

THE INFLUENCE OF AUGMENTED REALITY (AR) TECHNOLOGY, ADVERTISING APPEALS, LIVE SHOPPING, AND INFLUENCER MARKETING ON PURCHASING DECISIONS FOR HANASUI LIPSTICK PRODUCTS (CASE STUDY ON FEMALE STUDENTS IN LHOKSEUMAWE CITY)

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Abstract

The present study investigates the influence of Augmented Reality (AR), advertising appeal, live shopping and influencer marketing on consumer purchasing decisions, with a specific focus on female university students in Lhokseumawe City as consumers of Hanasui lipstick products. The accelerated evolution of digital marketing platforms, in conjunction with the incorporation of interactive technologies, has profoundly influenced consumer behaviour, particularly within the cosmetics industry, where the experience of products holds particular significance. A purposive sampling method, categorised as non-probability sampling, was employed to select 120 respondents. The data were collected through an online questionnaire, which was distributed via Google Forms. The data were then analysed using multiple linear regression with SPSS version 21. The findings indicate that augmented reality (AR), advertising appeal, and live shopping features have a significant and positive influence on purchasing decisions, suggesting that immersive experiences and interactive product demonstrations enhance consumer confidence and interest. However, the investigation revealed that influencer marketing did not demonstrate a significant effect, suggesting that personal factors or peer recommendations may have a greater impact on consumer behaviour in this context than promotional content from influencers.

Keywords: *Purchase Decisions, Augmented Reality (AR), Advertising Appeals, Live Shopping, Influencer Marketing*

INTRODUCTION

Along with technological advancements, marketing practices have evolved significantly. The emergence of Marketing 6.0 marks a shift from traditional methods to more digital, interactive, and consumer-centered approaches one of which includes the use of Augmented Reality (AR). Technological growth has transformed industry patterns, moving from offline to online ecosystems through the rise of e-commerce, which serves not only as a platform for product marketing but also as a medium for decision-making and product creation (Adnan & Abubakar, 2021). In the cosmetics sector, one common issue faced by consumers is the difficulty in selecting the correct product shade when shopping online. To address this, AR-based makeup recognition features have been developed to simulate real-time product trials. Hanasui, for instance, utilizes AR through its official Instagram account (@officialhanasui), allowing users to virtually try on products. In addition to AR, advertising appeals play a crucial role in capturing consumer attention and sparking product interest. Live shopping further enhances the experience by enabling consumers to view live product demonstrations and interact directly with sellers. Meanwhile, influencer marketing has become an effective strategy, as influencers with strong reputations and loyal followers can significantly sway purchasing decisions by building trust and relatability with their audience. The beauty industry in Indonesia has experienced an increase, the rise of local brands that are able to compete with international brands. Cosmetics have become a major necessity for women and students in Lhokseumawe city. Based on data from Markethac for the period of August 2023, the top 8 best-selling cosmetics in Indonesia Maybelline, a cosmetic brand from New York, ranked first, with total sales reaching 13.4 billion rupiah. Followed

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by Hanasui, a brand from Indonesia with total sales of nearly Rp 8 billion. Furthermore, in the Top 5 Local Lipstick Brands category, Hanasui dominates with a market share of 18.8%. Other brands consist of Implora (12.5%), OMG (10.19%), Wardah (5.6%), and Make Over (2.4%). Buying a preferred brand is a consumer purchasing decision, there are two factors that can influence it, namely between intention and purchase decision (Kotler & Armstrong 2019 ; Kamsiyah et al., 2024 ; Mulfachriza et al., 2021). Buying a preferred brand is a consumer purchasing decision, there are two factors that can influence it, namely between intention and purchase decision (Yusuf 2021; Bachri *et al.*, 2022 ; Asyari & Bachri, 2020). The research gap identified in this study emerges from inconsistencies found in prior studies related to the use of Augmented Reality (AR), advertising appeal, influencer marketing, and live shopping in shaping consumer behavior—particularly purchase decisions. For instance, Dinillah et al. (2021) demonstrated that AR can positively impact the cosmetics industry; however, their study also acknowledged several limitations, including users' limited comprehension of the technology. Moreover, Damayanti et al. (2023) highlighted that advertising appeal significantly affects purchasing decisions, which contrasts with the findings of Adiprasetya et al. (2020), who reported no such influence from advertising appeal. Similarly, Arief et al. (2023) found that both influencer marketing and live streaming shopping exert a significant positive impact on purchase behavior. Yet, these findings contradict those of Putri and Marlien (2022), who concluded that neither influencer marketing nor live shopping had a meaningful effect on consumer purchasing decisions. These conflicting results underscore the need for further investigation, particularly in different demographic and geographic contexts.

