Influence Of Online Fashion Apps On Adoption Of Luxury Skincare Products

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ABSTRACT

Skincare products are a category where the customer seeks physical validation and suitability before making the purchase. However, Generation Z, as it is called, with their internet savviness and higher adoption levels of E-Commerce platforms engages in online shopping of these products as well. Luxury skincare products' brand appeal lies in their exclusivity, and thus, making them available online could be a double-edged sword with unintended consequences. This paper builds on the technology acceptance model framework and uses Regression Analysis and Structural Equation Modelling (SEM) to derive a theoretical model to understand the functional, hedonic and social values of luxury consumers and how the use of technology (fashion apps) affects their purchase intentions of luxury skincare products.

Keywords: Luxury Products, Online Shopping Adoption, Skincare Products, Technology Acceptance Model, Functional Values, Hedonic Values, Social Values.

INTRODUCTION

With worldwide sales projected to reach $130 billion by 2019, skincare will continue to be a major income generator in the beauty sector. The high-end beauty and skincare sector is expanding; but, for luxury skincare companies to benefit from this expansion, marketers must stay on top of global skincare trends as well as evolving customer expectations.

The worldwide 'prestige' beauty industry — a broad category of overlapping luxury goods that includes body care, make-up, and perfumes – continues to be one of the most lucrative consumer business sectors. Since 2013, prestige beauty has outpaced both mass-market beauty and most other consumer categories in terms of top-line growth (Deloitte estimates worldwide prestige market growth to have been 4.8 percent CAGR in 2013-15, with total market value currently about $78 billion per year). The fast development of new brands, regional regions, and sub-categories has characterised overall market expansion, which has been fueled by widespread use of digital technology.

At the corporate level, however, For top beauty brands, capturing and moulding a kaleidoscopically complex universe of influencers and innovators has become a challenge. Established brands lose ground to upstart challengers as 'influence' mediated by Facebook, Twitter, Snapchat, Instagram and blogs.

The COVID-19 pandemic is a historic health catastrophe as well as a worldwide economic upheaval. During the epidemic, luxury apparel and fashion sector has acted swiftly to meet critical public-health requirements, including shutting shops, producing much-needed products like hand sanitizer and face masks, and donating to healthcare and community groups. Simultaneously, AF&L firms are dealing with COVID-19's economic implications, which include significant employment losses in a sector that employs millions of people across the globe.

Despite the fact that no one in the industry predicted the severity of the crisis, some fashion businesses are discovering that they are

more prepared than others, thanks to their digital expertise. COVID-19's effect on the AF&L industry to date is discussed in this article. We then recommend a series of steps that AF&L businesses may take to improve their digital and analytics skills, not only to guarantee business continuousness and mitigate the negative effects of COVID-19, but also to appear stronger from the crisis.

E-commerce is obviously not compensating for retail revenue losses, but as shops have closed, it has been a lifeline for fashion companies. Even in nations that haven't been under complete lockdown, one study shows reductions in purchase intent of 70 to 80 percent offline and 30 to 40 percent online in Europe and North America.

Aside from becoming an increasingly important sales channel, digital technology may also help companies adapt their cost structures and improve the speed and cost-effectiveness of each step in the value chain. By allowing novel logistics and sales fulfilment options (such as click-and-collect and drive-through), fuelling innovative customer acquisition techniques, and aiding inventory prediction and management, digitalization may, for example, help create a more resilient supply chain. Openness, control, and authenticity are all made possible through data, which has never been more important.

All of this points to a widening digital gap. Companies that were digitally and analytically mature beat rivals that had not developed strong digital and analytics capabilities even before the crisis. The COVID-19 issue has increased the gap between leaders and laggards in the sector. The epidemic has obviously been an accelerator for leaders with the capacity and desire to spend. "We've completed two years of digital transformation in two months," a senior executive of a major clothing company recently said.

As a result, the need is obvious for executives in the AF&L sector and all associated subsectors (such as beauty products and sports goods): make digital and analytics a key part of your company's strategy.

Depending on how things develop after COVID-19, the "new normal" may push digital and analytics to even higher heights. Customers may be less inclined to visit brick-and-mortar shops as a result of the physical distance, resulting in the emergence of a contact-free economy, which will propel e-commerce and automation to new heights. This is a possible scenario.

