

VIRTUAL TRY ON AS DETERMINANT TO PURCHASE DECISION IN MODERATION BY CUSTOMER REVIEWS

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ABSTRACT

Virtual Try-On (VTO) technology in e-commerce is used to reduce uncertainty when purchasing experiential products such as skincare, which serve various functions and target diverse consumer segments. A novel aspect of this research was the examination of the usefulness of Virtual Try-On. The purpose of this study was to investigate the effect of VTO usage on purchasing decisions. It also analyzed the moderating role of customer reviews in the relationship between VTO use and purchasing decisions. The method employed was quantitative explanatory research. The results revealed that all indicators for each variable were valid and reliable. The use of the VTO feature had a significant effect on purchasing decisions, both partially and simultaneously. Customer reviews did not have a moderating or significant influence on the effect of VTO on purchasing decisions. Virtual Try-On was identified as a primary determinant of online purchasing decisions for skincare products. The success of VTO depends on its functional aspects and the enjoyable experience it provides. The effectiveness of VTO increases when supported by positive customer reviews. Integrating VTO technology strategies with online product differentiation through customer reviews is important for increasing sales conversions.

INTRODUCTION

The marketing world was undergoing a major transformation due to the digital revolution, which was changing the way brands interact with consumers, particularly in the skincare industry (Khodijah et al., 2025). High-risk, experiential skincare products require a direct user experience, but the shift in shopping habits to e-commerce has created a gap in consumer experience (Chen & Prentice, 2024). Augmented Reality (AR) technology in the form of Virtual Try-On (VTO) offers a solution to address this gap by enabling consumers to virtually recommend skincare products through skincams available on e-commerce platforms, thereby reducing uncertainty and increasing trust in online purchases (Hermawati et al., 2025). However, in an information-rich ecosystem, VTO did not stand alone; customer reviews remain a crucial source of trust, providing social validation and real-world context that digital simulations cannot always represent. This study reveals whether VTO technology tends to be effective in driving purchases, or whether its effectiveness depends on the presence of customer reviews as the collective voice of consumers (Viohafeni & Aliyah, 2023). This research builds on previous research (Dixit et al., 2025) that emphasizes the importance of trial and error for products with uncertain outcomes, such as skincare. VTO functions as a virtual platform to facilitate this trial process, influencing attitudes and purchase intentions (Safitri & Oktafani, 2022). Furthermore, when viewed from the perspective of functional and social risk perceptions in online skincare purchases, VTO plays a role in mitigating risk visually, while customer reviews provide mitigation through real-life testimonials (Islam et al., 2024). Furthermore, the S-O-R Framework (Stimulus-Organism-Response) positions VTO and customer reviews as stimuli processed within the organism through the formation of trust, attitudes, and reduction of perceived risk, resulting in responses in the form of purchase intentions and decisions (Yang et al., 2024).

Current VTO research focuses more on fashion products with immediate, visible results (Batoool & Mou, 2024), while its application to skincare, which was predictive and prospective, was less well-explained psychologically (Titus et al., 2024). The integration of VTO and customer reviews as eWOM within a moderation model was also still minimally explored (Wahyudiyar et al., 2024). Empirical: Research results related to the effectiveness of VTO are inconsistent. Contingent factors such as review volume and valence have not been widely analyzed, leaving the effectiveness of VTO in the context of both negative and positive reviews unanswered (Barta et al., 2023). Methodological: Several studies reviewed found that some used a qualitative and exploratory approach, necessitating a more robust quantitative approach using SEM Multi-Group Analysis, along with more concrete behavioral measurement variables than simply purchase intention.

Achievement from this research to analyze the direct influence of VTO on online skincare purchasing decisions and investigate the role of customer reviews as a moderator of the relationship between VTO and purchase decisions. Furthermore, by understanding the correlation between these three variables, we can understand the psychological mechanisms that build trust and reduce consumer uncertainty during the purchase decision-making process. This study contributes to enriching the digital consumer behavior literature with an integrated model that combines technology

(VTO) and social (eWOM) with empirical evidence. Furthermore, its long-term management impact provides strategic guidance for VTO technology investment and efficient customer review management to maximize the effectiveness of digital skincare marketing. Furthermore, the systematic design used is a robust quantitative research design to test moderation in e-commerce, along with measurement scales and instruments that can serve as references for other researchers. Overall, this study aims to fill the gap between theory and practice by understanding in detail how digital technologies such as VTO and social interactions in the form of customer reviews collaborate to shape purchase decisions in the increasingly complex skincare e-commerce ecosystem.