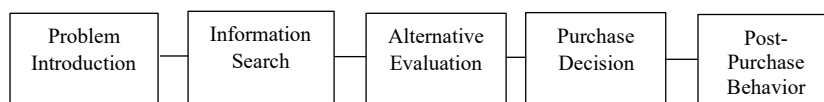
LITERATURE REVIEW

Marketing Management

According to Adnan and Aiyub (2020), marketing is a structured set of activities aimed at promoting products or services to a specific target audience. It plays a central role in shaping consumer perceptions and driving purchasing behavior. Marketing management, therefore, is not only a science but also an art that involves strategic planning, implementation, and evaluation of marketing activities to attract and retain customers efficiently and effectively (Adnan & Abubakar, 2021; Yusnidar et al., 2023). In today's digital landscape, marketing has evolved into what Kotler et al. (2024) describe as Marketing 6.0, a new era that integrates cutting-edge technologies such as Artificial Intelligence (AI), the Internet of Things (IoT), and the metaverse to create highly personalized and immersive consumer experiences. Two prominent technologies at the forefront of this evolution are Augmented Reality (AR) and Virtual Reality (VR), both of which are capable of transforming traditional marketing by bridging the gap between physical and digital experiences. AR and VR offer interactive visualizations and simulations that allow consumers to engage with products in real-time, thereby enhancing their confidence and satisfaction prior to making purchase decisions—especially in industries like cosmetics, where product trials and personalization are critical.

Purchasing Decision

Purchasing decisions refer to a series of actions taken by consumers in choosing, buying and using goods or services in fulfilling their needs and according to their wishes (Kotler & Keller, 2019 ; Qabiluddin, R. A., & Bachri, 2018 ; Fitri, A., Bachri, N., 2018). The purchasing decision process has five stages:



There are five main roles in the buying process, namely Initiator is someone who first provides a purchase idea, Influencer is someone whose advice can influence choices or decisions. Decider is a person who has the authority to determine the purchase decision, buyer is a person whose advice can influence the choice or decision, user is a person who uses the goods / services purchased (Kotler in Melati 2021 ; Rusydi et al., 2021; Azmi et al., 2023). Indicators of Purchasing Decisions according to Ruly (2024), namely according to needs, have benefits, buyers will look for products that are useful, accuracy in buying products, repeat purchases.

Augmented Reality (AR)

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Augmented Reality (AR) plays a vital role in influencing consumer behavior, particularly in the cosmetics sector where product visualization is essential. Rauschnabel et al. (2019) define Augmented Reality Marketing as a strategic approach that merges digital content with real-world perception, enabling consumers to interact with virtual products in realistic settings. In online cosmetic shopping, AR enhances consumer engagement by allowing virtual trials such as trying on lipstick shades thereby increasing confidence in purchase decisions. Many users find AR both engaging and practical, especially when physical product testing is not possible. Its effectiveness is reflected in five key indicators: virtual presence (clarity and realism), convenience (ease of use), enjoyment (pleasure from interaction), usefulness (support in decision-making), and word of mouth (WOM) (tendency to share positive experiences). These elements demonstrate how AR improves the overall online shopping experience and positively influences consumer interest in cosmetic products like Hanasui lipstick.

Advertising appeals

Sunandika & Widodo (2024) define advertising appeals as marketing strategies employed to attract consumers' attention and persuade them to purchase products. Advertising appeals can be categorised into two main types: emotional appeals and rational appeals. Advertising is a significant source of information for consumers, influencing social attitudes and consumer behaviour. According to Kotler and Armstrong (2018), as cited in Jacob et al. (2018), the fundamental characteristics of an effective advertising appeal can be distilled into three key elements: the appeal must be meaningful, believable and distinctive.

