the respondent's level of agreement.

Table 2
Scoring with Likert Scale

Answer	Code	Score
Strongly Agree	SS	5
Agree	S	4
Moderately Agree	CS	3
Disagree	TS	2
Strongly Disagree	STS	1

Source: Sugiono (2019)

Instrument Testing

Instrument testing aims to test whether the research results are valid and reliable. If there is a similarity between the data collected and the data that actually occurs on the object under study, it is said to be reliable, if there is similar data at different times (Sugiyono, 2017).

Result and Discussion

Research respondents are Shopee users who have used the Virtual Try-On feature on the L'Oreal Paris Indonesia product page live in Denpasar City and have never bought cosmetic products from L'Oreal Paris Indonesia.

Table 3
Characteristics of Respondents Based on Demographics

No	Characteristics	Classification	Number (Person)	Percentage (%)
1	Gender	Male	1	0,9
		Female	109	99,1
		Total	110	100
2	Age	17 s/d 21 Years	57	51,8
		22 s/d 26 Years	42	38,2
		27 s/d 31 Years	7	6,4
		32 s/d 36 Years	2	1,8
		> 36 Years	2	1,8
	Total	110	100	
3	Last Education	SMA/SMK Sederajat	67	60,9
		Diploma	14	12,7
		Sarjana	28	25,5
		Pasca Sarjana	1	0,9
	Total	110	100	
4	Status/Employment	Student	79	71,8
		ASN	4	3,6
		Self-employed	6	5,5
		Private Employee	19	17,3
		Student and Private	1	0,9
		Housewife	1	0,9
	Total	110	100	
5	Income	<1 Million	34	30,9
		1 Million - 3 Million	46	41,8
		3.1 Million - 5 Million	18	16,4
		5.1 Million - 7 Million	9	8,2
		>7 Million	3	2,7
	Total	110	100	

Source: Appendix 2, data processed, 2024

Based on Table 3 in this study, the gender characteristics are dominated by women with a percentage of 99.1 percent and there is one male respondent who is active in using cosmetics. In the age grouping of respondents, those who filled out the questionnaire were 17 to 21 years old with a total percentage of 51.8 percent. For characteristics based on the demographics of the latest education, respondents are dominated by the latest education at the SMA / SMK Equivalent level with a total percentage of 60.9 percent. The characteristics of the status or occupation of respondents in this study are mostly students with a percentage reaching 71.8 percent. For characteristics based on respondents' income, respondents from Denpasar City are dominated by respondents who have an income of one to three million with a percentage of 41.8 percent.

Description of Research Variables

Data collection was carried out by distributing questionnaires using Google Forms to respondents. The questionnaire was distributed by containing statements related to the research variables, namely augmented reality marketing variables, hedonic motivation, and purchase intention to determine the respondents' assessment of several variables in this study. The assessment of the research variables from respondents is described through the classification of respondents' answers into 5 (five) measurement scales. The class interval provisions are as follows.

$$\text{Interval} = \frac{\text{highest score} - \text{lowest score}}{\text{Number of Classes}}$$

The score of each alternative answer for each research variable is a minimum of one and a maximum of five with a total of five classes, so the interval can be calculated as follows.

$$\text{Interval} = \frac{5 - 1}{5}$$

$$\text{Interval} = 5$$

Based on the class interval, an overall assessment of the research variables can be seen from the average score with the criteria for measuring research variables, namely:

- 1) 1,00-1,79 = Very Low / Very Bad / Very Not Strong
- 2) 1,80-2,59 = Low / Not Good / Not Strong
- 3) 2,60-3,39 = Enough
- 4) 3,40-4,19 = High / Good / Strong
- 5) 4,20-5,00 = Very High / Very Good / Very Strong

Purchase Intention

The purchase intention variable in this study is an endogenous or dependent variable in which there are four statements that are measured.