LITERATURE REVIEW

Virtual Try-On (VTO) was an Augmented Reality (AR) application that allows consumers to view digital simulations of products on themselves in real time (Hilken et al., 2017). In the context of skincare, VTO services to visualize prospective results, such as brighter skin, narrowed pores, or reduced wrinkles. Previous research has demonstrated the positive effects of VTO, as stated by Yim et al. (2017), who found that VTO increases "virtual ownership" and hedonic value, ultimately increasing purchase intentions. Hilken et al. (2018) reinforced these findings by demonstrating that Augmented Reality (the core of VTO) increases engagement and confidence in product choices. Then, Javornik et al. (2022) specifically reported research related to "skin-analyzing AR" and found that this technology not only improves attitudes toward brands but also increases perceptions of product accuracy and intentions to share information (Nurliana et al., 2025).

The primary mechanism of VTO is through functional risk reduction and increased confidence (Nasution & Haryadi, 2025). By seeing simulated results, consumers feel more confident that the product will work for them (Hanan & Puspa, 2025). VTO also creates an immersive and entertaining experience, which can increase the hedonic and utilitarian value of the shopping process (Tyas et al., 2025). It is important to note that consumers have a process before reaching a purchasing decision (Damopolii et al., 2025). Furthermore, purchasing decisions in the context of online transactions are the result of complex cognitive and affective processes (Rahmawati & Setyowibowo, 2025). For skincare products, which are included in experience goods (Cahyo et al., 2025), where quality can only be assessed after consumption, this process is further complicated due to the high perceived risk (Syaharani et al., 2025). Functional risk (whether a product is effective for your skin) and financial risk (whether the price is affordable or not) are major barriers to sales conversion (Saktiana & Miftahuddin, 2021). Consumers don't buy guaranteed results, but rather "try" to achieve a better expectation (Helandy Pantow et al., 2023). Therefore, any technological feature or information regarding reviews that can reduce risk and facilitate this trial process will significantly influence purchasing decisions.

Customer reviews are a modern form of word-of-mouth (WOM). According to (Fraya, 2023), eWOM has a significant impact on online purchases because it provides social information that is believed to directly influence consumers. Two key aspects of reviews are the positive or negative nature of the testimonial and the volume (number

of reviews) (Macheka et al., 2024). Furthermore, (Nilashi et al., 2023) revealed that consumers rely on reviews to reduce uncertainty, and lengthy and detailed reviews are currently perceived as more useful. Then (Pradita et al., 2025) found that reviews with extreme ratings (very positive or very negative) are more influential than reviews with moderate ratings. In the context of skincare, where the stakes are high, reviews serve as social validation that the product has been tried and works for others (Zenita & Restuti, 2024). The moderating role of customer reviews on the Virtual Try On (VTO) variable is well-known. Despite VTO being a sophisticated technology, rational consumers may still question its accuracy (Nasution & Haryadi, 2025). Can digital simulations be fully trusted? This is where customer reviews play a moderating role, strengthening or weakening the VTO effect.

The "Reinforcement Effect" strategy could be assumed if the results of the VTO simulation align with positive (high-valence) customer reviews, then these two sources of information reinforce each other (Roselynd et al., 2025). Positive reviews validate the accuracy of the VTO simulation, thereby increasing trust and strengthening the influence of VTO on purchasing decisions. Conversely, a large volume of reviews, regardless of valence, indicates product popularity and can attract attention, which can then be reinforced by VTO (Gemilang, 2023). Consumers are likely to think, "The technology used is good, but if many people say this product doesn't work, they won't buy it." Negative reviews create doubts that even an engaging visual simulation can't overcome (Rustika & Pambudi, 2025). Several empirical studies support this moderation logic (Marlie & Tunjungsari, 2024), finding that the interaction between visual information and eWOM significantly influences purchase intentions. They concluded that eWOM acts as a catalyst that strengthens the relationship between AR experiences (including VTO) and consumer responses.