Live shopping

Live shopping constitutes a feature of online commerce that facilitates real-time interaction between sellers and consumers through live streaming. In contradistinction to pre-recorded content, live streaming does not necessitate editing, rendering the process more spontaneous and authentic (Monicha et al., 2023; Akbar et al., 2025). TikTok, a popular short-video platform, has become a space for both entertainment and commerce. Suarna (2022) posits that live shopping enables sellers to showcase products, furnish comprehensive information, and address viewers' queries in real time during the broadcast, thereby providing a more interactive and practical shopping experience. This real-time engagement has the potential to engender trust and immediacy in consumer decision-making. The effectiveness of live shopping can be measured through several key indicators, namely: the platform used, the host or presenter's credibility and communication style, the product being offered, and the video content quality that influences viewer engagement and purchasing interest.

Influencer Marketing

As posited by Arief et al. (2023), the term 'influencer' is used to denote an individual who is responsible for delivering advertising messages, with the objective of effecting changes in public opinion, cultivating brand awareness, and, in the final analysis, prompting purchase decisions. Influencers frequently function as opinion leaders whose endorsements are perceived as more relatable and trustworthy than traditional advertisements. As posited by Alifa and Saputri (2022), the efficacy of influencer marketing can be gauged by four pivotal indicators: visibility (the extent to which the influencer is recognised or viewed by the target audience), credibility (the trustworthiness and expertise perceived by followers), attractiveness (the influencer's physical appearance or personality appeal), and power (the ability to persuade or motivate audiences to take action). The collective impact of these factors on consumer purchasing behaviour, particularly in the context of cosmetic products such as Hanasui lipstick, is determined by these dynamics.

METHOD

Location and Research Subjects

In this study, the research subjects were female students in Lhokseumawe City who used Hanasui lipstick products. The location of this research is on several campuses in Lhokseumawe City, Aceh. The campuses in this study were Malikussaleh University, Lhokseumawe State Polytechnic, and IAIN Lhokseumawe.

Population

The population of this study comprised students who consumed Hanasui products in Lhokseumawe City. In this study, the population under investigation is substantial and the precise numerical value is not known with certainty (infinity).

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Sample

According to Bachri, (2019) Samples are part of the population or representatives of a population. In this study, the sample selected was female students in Lhokseumawe City who used hanasui lipstick products. The present study employed a purposive sampling technique. In accordance with the findings of Hair et al. (2018), sample sizes exceeding 100 are typically considered superior. However, contingent upon the research's underlying methodology, sample sizes of less than 100 may be deemed adequate. It is therefore recommended that a sample size of at least 5-10 observations be allocated for each estimated parameter. The present study utilises 24 parameters (20 indicators and 4 relationships between variables) to ensure a sufficient sample size of 120 respondents.

Data Analysis Method

Quantitative methods are used in analyzing data obtained in the form of numbers for further discussion and analysis using SPSS statistical tools. According to Bachri, (2019) Primary data is data sourced from the first party, such as data obtained by questionnaires or direct interviews. In this study, the collection technique was through distributing questionnaires. Data processing using multiple linear regression methods, namely to determine how much influence the independent variable has on the dependent variable. Where the independent variables are :

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + \epsilon$$

Description :

Y: Purchase Decision

α : Constant

b_1, b_2, b_3, b_4 : Regression coefficient

X_1 : augmented Reality

X_2 : advertising appeals

X_3 : live shopping

X_4 : influencer marketing

ϵ : error term

RESULTS AND DISCUSSION

Validity Test

The validity test is a tool used to ascertain the validity of a questionnaire at a 5% significance level. (Ferdinand, 2019). The validity of each factor is established through a comparison of the value of $r^{\wedge}(\text{count})$ with the value of $r^{\wedge}(\text{table})$. The results of the validity test are presented in Table 1 below.