Table 4
Description of Respondents' Assessment of Purchase Intention Variables

Instrument	Answer Score					Total Score	Average	Description
	STS (1)	TS (2)	C (3)	S (4)	SS (5)			
I have a desire to buy L'Oreal Paris Indonesia products through Shopee e-commerce. (Y ₁)	0	3	18	45	44	460	4,18	High
I have a strong desire to try L'Oreal Paris Indonesia products through Shopee e-commerce. (Y ₂)	0	3	19	50	38	453	4,11	High
I want to own L'Oreal Paris Indonesia products through Shopee e-commerce. (Y ₃)	0	3	17	49	41	458	4,16	High

I want to immediately use L'Oreal Paris Indonesia products through Shopee e-commerce. (Y4)	0	3	21	43	43	456	4,14	High
Average purchase intention score							4,14	High

Source: Appendix 2, data processed, 2024

Based on Table 4, the overall purchase intention dependent variable is in a good category, which can be seen from the average score of 4.14. This means that respondents' assessment of purchase intention on L'Oreal Paris products is high.

Augmented Reality Marketing

The augmented reality marketing variable in this study is an exogenous or independent variable in which there are four statements measured.

Table 5
Description of Respondents' Assessment of Augmented Reality Marketing Variables

Instrument	Answer Score					Total Score	Average	Description
	STS (1)	TS (2)	C (3)	S (4)	SS (5)			
I can imagine the application of cosmetic products in real life through the L'Oreal Paris Indonesia Try-On feature on Shopee. (X1)	0	6	11	57	36	453	4,11	Effective
I feel comfortable when using the L'Oreal Paris Indonesia Try-On feature on Shopee. (X2)	0	3	18	55	34	450	4,09	Effective
I feel happy with the depiction of the L'Oreal Paris Indonesia Try-On feature on Shopee. (X3)	0	2	15	45	48	469	4,26	very effective
I got additional information through the depiction of the L'Oreal Paris Indonesia Try-On feature on Shopee. (X4)	0	2	13	43	52	475	4,31	very effective
Average AR marketing score							4,19	effective

Source: Appendix 2, data processed, 2024

Based on Table 5, the overall augmented reality marketing variable is in a good category, which can be seen from the average score of 4.19. This means that respondents' assessment of augmented reality marketing on L'Oreal Paris products is effective.

Hedonic Motivation

The hedonic motivation variable in this study is a mediating variable where there are three statements measured.

Table 6
Description of Respondents' Assessment of Hedonic Motivation Variables

Instrument	Answer Score					Total Score	Average	Description
	STS (1)	TS (2)	C (3)	S (4)	SS (5)			
The features provided on the L'Oreal Paris Indonesia product page on Shopee, trigger me to shop. (M ₁)	1	6	24	44	35	436	3,96	High
The L'Oreal Paris Indonesia Try-On feature on Shopee encourages me to try the feature with my closest people. (M ₂)	0	8	20	41	41	445	4,04	High
The features provided on the L'Oreal Paris Indonesia product page on Shopee, make me excited. (M ₃)	0	3	27	42	38	445	4,04	High
Average hedonic motivation score							4,01	High

Source: Appendix 2, data processed, 2024

Based on Table 6, the overall hedonic motivation variable is in a good category, which can be seen from the average score of 4.01. This means that respondents' assessment of augmented reality marketing on L'Oreal Paris products is high.

Discussion

Augmented Reality (AR) Marketing has a significant positive effect on Purchase Intention

The structural model estimate listed in Table 4.10 states that there is a significant effect of augmented reality marketing on purchase intention. The effect of augmented reality marketing on purchase intention is positive, so this study states that augmented reality marketing has a significant positive effect on purchase intention. This means that the better the augmented reality-based features provided by L'Oreal Paris Indonesia on Shopee in terms of convenience, convenience, and informativeness, the higher or more likely the purchase intention of potential buyers of L'Oreal Paris Indonesia products at Shopee.

These results are in accordance with research conducted by Sustaningrum (2023), Jessen et al. (2020), Trivedi et al. (2022), and Dacko (2017) which state that augmented reality has a significant positive effect on purchase intention.

Augmented Reality (AR) Marketing has a significant positive effect on Hedonic Motivation.

The estimation of the structural model presented in Table 4.10 states that there is a significant effect of augmented reality marketing on hedonics. The effect of augmented reality marketing on hedonic motivation is positive, so this study states that augmented reality marketing has a significant positive effect on hedonic motivation. This explains that the better the features of augmented reality that L'Oreal Paris Indonesia applies to Shopee in terms of comfort, convenience, and informativeness in use, the more it provides an increase in hedonic motivation to shop for products from L'Oreal Paris Indonesia at Shopee.