Meanwhile, other studies have highlighted that autonomous service technology (such as VTO) is more effective when supported by social cues (Harahap & Siregar, 2025). Based on the various literatures obtained, there are several assumptions, firstly the use of Virtual Try-On (VTO) has a positive effect on the Purchase Decision of skincare products. Next, Customer Reviews have a positive effect on the Purchase Decision. Then, Customer Reviews are directly influenced by Virtual Try-On, then Customer Reviews moderate the influence of Virtual Try-On on the Purchase Decision. The proposed research model is the Moderated Structure Equation Model. The independent variable (X) is Virtual Try-On, the dependent variable (Y) is Purchase Decision, and the moderating variable (Z) is Customer Reviews. The interaction between X and Z will be tested to see the moderating effect.

RESEARCH METHOD

This research could be criteria as explanatory research (Ibrahim et al., 2018). Then research subjects majority reached Shopee app users aged 20-35 years, women and has been using skincare and VTO feature on shopee app. The sampling technique used was Cochran (Ahmed, 2024) with sample volume of this research 191 shopee app user whos used virtual try on feature in Tasikmalaya City. For examining the hypothesis, this study utilized by Structural Equation Modeling (SEM) through the SmartPLS statistical tool. The SEM method was an integrated approach that combines factor

analysis, structural models, and path analysis (Ghozali, 2019).

Tabel 1

No.	Gender	Age	Percentage
	Man	20-35 tahun	94,8 %
	Woman	36-50 tahun	5,2 %

Tabel 2

No.	Gender	Percentage
	Man	71,2 %
	Woman	28,8 %

Tabel 3

No.	Job Spesification	Percentage
	Private sector employee	8,9 %
	Entrepreneur	10,5 %
	Highstudent	80,1%
	Government Employees	0,5%

Table 1. Measurements Identification of Research Variable

No	Variables	Indicators
1	Virtual Try On (X ₁)	<ol style="list-style-type: none"> a. An easy-to-understand and navigate interface b. The facial detection process with the virtual try-on feature is fast and seamless c. The product color, texture, and effect are matched to the user's skin. d. The Virtual Try-on feature can adapt to skin type (dry, oily, and sensitive). e. There are options to adjust to lighting and facial position. f. The product selection is based on simulation results. g. The Virtual Try-on feature is very comfortable to use. h. The simulation results from the Virtual Try-on feature meet expectation

2 Customer Reviews (Z)

- a. Authentic reviews are provided, whether in comments, photos, or videos showing product use.
- b. Reviews and experiences of other users are displayed in the comments section.
- c. Product benefits are explained in a clear and detailed manner (e.g., "moisturizes skin in 10 hours").
- d. Side effects are mentioned in the product description.
- e. Positive/negative/neutral reviews dominate in the comments section of the product platform.
- f. Information about complaints and praise regarding product quality is provided.
- g. Reviews influence the assessment of product quality.
- h. There is a willingness to trust other users' product choices.

3. Purchase Decision (Y)

- a. Consideration leads to purchase after using the Virtual Try On feature.
- b. Readiness to spend money to purchase the product.
- c. Confidence in using the product after trying the Virtual Try On feature.
- d. Positive reviews make potential consumers confident in using the product
- e. Change in potential consumers' attitudes toward purchasing the product after trying the Virtual Try On feature
- f. Desire to continue using the product (repurchase or try other product variations)
- g. Satisfaction after purchasing the product

- h. Likelihood of recommending the product to others

RESEARCH RESULTS AND DISCUSSION

The assessment results in SEM-PLS analysis begin with a measurement step outside the SEM model that describes the measurement results, both contemplatively and formally. The external model test is used to determine whether the research instrument meets the initial requirements for suitable research data, namely valid and reliable data (Waluyo & Rachman, 2020). The results of the external model test are presented in Table 2.