Table 1 Validity Test

Augmented Reality (X_1)			
Statement	R_{count}	R_{table}	Validity
1	0.785	0,1793	Valid
2	0.888	0,1793	Valid
3	0.811	0,1793	Valid
4	0.840	0,1793	Valid
5	0.803	0,1793	Valid
Advirtising Appeals (X_2)			
Statement	R_{count}	R_{table}	Validitas
1	0.810	0,1793	Valid
2	0.831	0,1793	Valid
3	0.779	0,1793	Valid
Live Shopping (X_3)			
Statement	R_{count}	R_{table}	Validitas
1	0.780	0,1793	Valid
2	0.852	0,1793	Valid
3	0.793	0,1793	Valid
4	0.863	0,1793	Valid

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Influencer Marketing (X_4)			
Statement	R_{count}	R_{table}	Validitas
1	0.612	0,1793	Valid
2	0.850	0,1793	Valid
3	0.850	0,1793	Valid
4	0.762	0,1793	Valid
Purchase Decision (Y)			
Statement	R_{count}	R_{table}	Validitas
1	0.849	0,1793	Valid
2	0.874	0,1793	Valid
3	0.851	0,1793	Valid
4	0.765	0,1793	Valid

Source: Primary data processed (2025)

As demonstrated in Table 1 above, it is evident that all statements possess a value of $r_{count} > r_{table}$ value. Consequently, it can be deduced that all statements from each variable are declared valid.

Reliability Test

Ghozali (2021) asserts that the reliability of a questionnaire is contingent upon the consistency and stability of the respondents' answers over time. The reliability of a construct or research variable is indicated by the results of the Cronbach Alpha (α) calculation, which must show a value of 0.60 or more. Pursuant to the results of data processing utilising SPSS, the ensuing results have been obtained:

Table 2 Reliability Test

Variable	Cronbach Alpha	Constanta	Description
<i>Augmented Reality (X_1)</i>	0.833	0,60	Reliable
<i>Advertising Appeals (X_2)</i>	0.728	0,60	Reliable
<i>Live Shopping (X_3)</i>	0.840	0,60	Reliable
<i>Influencer Marketing (X_4)</i>	0.767	0,60	Reliable
<i>Purchase Decision (Y)</i>	0.855	0,60	Reliable

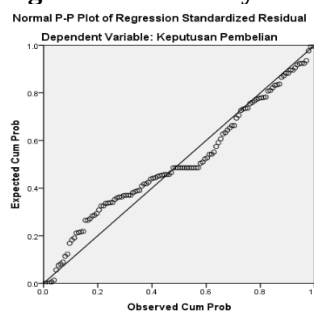
Source: Primary data processed (2025)

The present study has demonstrated that all research variables are reliable. This conclusion is based on the results of a reliability test using Cronbach Alpha, the results of which indicate that the measurement tool in this study has met the reliability test (Cronbach Alpha > 0.60).

Normality test

The objective of the normality test is to ascertain whether the residuals (error term) in the regression model are normally distributed or not (Ghozali, 2021). The normality of residuals can be determined through observation of the probability plot. In the event of the residuals being normally distributed, it is to be expected that the points on the plot will tend to follow the diagonal line.

Figure 2 Probability-Plot



Source: Primary data processed (2025)

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As illustrated in the above image, the data disperses around the diagonal line area and aligns with the direction of the diagonal line. It can thus be concluded that the distribution of the research data is normally distributed.

Table 3 Kolmogorov-Smirnov
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.56217436
Most Extreme Differences	Absolute	.114
	Positive	.090
	Negative	-.114
Kolmogorov-Smirnov Z		1.245
Asymp. Sig. (2-tailed)		.090
a. Test distribution is Normal.		
b. Calculated from data.		

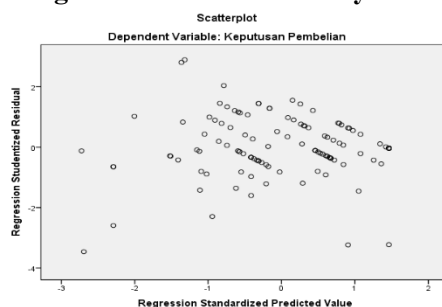
Source: Primary data processed (2025)

As demonstrated in Table 3, the Asymp Sig 2-tailed value is 0.090. The rules of the One Sample Kolmogorov-Smirnov Test must be followed in order to determine whether the significant value is greater than 5% or 0.05. If these requirements are satisfied, it may be concluded that the data follows a normal distribution. Consequently, it may be argued that all variables are regularly distributed.

