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ANTECEDENTS AND CONSEQUENCES OF USING ARTIFICIAL INTELLIGENCE (AI) COLOR COSMETICS

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ABSTRACT

Sales growth of consumer goods industry especially on cosmetics segment have decreased due to pandemic Covid 19. One of source growth can be attributed to the integration of advanced technologies such as Artificial Intelligence (AI). The purpose of this research is to analyze antecedents and consequences of using artificial Intelligence (AI) Color Cosmetics. Hence, an online survey was conducted to 180 respondents with a series of questions to assess research variables. Data analyses were administrated in two phases, which are Confirmatory Factor Analysis (CFA) and Structural Equation Modelling. The results show that AI Color Cosmetic application utilization can be enhanced by optimizing price sensitivity, social media addiction, and perceived usefulness. These variables play a crucial role in encouraging users to utilize the AI Color Cosmetic application. After using AI Color Cosmetics, there is a significant likelihood that prospective clients will make Actual Purchases. This research found numerous managerial ramifications, particularly for the cosmetics sector's Marketing and Business Development division. The two divisions must consider the Price Sensitivity and Perceived Usefulness elements that prospective clients feel.

Keywords: Actual purchase, AI Color Cosmetics, Price Sensitivity, Perceived Usefulness, Social Media Addiction.

INTRODUCTION

2020 was a terrible year for Consumer Goods industry especially on Personal Care category with its big segments such as skin care, cosmetics, hair care, fragrance. One of the most impacted is cosmetics where due to Covid 19 pandemic everyone had to stay at home and did less interaction with Cosmetics usage. Sales of color cosmetics worldwide fell 33%, while overall beauty retail sales fell 15%. However, the indus-try has historically been resilient, and the expert predicts growth will pick up in 2022 (Marchessou & Spagnuolo, 2021). Beauty products are needed to treat or beautify one's skin and appearance. Beauty products include hair, face, lip care products, etc. The level of use and public awareness of the use of beauty products has also increased, especially in Indonesia. Indonesia has experienced a growth in the use of beauty products by 7% in 2021. There has been an increase compared to 2020, which amounted to 5.9%, and it is pre-dicted that in 2022 it will continue to experi-ence growth accompanied by the latest trends and types of products. Indonesia will become the largest cosmetic-consuming country after India. Cosmetic users in Indonesia reached US$4.19 billion, while India was the largest, with US$5.88 billion (Goodstats.id, 2022).

The Indonesian cosmetics market contin-ues to grow and innovate. It is done to support needs from Indonesian women who like new products for their beauty. Despite beauty products from other countries who sell their products in Indonesia, domestic products continue to appear and get increasing on demand over time. From 2020 to 2021, the cosmetics industry will grow 32% (Jakpat, 2021). With market conditions are still developing, the

cosmetic industry has grown also. It can be shown from the significant increasing of number of company up to 20.6%.

From January 2021 to July 2022, number of company in cosmetics industry have in-crased from 819 to 913. Small Medium Enter-prise (SME's), specifically 83%, dominated the growth in the cosmetics industry (Inves-tor.id, 2022). Source of this growth can be attributed to the integration of advanced tech-nologies such as Artificial Intelligence (AI). In the beauty and cosmetics sector, providing new ways to interact with consumers, deliver-ing efficient and personalized solutions to cus-tomers' beauty such as virtual and personal tailored products chemical. Growing demand for beauty products and advancements in technology is expected to have a positive im-pact on the growth of the market (Prnewswire.com, 2022).

Companies must find a way to ensure consumers to make actual purchases after us-ing the application. Actual Purchase is defined as buying materials of the right quality, in the correct quantity from the right source, and delivered to the right place, time and price. Actual Purchase can be Influenced by AI col-or cosmetics applications (Simay et al., 2022). There is proof that the usage of AI color cosmetics and actual purchases are related. Contribution to the literature on the effects of product trial experiences on customer purchasing decisions as a result (de Groot et al., 2009; Lu & Chen, 2021). There are some factors that can influenced AI Usage, The using of AI is formed from many factors, such as Price Sensitivity and Social Media addiction that consumers feel from company (Simay et al., 2022). Unlike previous studies on AI cosmetics, this study attempts to incorporate elements that potentially influence AI color cosmetic usage, specifically perceived usefulness (Singh et al., 2020).