The implications of these changes will vary depending on where the business is in its digital journey and what its strategic goals are. If competitors accelerate their digital transformation, companies that have a competitive advantage in digital and analytics (companies where online sales account for 30 to 40% of total sales, parts of the value chain are heavily digitised, and online and offline channels are integrated to some extent) run the risk of losing that competitive advantage in the current market. For laggards (companies with less than 20% of total sales coming from the online channel, low digitization levels across the value chain, and siloed online and offline operating models), digital and analytics represent an opportunity to go all-in—and potentially gain market share with lower capital-expenditure investments, which used to be a constraint for many braces.

However, digitalization will not be a cure in the long run, as previously said. Instead of concentrating on sales, businesses should direct their resources to areas where they will have the most effect, which may be anywhere along the value chain. Instead of "gold plating," businesses should choose for the quickest minimum viable digital solution to achieve their business objective as quickly as possible. If digital transformation efforts are carried out in a systematic way, a company's digital transformation will be more self-sustaining.

Email and social media were among the electronic channels that saw substantial increases in use during the crisis period. Despite the fact that the majority of customers are not making purchases at this time, AF&L companies must communicate with them on a daily basis in order to preserve customer relationships. The dissemination of health, safety, resilience, and community development messages may be accomplished via digital media. Provide important information to your customers in a polite and sympathetic manner, and you will earn their respect (for example, a major sports-apparel company is now offering Instagram users yoga classes).

Growth of the luxury Skincare Market

No other part of the beauty industry is growing as quickly as skincare. When it comes to sales, skincare goods had a 13 percent rise in the US last year, while cosmetics only saw a 1 percent increase. Online beauty stores had a 24% rise in sales over that time period, with skincare taking the lead. Net-a- Skincare is Porter's most popular beauty category, up 40% from the previous year.

L'Oréal estimates that skincare accounts for 40% of the beauty business, while growth in the global cosmetics market is almost 60% due to this segment. Especially in the luxury skincare market, Asia Pacific is responsible for the majority of global growth in skincare. But why are there so many variations in development patterns? What's all the fuss about these days with skincare?

Several trends have contributed to the success of skincare, including a growing desire for health-promoting and self-care products, an increased interest in regimens and routines, the ability of social media to empower and inform consumers more quickly, and, most importantly, the ability of new technology to simplify the unusually complex choices that consumers face when it comes to skin care, have all contributed to this success.

Technology adoption for to Deepen Relationships and Grow in skin care industry

Brands are utilising new kinds of developing technology to customise goods and services to keep consumers engaged in a highly competitive market. With artificial intelligence, L'Oréal is assisting consumers in finding the right foundation shade to match their skin tone (AI). Lancome, a premium subsidiary of L'Oréal, scans the skin using a custom-made equipment (Opens Overlay) to discover the perfect colour match. Customers may then have their foundation blended in-store at Lancome beauty counters, with a proprietary algorithm selecting the best shade from hundreds of options. ModiFace, a dermatologist-founded augmented reality (AR) company, was also purchased by the French cosmetics behemoth. ModiFace utilises augmented reality to conduct cosmetics, hair, and skin care try-on simulations on pictures or videos. It also aids in

the accurate measurement of skin condition and the observation of any possible skin changes in real time. Dark spots, discolouration, dryness, uneven skin, and rosacea may all be detected using the app's technology. It can even see the changes that occur before and after the use of any cosmetic product, assisting in the recommendation and sale of goods tailored to a customer's particular skin care requirements.

Social networking alone isn't always sufficient. Virtual advisers are being used by more skincare companies and stores, including Sephora, Kiehl's, Vichy, and Bobbi Brown, to talk directly to customers in real time, disclose their wants and problems, suggest products, and assist them through the sales process.

This is similar to the kind of counselling that customers get in shops, but it is significantly different since it is now accessible online. Because of the abundance of information available online, skincare companies are flourishing, but customers are more perplexed than ever by product promises. Furthermore, they would deliberately avoid in-store employees while doing product research on the internet.

At the same time that technology is enabling businesses to overcome these types of obstacles to development, it is also driving the growth of the beauty sector as a whole. Jean-Paul Agon, CEO of L'Oréal, has been a vocal proponent of the significance of digital solutions for beauty customers.

Virtual Skincare Advisors are reducing the very complicated product options that customers have in ways that promote ecommerce conversion and growth for businesses, using a range of interfaces.