Heteroscedasticity Test

According to Ghozali (2021), the Heteroscedasticity Test is carried out to detect whether there are differences in residual variances between observations in the regression model.

Figure 3 Heteroscedasticity Test



Source: Primary data processed (2025)

The graph above indicates an absence of a discernible pattern, such as the distribution of dots above and below the number 0 on the Y axis. This finding suggests the non-existence of heteroscedasticity.

Multicollinearity Test

The multicollinearity test is a statistical procedure employed to ascertain the presence of a relationship or correlation between the independent (free) variables in a regression model. A regression model that is deemed to be of adequate quality should not exhibit signs of multicollinearity. Multicollinearity can be determined by calculating the VIF (variance inflation factor) value. If the VIF value is less than 10 or the tolerance value is greater than 0.10, it can be concluded that multicollinearity is not a problem and the multicollinearity test has been passed. As illustrated in Table 4:

Table 4 Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	<i>Augmented Reality</i> X ₁	0.404	2.478
	<i>Advertising Appeals</i> X ₂	0.370	2.703
	<i>Live Shopping</i> X ₃	0.400	2.499
	<i>Influencer Marketing</i> X ₄	0.321	3.112

Source: Primary data processed (2025)

Based on Table 4, we can know that the results of the table analysis obtained the tolerance value X₁, (0.404), X₂ (0.370), X₃ (0.400) and X₄ (0.321) > 0, 100 while the VIF value X₁, (2.478), X₂ (2703) X₃ (2.499) and X₄ (3.112) < 10.00, it is concluded that there are no symptoms of Multicollinearity.

Multiple Linear Regression Results

Multiple linear regression analysis was utilised to assess the overall impact of the independent variables (X) on the dependent variable (Y), which in this study refers to purchasing decisions. The analysis was conducted utilising SPSS software, and the regression outcomes for each variable are delineated in the subsequent table.

Table 5 Multiple Linear Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	2.411	1.187	
	<i>Augmented Reality</i> X ₁	0.194	0.069	0.262
	<i>Advertising Appeals</i> X ₂	0.338	0.135	0.244
	<i>Live Shopping</i> X ₃	0.311	0.102	0.287
	<i>Influencer Marketing</i> X ₄	0.076	0.102	0.078

Source: Primary data processed (2025)

Based on the regression coefficients above, the resulting multiple linear regression equation can be written as:

$$Y = 2.411 + 0.194X_1 + 0.338X_2 + 0.311X_3 + 0.076X_4$$

This equation illustrates that, holding all other variables constant, an increase in Augmented Reality (X₁), Advertising Appeals (X₂), or Live Shopping (X₃) is associated with an increase in purchase decision scores. Although Influencer Marketing (X₄) shows a positive coefficient, its contribution is relatively small and, as indicated by earlier *t*-test results, not statistically significant.

Coefficient Determination (R²)

To determine the proportion of variance in purchase decisions explained by the four independent variables, the coefficient of determination (R²) was analyzed.

Table 6 Coefficient Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.769 ^a	0.592	0.578	1.58911
a. Predictors: (Constant), <i>Influencer Marketing</i> (X ₄), <i>Live Shopping</i> (X ₃), <i>Advertising Appeals</i> (X ₂), <i>Augmented Reality</i> (X ₁)				
b. Dependent Variable: <i>Purchase Decision</i> (Y)				

Source: Primary data processed (2025)

As illustrated in the above table, the correlation coefficient (R) is 0.769, which falls within the category of a strong or high correlation. This suggests a substantial linear relationship between the set of independent variables and the dependent variable. The Adjusted R² value of 0.578 indicates that 57.8% of the variation in purchase

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decisions for Hanasui lipstick among female students in Lhokseumawe City can be explained by the four predictors: The following topics will be discussed: augmented reality, advertising appeals, live shopping and influencer marketing. The residual 42.2% of the variance is presumably attributable to other factors that were not encompassed within the scope of this research.