1. The uses and gratifications theory (U&G)

The uses and gratifications theory (U&G) was developed to better understand people's motivations for using various forms of new media. U&G theory contributed to capturing individual users' intentions to use artificial intelligence (Lee & Cho, 2020) and augmented reality (Rauschnabel et al., 2018). Social media addiction, body esteem, price sensitivity, actual purchase of AI color cosmetics and e-WOM intention are relevant concepts to investigate. Social media addiction has been chosen as addicted users crave positive social media feedback. Body esteem was chosen as users may willingly use AI color cosmetics to receive stronger gratification in the virtual world (Ashraf et al., 2019; Fabris et al., 2020; Gao & Feng, 2016).

2. Theory Acceptance Model (TAM)

One of the most influential models of technology acceptance is the Technology Acceptance Model (TAM) Davis, (1989), which states that key elements influence an individual's intention to utilize new technology namely perceived usefulness. Many Studies used this theory for Analyze the consumer attitude toward new technology development usage. Previous Research conducted by Ma & Liu (2011) shows that Perceived usefulness is critical for IT adoption based on the accumulated evidence. It implies that developers should focus on system functionalities and features to improve the acceptance of a system to be developed.

a. Price Sensitivity

Price sensitivity is consumer reaction to price levels and prices change (Goldsmith et al., 2005). According to Meissner et al. (2020), psychological possessions are one of the key factors influencing consumer willingness to pay, especially because of the sense

of loss it causes. The results suggest that cutting-edge technologies (AR, VR, etc.) can enhance consumer psychological ownership and reduce price sensitivity. Using new media allows users to take advantage of different hedonic needs, and the cheaper the price, the happier they are (Li et al., 2015).

H1. Price sensitivity has a positive impact to AI color cosmetics usage.

b. Social Media Addiction

Social media addiction is described as a maladaptive form of social media dependence that, among other things, causes negative emotions, conflict, and mood swings (Simay et al., 2022). Excessive social media usage may lead to addiction (Müller & Stark, 2021). Addictive behavior in the context of social media is primarily concerned with measuring social media usage in an uncontrolled manner. This condition results in negative consequences, such as limiting one's ability to socialize with another in a face-to-face setting, disturbing work and priorities, and deteriorating physical and mental health (Gursoy & Gavcar, 2003).

H2. Social media addiction has a positive impact to AI color cosmetics usage

c. Perceived Usefulness

According to TAM, perceived usefulness is the degree to which a person thinks that using technology will improve one's performance (Davis, 1989). The positive effect of perceived usefulness on behavioral intention has been experimentally tested for mobile banking services (Tan & Leby Lau, 2016). The research results of Singh et al., (2020) provide some key insights into the motivations for using mobile apps perceived usefulness as a key factor.

H3. Perceived Usefulness has a positive impact to AI color cosmetics usage

d. Actual Purchase

Although U&G and TAM theory are mainly concerned with media readiness research, examples of the interaction between purchase and satisfaction can be found in previous studies. For example, Kaur et al. (2020) find it interesting satisfaction improves purchase intention, while Menon (2022) shows that U&G relaxation positively affects intention to purchase a video streaming subscription. More importantly, the U&G theory provided evidence that the ability to obtain additional product information (e.g. by testing the product) is an important predictor of usage and purchase. followed up (Hicks et al., 2012; Kim, 2020).

H4. AI color cosmetics usage has a positive impact to Actual Purchase

METHOD

A. Data Collection

This study is used as an online survey method to collect data for the consumer population of celebrity-owned businesses in Indonesia. This study employs a quantitative methodology. Since the researcher utilized some discretion as a criterion for selecting respondents who can answer research questions, purposive sampling is used (Hair et al., 2018). This study focuses on consumers who are attracted to used AI cosmetic at least 2 times in one month, also make a purchase for a cosmetic product via AI Application 2 times in the past of 6 month.

Participants are form consumer group recruited by our research team in Indonesia to participate in the survey. First, participants were briefed on the study and received definitions of key terms (e.g., Cosmetic and AI Cosmetic application). Next, participants indicated name brands from cosmetic businesses using AI Application in Indonesia which they consumed in the past 6 month.