Table 2 Validity and Reliability Test Results (Outer Loading)

Indicators	Loading Factor	AVE	Composite Reliability	Cronbach's Alpha
Virtual Try On (X)		0.715	0.953	0.943
X1	0.766			
X2	0.785			
X3	0.834			
X4	0.876			
X5	0.881			
X6	0.863			
X7	0.889			
X8	0.872			
Customer Reviews (Z)		0.730	0.943	0.928
Z1	0.864			
Z2	0.864			
Z3	0.880			
Z4	0.794			
Z5	0.894			
Z8	0.846			
Purchase Decision (Y)		0.759	0.957	0.949
Y1	0.826			
Y2	0.847			
Y3	0.898			
Y4	0.827			
Y5	0.887			

Y6	0.862			
Y7	0.851			
Y8	0.866			

Source: processed data, 2025

Source: processed data, 2025

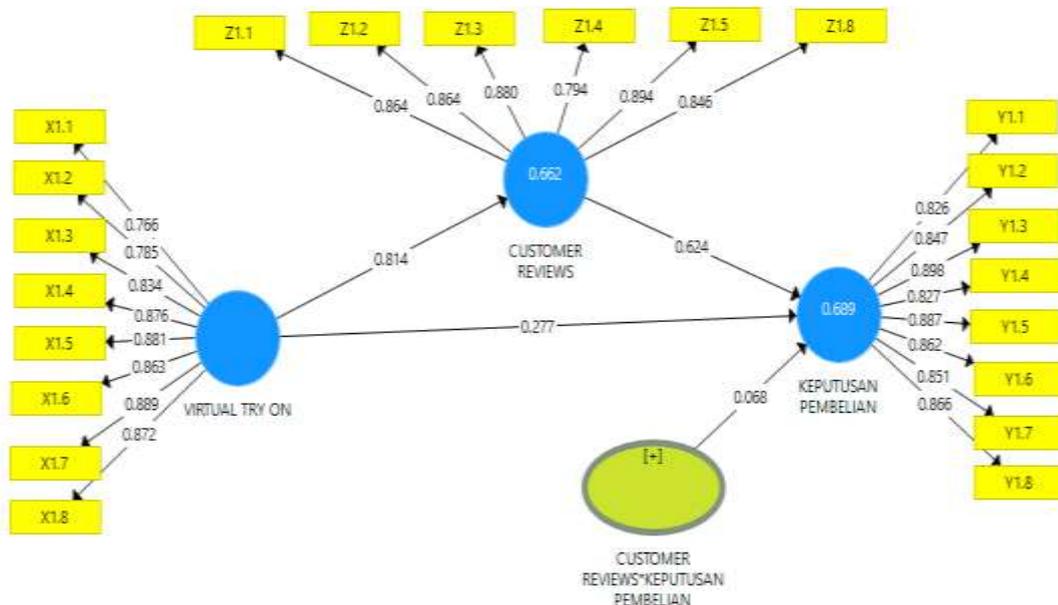
Referring to Table 2, it can be stated that all research indicators meet the criteria for Convergent Validity, with loading factor values greater than 0.5. The test results also indicate that all research variables can be declared reliable. This is evident from the Composite Reliability value of each variable which is greater than 0.70 and the Average Variance Extracted (AVE) value which is greater than 0.50. The test results using the SmartPLS program provide SEM-PLS model results as shown in Table 3, which shows the effect of virtual try-on on purchasing decisions with customer reviews as a moderation.

Table 3. Result Of Hypothesis Test

Hypothesis Variable	Path Coefficient t	P – Values	Conclusion
H1 Virtual Try On → Purchase Decision	0.277	0.017	Accepted
H2 Virtual Try On → Customer Reviews	0.814	0.000	Accepted
H3 Customer Reviews → Purchase Decision	0.624	0.000	Accepted
H4 Virtual Try On → Purchase Decision → Customer Reviews (as Moderation)	0.068	0.127	Decline

Source: Data processed, 2025

The SEM-PLS model test results were shown in the following figure:



The findings of this study provide evidence that virtual try-on has a significant effect on purchasing decisions. The ease of use of the service interface and the facial detection process with the virtual try-on feature was fast and seamless. Furthermore, the product color, texture, and effect are matched to the user's skin, varying enough for consumers to make their own choices. The virtual try-on feature can adapt to skin types (dry, oily, and sensitive). It is also known that the service features used There are options to adjust to lighting and facial position. The virtual try-on feature is very comfortable to use. And the final indicator that states The simulation results from the virtual try-on feature meet consumer expectations believes that what is expected through this skincare product service can meet their expectations. This shows that the VTO feature has been accepted by consumers, especially those in the relatively young age range, so the company has successfully implemented Segmenting Targeting and Positioning strategies in implementing this VTO feature (Sheng, 2023; Barta et al., 2023).

Furthermore, VTO facilitates and encourages customers to create visual content before purchasing. This practice often continues after the product arrives. Customers attend to share comparison reviews photos of VTO images alongside photos of themselves using the actual physical product. This type of review was powerful because it provides tangible "proof" of the VTO's accuracy and product quality, which is invaluable to potential buyers. A study by Watson et al. (2020) highlighted that the social sharing feature in VTO can be a catalyst for the creation of authentic UGC (User-Generated Content). Furthermore, research by Javornik et al. (2021) highlighted that the information provided by VTO, namely how the product looks on the user, is perceived as more relevant and actionable than the average information from dozens of reviews. A consumer might read a review that says "the color ws too light," but if the VTO actually shows the color on their skin, they are more likely to trust their own eyes. The contextuality of VTO information outweighs the generality of reviews, weakening the moderating effect of reviews.

CONCLUSION

Based on a synthesis of various previous studies, it can be concluded that Virtual Try-On (VTO) technology has a direct and strong influence on consumer purchasing decisions. However, what was more interesting is the finding that this strong influence is not successfully moderated by the presence of customer reviews. This phenomenon indicates a paradigm shift in the consumer decision-making process in the digital era, where simulated personal experiences are beginning to replace the dominance of social information as the primary determining factor. The influence of VTO on skincare product purchasing decisions stems from its ability to create a personal and immersive hands-on experience. By utilizing augmented reality technology, VTO allows consumers to transition from passively observing a product to actively participating in trying it out virtually (Dixit et al., 2025).

This process effectively minimizes the uncertainty inherent in online purchases, such as concerns about size, color, or style incompatibility. When consumers can visualize a product on themselves, they build confidence based on what they see and experience firsthand. This confidence then becomes a key driver

for purchasing decisions. Furthermore, the inability of customer reviews to moderate the relationship between VTO and purchasing decisions reveals a profound psychological dynamic. In this context, VTO is not simply an additional layer of information but rather creates an internal and subjective source of confidence (Viohafeni & Aliyah, 2023). After consumers experience how a product appears to them through VTO, they tend to enter psychological states known as overconfidence bias and confirmation bias.

Under these conditions, consumers become more trusting of their personal judgments, formed by these virtual experiences. As a result, positive reviews from others are perceived as mere confirmation of their already-formed decisions, while negative reviews are often ignored or deemed irrelevant to their personal situations. Furthermore, these findings suggest that VTO and customer reviews operate in two distinct persuasive domains and tend to be substitutive, rather than complementary. Customer reviews serve as a general, impersonal external signal, while VTO provides a highly personal, contextual internal signal. When confronted with these two sources of information, modern consumers are more inclined to trust visual evidence directly experienced in their own context than the average conclusions provided by others (Sheng, 2023). In other words, VTO has successfully replaced the traditional role of customer reviews as a primary tool for reducing perceived risk. The implications of this conclusion are significant for digital marketing practice.

These findings confirm that investing in immersive technologies like Virtual Try-On is not just an incremental innovation, but a fundamental strategy that can directly influence consumer behavior without relying solely on review mechanisms. VTO empowers brands to create their own product narratives and proactively build consumer confidence, rather than relying solely on the accumulated opinions of previous users. Ultimately, in an increasingly competitive e-commerce landscape, the ability to deliver a near-realistic, personalized experience proves to be more persuasive than a collection of social testimonials, marking a new era in which virtual, in-person experiences become a key determinant of purchasing decisions.

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