Partial Test (t Test)

The hypothesis testing procedure is employed to evaluate the impact of the independent variable, designated as X, on the dependent variable, Y, at a significance level of $\alpha = 5\%$ and a degrees of freedom (df) value of $(n-k-1)$, where n denotes the number of observations and k represents the number of variables. The characteristics are as follows:

1. The condition of tcount being less than ttable, in conjunction with a significance value greater than 0.05, is indicative of a statistically significant result. Consequently, hypotheses 1, 2, 3 and 4 are rejected.
2. The null hypothesis is to be rejected if the observed value is greater than the tabulated value and the significance value is less than 0.05. It is hypothesised that the first four hypotheses are valid.

Table 7 Partial Test (t Test)

Model		t	Sig.
1	(Constant)	2.032	.044
	Augmented Reality X ₁	2.798	.006
	Advertising Appeals X ₂	2.495	.014
	Live Shopping X ₃	3.050	.003
	Influencer Marketing X ₄	0.738	0.462

Source: Primary data processed (2025)

Table 7 provides a comprehensive overview of the t-statistic values for each independent variable that has been analysed in this study. Utilising a significance level of $\alpha = 0.05$ and degrees of freedom ($df = n - k - 1 = 115$), the critical t-value is determined to be 1.980. The Augmented Reality (X1) variable yielded a calculated t-value of 2.798, which exceeds the critical threshold, with a significance level of 0.006 ($p < 0.05$). This finding supports the initial hypothesis (H1), suggesting that augmented reality exerts a positive and statistically significant influence on consumers' purchase decisions for Hanasui lipstick in Lhokseumawe City. This finding corroborates the conclusions of previous research by Pratama et al. (2024), which emphasised the efficacy of augmented reality (AR) technology, notably the Virtual Try-On feature, in enhancing consumer confidence and propelling their inclination to procure cosmetic products. With regard to the Advertising Appeals (X2) variable, the obtained t-value is 2.495, which also exceeds the critical t-value, with a significance level of 0.014 (< 0.05). It can thus be concluded that Hypothesis 2 (H2) has been substantiated, signifying that advertising appeals have a significant and positive effect on consumers' purchase decisions. These results are consistent with the study by Danarusvita and Aisah (2023), which emphasised the persuasive power of advertising in shaping consumer preferences and behaviour, especially within the context of Emina cosmetic products.

The Live Shopping (X3) variable demonstrated a t-value of 3.050, with a significance level of 0.003, both of which meet the criteria for hypothesis acceptance. Therefore, Hypothesis 3 (H3) is supported, demonstrating that live shopping activities significantly contribute to consumer decision-making regarding Hanasui lipstick. This finding is consistent with the observations reported by Permana et al. (2024), who noted that real-time product demonstrations on social media platforms such as TikTok Shop have a favourable impact on consumer interest and influence purchasing decisions, particularly within the beauty industry. Conversely, the Influencer Marketing (X4) variable produced a t-value of just 0.738, which falls below the required threshold, accompanied by a significance level of 0.462 (> 0.05). Consequently, Hypothesis 4 (H4) is rejected, indicating that influencer marketing does not have a statistically significant impact on the purchasing decisions of consumers in this context. This finding is consistent with the research conducted by Ayuningtiyas and Usman (2024), who also identified a comparable absence of impact of influencer marketing on Somethinc product acquisitions. One potential explanation for this

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phenomenon is that disparities in skin tone or individual preferences may render consumers less inclined to perceive influencers as relatable or trustworthy, thereby diminishing their persuasive efficacy. Furthermore, consumers may now place greater trust in peer reviews or personal experiences (e.g. word of mouth) than in promotional content delivered by public figures.

CONCLUSION

The present study concludes that augmented reality, advertising appeals and live shopping have a positive and significant impact on the purchasing decisions of female students in Lhokseumawe City for Hanasui lipstick products. Conversely, the impact of Influencer Marketing on purchase decisions within this context is negligible. The findings of this study indicate that consumers perceive added value and satisfaction from features such as AR technology, which offers a unique and engaging experience that supports more confident decision-making. Hanasui's advertising strategies are regarded as informative and relevant, insofar as they provide content that is aligned with consumer needs and preferences. Furthermore, despite being conducted live, Hanasui's product presentations remain consistent with their actual appearance, allowing consumers to observe colour variations and product details in real time. However, in the context of influencer endorsements, consumers appear less persuaded, suggesting that personal recommendations or word-of-mouth communication may exert a greater influence than promotional efforts from public figures or online personalities.

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