"Digitalization has accelerated the industry because beauty and digital are a great fit... It's never been simpler to find, share, and buy for beauty." "Digital is also increasing our ability to engage with consumers," he continues. Beyond digital, new data and artificial intelligence technologies are opening up new horizons."

Skincare companies will need to cultivate a new type of connection with customers to stand out, not just as the market gets more crowded, but also as the complexity of consumer options has grown even more. Not only do skincare

options grow more difficult with each new entrant and product, but feeling confidence in the skincare purchases one is about to make becomes more challenging.

This may deter customers from taking action and stifle ecommerce development, but with a virtual adviser, your business can cut through worries and proactively engage the customer with the most relevant information. It's something that's always been excellent sales practise, but it's only now feasible with AI on a huge digital scale.

Mobile application as a game changer in digital era

Mobile applications are altering the way businesses interact with their customers and have the potential to increase profits. According to recent research from Iowa State University, there is a clear correlation between app usage and purchase activity: the more engaging the app, the more money consumers will spend.

If a business develops a well-functioning app that delivers some customer value, it might be a game changer.

It was also noted. Despite the fact that the app did not include a buy function, it was successful in increasing sales. Over the course of three months, customers who downloaded the branded app and continued to use it boosted their expenditure by 19 to 48 percent. Customers that used both interactive elements saw the greatest rise. The accumulation of reward points was used to monitor purchasing activity. Younger consumers, unsurprisingly, were more likely to utilise the app than older ones.

According to studies, the number of downloaded applications would exceed 300 billion by 2020. However, more than half of all downloaded applications are uninstalled after just one usage. Companies must develop an app that offers value to customers in order to profit from the mobile app industry.

"We appreciate companies' want to get an app out there, but they must exercise care and thoroughly evaluate it. Customers will not give the app another opportunity; it has been discovered that individuals who quit using a brand's mobile app after downloading it get

disengaged. In terms of purchasing habits, they make fewer purchases and spend less money."

The mobile app must have a purpose other than brand promotion. Before developing an app, businesses should perform surveys and focus groups to learn what users want from it. Additionally, companies must devote resources to continuous monitoring and maintenance to ensure that the app remains compatible as operating systems evolve. Continued promotion is also necessary to keep consumers interested in the app and utilising it.

The usage of mobile apps and other online platforms by consumers is only one element that may influence purchasing decisions. Their opinion of the brand is also influenced by product reviews and social media postings.

REVIEW OF LITERATURE

Factors Affecting Consumer Adoption of Mobile Apps

Theories based on past research may help us better understand why mobile apps are adopted or ignored, as well as the factors that affect their acceptance or non-adoption. The technology acceptance model (TAM) was created by Davis (1989) to explain why individuals desire to use new technologies. Perceived usefulness and perceived ease of usage are also important antecedents. Consumer satisfaction with Internet banking was examined in study (Aboelmaged&Gebba, 2013) and perceived ease of use was shown to have a significant impact on perceived usefulness, emerging as a more relevant predictive predictor than perceived usefulness (George & Kumar, 2013).

According to a comprehensive assessment of the literature, the UTAUT developed by Venkatesh, Morris, Davis, and Davis (2003) is the most often used theory to explain individual adoption of new technology. TAM and other theoretical models of technology adoption were combined to develop this new paradigm (Davis, 1989).

It was shown that behavioural intention and user behaviour were strongly influenced by performance expectations, effort expectations, social influence, and enabling conditions in the UTAUT. It was also shown that factors such as

gender, age, education, and willingness to use the product reduced the negative impacts. When it comes to intention to use, performance expectations matter more to young men and boys, while effort expectations matter more to older women (Venkatesh et al., 2003).

The desire of the user to carry out a behaviour is an important notion in the UTAUT. Intention represents both the user's desire to carry out the activity and the driving factors that drive someone to engage in that behaviour. It also reveals how much effort a person is prepared to put out in order to put that behaviour into action.

Technological usage was determined by subjective norm or social impact and perceived behavioural control, which indicates the ability to utilise the system independently. According to the results, social influence is most important during the early stages of adoption (Morris &Venkatesh, 2000; Venkatesh et al., 2003). Older employees and women are more susceptible to the effects of social influence, which may lead to increased adoption of new technologies (Morris &Venkatesh, 2000; Venkatesh, Morris, & Ackerman, 2000). Mobile banking intention was shown to be influenced most strongly in Taiwan by social influence (Yu, 2012). Existing data shows that women favour hedonistic apps while men prefer utilitarian ones (Sohn, Schulte, &Seegebarth, 2014).