B. Measurement

The survey questionnaire comprised a se-ries of questions designed to assess research variables in three sections: (1) Demographic Information, (2) Consumer Perception for the Price sensitivity, Social Media Addiction and Perceived usefulness of AI cosmetic Applica-tion, (3) Usage and actual purchase from AI Cosmetic Application. All measures were adapted from existing scales and the reliability and validity if each were confirmed in past research. Researcher used several measure-ment scales in this research: The 3-item price sensitivity scale was adopted from Lichten-stein et al. (1988), the 4-item social media ad-diction scale was adopted from Naranjo- Zolotov et al. (2021), perceived usefulness items of the constructs are adapted from estab-lished and well-tested scale measuring from Davis et al., (1989) the AI color cosmetics usage scale was adapted from Mafra et al. (2020), the 3-item actual purchase scale was adapted from Millan and Reynolds (2014). All indicators in variables were measured on five-point Likert scale (1 = strongly disagree; 5 = strongly agree). To develop a questionnaire in Indonesian for the participants, a reverse translation process was applied.

The data was collected using an online questionnaire survey with 180 respondents who had used AI Color Cosmetics and pos-sessed the qualities outlined in Table 1. 83% of respondents have utilized AI more than six times each month. In addition, 47% of the sta-tistics indicate that the most common Applica-tion usage Duration is 12 months. The re-searcher included extra material to the ques-tionnaire to ensure that respondents under-stood the questions.

Table.1

Profile	Characteristic	total	%
Gender	Man	26	14,44
	Woman	154	85,56
Frequency of Use	> 6 Times	83	46,11
	2 – 4 Times	49	27,22
	5 – 6 Times	47	26,11
Age	< 20 Tahun	18	10,00
	> 30 Tahun	54	30,00
	20 - 25 Tahun	25	13,89
	26 - 30 Tahun	83	46,11
Occupancy	Employees	127	70,56
	College Students	15	8,33
	Students	11	6,11
	Businessman	24	13,33
	Others	3	1,67
Income	< Rp. 4.500.000	31	17,22
	> Rp. 8.500.000	63	35,00

	Rp. 4.500.000 – Rp. 8.500.00	86	47,78
Application Usage Duration	12 Months	85	47,22
	6 Months	54	30,00
	> 12 Months	41	22,78

RESULTS AND DISCUSSION

Data Analysis and Discussion

Table 2. Validity & Reliability

Indicator	Factor loading	Cronbach Alpha
PRS		
I buy cosmetics at the lowest price as needed	0,553	0,601
When choosing a cosmetic brand, I pay a lot of attention to prices	0,656	
SMA		
My social life suffers because of interactions on social media.	0,878	
Using social media interferes with other activities	0,877	0,936
When not using social media, I often feel restless	0,880	
I failed to reduce my time interacting on social media	0,923	
PU		
This application is Useful in everyday life to choose the cosmetics I need	0,777	
This application increases the independence to choose cosmetics	0,851	0,933
This application helps me in choosing cosmetics quickly	0,866	
This application increases my productivity in choosing the right cosmetics	0,812	
This application provides the information required by me	0,863	
ACU		
I often use Mascara in this application	0,837	
I often use eyeliner or eye pencil in this application	0,859	0,921
I often use shade in this app	0,887	
I often use lipstick or lip gloss in this application?	0,776	
ACP		
I spend a lot of money on branded cosmetics	0,814	
I often buy branded cosmetics online	0,712	0,831
I often visit cosmetic stores	0,790	

Data analyses were administered in two phases (Hair et al., 2018). First, confirmatory factor analysis (CFA) was performed in order to ensure the quality of the proposed measurement model. Second, structural equation modelling was conducted to test the proposed hypotheses. Both analyses were performed with Amos 23.0 using maximum likelihood estimation of the covariance matrix. To verify the fit of the measurement model, properties of the measurement model including Cronbach's alpha, construct reliability, convergent validity and discriminant validity were examined. Cronbach's alpha and construct reliability are two common internal consistency indexes. CFA was performed with all factors for the

measurement model. Structural equation mod-elling was performed to test the proposed hypotheses. The results exhibited an adequate model fit (x 2 = 263.77, x 2/df = 2,601, CFI=0.947, TLI = 0.936, NFI = 0.902, RMSEA = 0.07, RMR ⩽ .10).