These results are in accordance with research conducted by Watson et al. (2020), Hilken et al. (2017), and Huang and Liao (2017) which state that augmented reality marketing has a significant positive effect on hedonic motivation.

Hedonic Motivation has a significant positive effect on Purchase Intention.

The test results on the structural model presented in Table 15 state that there is a significant influence between hedonic motivation and purchase intention. The effect of hedonic motivation on purchase intention is positive, so this study states that hedonic motivation has a significant positive effect on purchase intention. This means that the higher a person's hedonic motivation in making purchases, the higher the purchase intention of potential buyers of L'Oreal Paris Indonesia products at Shopee, and hedonic motivation has an influence on purchase intention.

These results are in accordance with previous research by Bagus et al. (2019) and Indrawati et al. (2022) which states that hedonic motivation has a significant positive effect on purchase intention.

The Role of Hedonic Motivation in Mediating the Effect of Augmented Reality Marketing on Purchase Intention

Based on the data presentation in Table 16 in the indirect effect section, it is stated that the hedonic motivation variable is able to partially mediate, where hedonic motivation has a positive and significant mediating role on the effect of augmented reality marketing on purchase intention and the direct effect of augmented reality marketing on purchase intention is also stated to be positive and significant. This means that hedonic motivation is able to increase purchase intention through augmented reality-based marketing provided through the virtual try-on feature on the L'Oreal Paris Indonesia product page on Shopee.

These results are in accordance with previous research conducted by Watson et al. (2020), and Sustaningrum (2023) which state that hedonic motivation is able to mediate the effect of augmented reality marketing on purchase intention.

The implications of the results of this study include theoretical and practical implications. The theoretical implications relate to the research contribution to the development of theories regarding augmented reality marketing, hedonic motivation, and consumer purchase intention. This research enriches the theory of consumer behavior and hedonic motivation and adds to empirical studies in the context of augmented reality-based marketing. In addition, this study confirms that hedonic motivation mediates the effect of augmented reality marketing on purchase intention. Practical implications relate to the contribution of this research for L'Oreal Paris Indonesia customers at Shopee, especially in Denpasar City. The results of this study can be taken into consideration for L'Oreal Paris

Indonesia management in developing marketing strategies, especially in the augmented reality feature in the Shopee application. The findings show that L'Oreal Paris Indonesia's augmented reality-based marketing on Shopee is considered effective, which proves that effective AR and hedonic motivation can increase the purchase intention of potential consumers, thus potentially increasing L'Oreal Paris Indonesia's sales on Shopee.

This study has several limitations. First, the scope of the study only includes users of the augmented reality feature of L'Oreal Paris Indonesia in Shopee who live in Denpasar City, so the results cannot be generalized to all L'Oreal Paris Indonesia customers outside Denpasar City. Second, this research was conducted within a certain period of time (cross-sectional), while the environment, needs, and nature of consumers are dynamic, so further research is needed in the future to accommodate these changes.

Conclusion

Based on the research results, several conclusions can be drawn. First, augmented reality (AR)-based marketing has a significant positive effect on consumer purchase intention, indicating that the better the AR features provided by L'Oreal Paris Indonesia on Shopee, the higher the purchase intention of potential buyers. Second, AR marketing also has a significant positive effect on hedonic motivation, indicating that good AR features increase consumer motivation to shop. Third, hedonic motivation has a significant positive effect on purchase intention, meaning that the higher a person's hedonic motivation, the higher their purchase intention. Fourth, hedonic motivation is able to partially mediate the effect of AR marketing on purchase intention, indicating that hedonic motivation can increase purchase intention through AR marketing provided on the L'Oreal Paris Indonesia product page on Shopee.

Acknowledgments

Based on the research results, several suggestions are proposed. First, the management of L'Oreal Paris Indonesia is advised to improve the convenience of the Try-On AR feature by giving a more realistic impression. Second, to increase hedonic motivation, the Try-On AR feature needs to be maximized, such as adding visualizations of hair color products in Shopee that already exist on the L'Oreal website. Third, management should focus on increasing customers' hedonic motivation through a more realistic AR experience to increase purchase intentions. Finally, future researchers are advised to expand the range of research and add other variables that affect the purchase intention of L'Oreal Paris Indonesia customers on Shopee.

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