Families, friends, and colleagues make up a person's 'physical' social circle. They, together with those in their 'virtual' social circle, affect how that person behaves. In their study on paid app use, Wu, Kang, and Yang (2015) looked at the effects of social influence on behaviour by dividing it into mass influence and peer influence. A few examples of mass impact include things like "mass media coverage," "expert opinions," and "other non-personal information" (Bhattacharjee, 2000). According to research, peer pressure has a significant effect on people's decision to embrace and use new technologies (Kim, Yoon, & Han, 2016). Wu et al. (2015) found no relationship between attitude and mass influence, while peer influence had a significant impact.

Individual creativity and security risk are important variables that affect technology adoption. Technology adoption is heavily influenced by a person's ability to innovate, as well as their performance expectations, effort expectations, and social impact (Lu, Yao, & Yu, 2005). Security risk is defined as the possibility of an agent exploiting a security system vulnerability (Gangwar& Date, 2016), and study on Indian mobile wallet adoption has revealed that it has a significant and negative impact on the intention to use a mobile wallet.

Mobile Fashion Application

Fashion and branded applications, in particular, have grown in popularity as a result of attractive features such as mobility, interaction, and location awareness. They have evolved into the perfect shopper's companion and have changed the landscape of online buying. "Shopper behaviour has altered as a result of the use of new technology. Two factors contributing to this shift are the rise in smartphone ownership and increased mobile internet adoption. Consumers see their own mobile devices as the most significant type of in-store technology" (Blázquez, 2014, p. 100). According to new research, more than 80% of American consumers use their phones for advice before making a purchase choice. Consumers prefer mobile shopping apps because they provide instant access to product details, reviews, and price comparisons (Palmquist, 2017). Many fashion applications have combined aspects of social network input with an improved mobile shopping experience.

One of the most appealing features of mobile devices is how they have improved the virtual shopping experience by being always on and always connected. Because consumers may not always have access to a laptop or tablet, mobile devices have become the ideal method for businesses to connect with customers more directly (Krueger, 2016). Shoppers used to browse through paper catalogues or walk around shopping malls gazing at window displays; now, however, mobile devices provide a handy source of inspiration. Furthermore, 64% of smartphone consumers do a mobile search for product ideas before going to the store to purchase them (Krueger, 2016). Clothing and accessories were in second place for the most mobile-purchased goods in a 2011 study conducted by Comscore, with electronics taking top position. According to the report, mobile applications sold 37 percent of all apparel and accessories (Blair, 2018). Artificial

intelligence has enabled the creation of apps that present users with the greatest deals based on current purchasing data.

One of the most appealing aspects of such apps is the ability to compare costs in various online stores with only a few clicks (Palmquist, 2017). Users are not only making purchasing choices, but they are also being exposed to new brands and goods. In fact, more than half of smartphone users have found new businesses or products while searching on their devices (Krueger, 2016).

According to (Parker & Wang, 2016), fashion applications that provide customization and interaction with virtual communities or social networks perform better among consumers who wish to use apps more often and make more online purchases. Virtual communities or social networks have increased the power of technology by linking people and allowing for unparalleled social engagement and relationship building among people who have common interests regardless of location or time. Early evidence from virtual community members indicates that virtual and real-life groups are quite similar. Information is conveyed in virtual communities in two ways: actively via participation and passively through passive observation of what other members write about their product and brand use (Pentina, Prybutok, & Zhang, 2008).

Fashion has been a significant part of social life, especially with the advent of malls. Shopping malls and fashion shops have developed throughout time, with the shopping mall serving as a community meeting place where people could come together for shopping, cultural events, and social interactions (Gruen& Smith, 1960). Fashion applications that have recently been created mimic virtual malls. Given fashion's heritage as a social business, fashion applications that include a social network or virtual community feature perform better. People may now enjoy these virtual shopping experiences, often known as "virtual communities," from anywhere and at any time. This outperforms the convenience of traditional shopping malls or even a laptop since consumers can carry their phone with them wherever they go.