Tabel. 2. Goodness Of Fit

Goodness Of Fit Index	Criteria	Value	Conclusion
Chi-square	Small Chi-square	263,77	Poor
p-value Chi-square	≥ 0.05	0,000	Poor
RMSEA	≤ 0.10	0,077	Good
RMR	≤ 0.10	0,046	Good
GFI	≥ 0.90	0,856	Marginal
NFI	≥ 0.90	0,902	Good
TLI	≥ 0.90	0,936	Good
RFI	≥ 0.90	0,883	Marginal
CFI	≥ 0.90	0,947	Good
AGFI	≥ 0.90	0,807	Marginal
CMIN/DF	1.0 – 5.0	2,061	Good

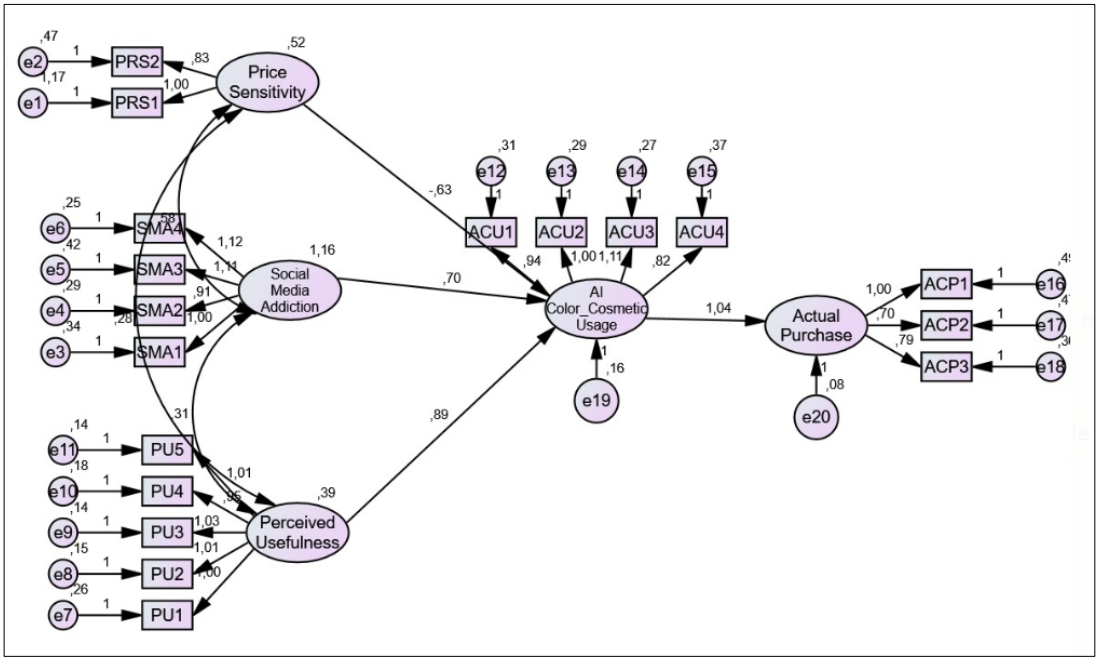

Figure 1. Conceptual framework

Tabel 3. Hypothesis Testing

Hipotesis	*Estimates*	*p-value*	Keputusan

H1	Price_Sensitivity>AI_Color_Cosmetic_Usage	-0,627	0,043	*Supported*
H2	Social_Media_Addiction>AI_Color_Cosmetic_Usage	0,702	0,000	*Supported*
H3	Perceived_Usefulness>AI_Color_Cosmetic_Usage	0,889	0,000	*Supported*
H4	AI_Color_Cosmetic_Usage>Actual_Purchase	1,042	0,000	*Supported*

Price Sensitivity, Social Media Addiction, and Perceived Usefulness were expected to influence AI Color Cosmetic Use. Analysis Price Sensitivity (ß = -0.627, P < 0.05), Social Media Addiction (ß = 0.702, P<0.001), and Perceived Usefulness (ß = 0.889, P <0.001) influence AI Color Cosmetic Usage in a sig-nificant way. AI Color Cosmetic Usage has a favourable and statistically significant influ-ence on Actual Purchase (ß = 1.042, P < 0.001), as anticipated by Hypothesis 4. Con-sequently, H1, H2, H3, and H4 were support-ed. Table 3 provides an overview of direct hypothesis testing.

Discussion

This study developed the uses and gratifications theory (U&G) to better understand people's motivations for adopting different types of digital media. Individual users' intents to employ artificial intelligence (Lee & Cho, 2020) and augmented reality were captured by U&G theory (Rauschnabel et al., 2018). Relevant ideas include social media addiction, body esteem, price sensitivity, the actual purchase of AI color cosmetics, and e-WOM purpose. Likewise, in this study join with, One of the most popular models of technology acceptance is the Technology Acceptance Model (TAM) by Davis (1989), which asserts that perceived utility influences an individual's willingness to adopt new technology. Numerous studies have utilized this idea to analyze the consumer attitude toward utilizing new technological advancement. Previous research by Ma and Liu (2011) shows that perceived utility is essential for IT adoption. It means that developers should concentrate on system functionalities and features in order to increase the adoption of a system to be constructed.

The findings of this study indicate that price sensitivity has a negative effect on AI Color Cosmetic Usage. This result is due to the tendency of cosmetic customers, particularly in Indonesia, to be price sensitive while selecting and purchasing a product. Consequently, as the price of cosmetic products that enable testing using an AI system drops, the propensity for customers to utilize these applications increases dramatically. The results indicate that cutting-edge technologies (AR, VR, etc.) can increase psychological ownership and decrease price sensitivity among consumers. New media enables people to satisfy various hedonic wants, and the lower the cost, the happier customer will be (Li et al., 2015).

Another Factors that can affect on AI Color Cosmetic usage are social media Addiction and Perceived Usefulness. Unlike most 26- to 30-year-old consumers who believe that one of the most potent stimulants is the use of cutting-edge technology, notably social media, this perception is not universal. Because practically everyone globally is now highly dependent on social media, whether for obtaining information, expressing their emotions, or simply showcasing their way of life, this is true not only in Indonesia. Therefore, when customers are exposed to news about the latest technology, mainly cosmetic product enthusiasts addicted to social media, they will feel nervous and want to try the latest technology, such as AI color cosmetics. In the context of social media, addictive behavior focuses mainly on the uncontrolled measurement of social media consumption. This syndrome has negative repercussions, such as reducing one's capacity to interact with others face-to-face, disrupting work and priorities, and worsening physical and mental health (Dogan et al., 2019). In addition to the social media aspect, many users are also concerned about the perceived usefulness of these applications. Therefore, when customers do not experience significant benefits when using the application, their propensity to utilize it is extremely low; even consumers with a

relatively high level of education are unwilling to give it a shot. For mobile Applications, the influence of perceived utility on behavioral intent has been empirically examined (Tan & Leby Lau, 2016). The findings of Singh et al. (2020) provide crucial insights into the perceived usefulness of mobile applications as a motivating factor for their use.

Based on the findings of this study, AI Color Cosmetic application utilization can be enhanced by optimizing price sensitivity, social media addiction, and perceived utility. The likelihood of people purchasing cosmetic products is high. Although U&G and TAM theory focuses primarily on media readiness research, evidence of the connection between purchase and pleasure can be found in prior research. Kaur et al. (2020) find it intriguing that contentment increases purchase intention, but Menon (2022) demonstrates that U&G relaxation favorably influences the intention to purchase a video streaming subscription. In addition, the U&G hypothesis demonstrated that the ability to access extra product knowledge (e.g., by testing the product) is a significant predictor of usage and purchase.

CONCLUSION

The rapid growth of technology has re-sulted in numerous disruptive technologies in daily life, which sometimes need businesses to continue innovating to remain competitive. This study aims to show the purchasing pat-terns of cosmetic consumers in developing nations such as Indonesia. Using Artificial Intelligence, the researcher attempts to identify the still-vast market opportunity in the cosmet-ics business, where consumers do not need to apply makeup directly to their bodies.

This study attempts to merge two perspec-tives on customer readiness for new technology: the TAM (Davis et al., 1989) and the U&G Theory's consumer motivation in using a product (Lee & Cho, 2020). In addition to merging these two perspectives, the researcher also created an analysis of customer behavior for actual purchases of several cosmetic prod-ucts that integrated AI Color Cosmetic to de-liver their products to a larger audience.

This study's findings regarding the cos-metics sector in developing countries, particu-larly Indonesia, are highly astounding. Price Sensitivity, Social Media Addiction, and Per-ceived Usefulness play a crucial role in en-couraging users to utilize the AI Color Cos-metic application. After using AI Color Cos-metics, there is a significant likelihood that prospective clients will make Actual Purchas-es.Consequently, this study's findings have numerous managerial ramifications, particular-ly for the cosmetics sector's Marketing and Business Development division. The two di-visions must consider the Price Sensitivity and Perceived Usefulness elements that prospec-tive clients feel. These two elements are pri-marily concerned with the pricing value, which is deemed reasonably commensurate with the quality of the application and product given, as well as the value of the benefits that consumers can only obtain if they use the ap-plication and purchase products from the same brand. In addition, the marketing division can capitalize on the social media addiction that exists in society by providing content about the benefits and uniqueness of the company's AI Color cosmetic application and collaborat-ing with social media endorsers who have credibility and strong engagement with their followers.

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