RESEARCH METHODOLOGY

This paper builds on the technology acceptance model framework and uses Regression Analysis and Structural Equation Modelling (SEM) to derive at a theoretical model to understand the functional, hedonic and social values of luxury consumers and how the use of technology (fashion apps) affects their purchase intentions of luxury skincare products. For the research purpose 250 female respondent were interviewed from diverse background form NCR Region of India, their income and qualification were also considered to observe diverse opinion. Therefore, the measuring instrument was created first, followed by the selection of a representative sample and the survey; finally, the data was analysed and the model validity was assessed.

The measuring instrument was created using previously established instruments and a literature review, as well as the findings of research on e-business growth in the NCR region. The major measuring instrument variables were established in accordance with the satisfaction instruments designed in the publications. The measuring instrument was created in line with the stated goals and included the following variables: Convenience, Information, Pricing & Savings, and Value Addition.

The survey used a five-point Likert scale with responses ranging from 1 (strongly agree) to 5 (strongly disagree). Following the creation of the survey and all of its components, a sample of 15 respondents was evaluated. The final version was sent to responders since no modifications were requested. Variables were developed to assess customer satisfaction based on the specified survey. The five-point Likert scale was used to assess all of the factors mentioned above.

RESEARCH OBJECTIVES

I. To study the Influence of Online Fashion Apps on Adoption of Luxury Skincare Products.

II. To study the impact of Value Addition, Convenience, Price & saving and Information on Adoption of Luxury Skincare Products

RESEARCH HYPOTHESIS

I. Online Fashion Apps do not have influence on Adoption of Luxury Skincare Products.

II. Value Addition, Convenience, Price & saving and Information do have equal influence on Adoption of Luxury Skincare Products.

III. Value Addition, Convenience, Price & saving and Information do not have significant influence on Adoption of Luxury Skincare Products.

ANALYSIS AND INTERPRETATION

Figure 1 Factor Loadings

Factor	Indicator	Estimate	SE	Z	p
Convenience	I can buy things whenever I want.	0.1388	0.0482	2.878	0.004
	App Based Shopping is convenient for me.	0.2899	0.0482	6.016	< .001
	I can compare price easily via internet	0.5551	0.1813	3.062	0.002
	App Based Shopping makes me feel like I am in my own universe	0.3912	0.2017	1.940	0.052
Information	I can get information easily online	0.5495	0.0742	7.404	< .001
	app provides a lot of information	0.5532	0.0659	8.392	< .001
	Information via internet is the newest.	0.3549	0.0673	5.276	< .001
	I can exchange information with friends through link available on app only	0.2882	0.0641	4.497	< .001
Pricing & saving	App Based Shopping can save money.	0.3594	0.0721	4.985	< .001
	I can compare price easily via internet	-0.1820	0.1963	-0.927	0.354
	I spend less on app	0.3313	0.0550	6.020	< .001
	When shopping on app, feel in control.	0.2907	0.0636	4.573	< .001
	I have control over my App Based Shopping process.	-0.0583	0.0923	-0.631	0.528

Factor	Indicator	Estimate	SE	Z	p
	I enjoy looking for discounts on application	0.2266	0.0723	3.133	0.002
Value Addition	I can access many products online.	0.3733	0.0856	4.363	< .001
	I have control over my App Based Shopping process.	0.1907	0.0807	2.363	0.018
	I find App Based Shopping stimulating	0.3010	0.0805	3.739	< .001
	App Based Shopping makes me feel like I am in my own universe	-0.1444	0.1759	-0.821	0.412

Figure 1 indicate that different observed variable and their impact on latent variables thus the impact of latent has been evaluated on dependent variable that is adoption of luxury productions.

Figure 2 Model Fit Measures

Model	R	R^2
1	0.713	0.508

Figure 2 is of model fit measure which represents the value of R AND R^2, R value of (0.713) show the association between latent variables and the dependent variable i.e. Adoption of Luxury Skincare Products, hence value shows a positive association between them, R^2 Value states that latent variable, Value Addition, Convenience, Price & saving and Information explain the dependent variable by 50% although there are other factors too which may influence adoption level.

Figure 3 Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	p
Value Addition	0.367	1	0.367	0.951	0.330
Convenience	4.166	1	4.166	10.787	0.001
Price & saving	0.271	1	0.271	0.703	0.403
Information	63.918	1	63.918	165.488	$< .001$
Residuals	94.628	245	0.386		

Note. Type 3 sum of squares

Figure 3 is of analysis of variance explains that convenience of application-based shopping and information are significant as their value are (0.001) and (0.001) respectively. Pricing and addition were not significant as their value was more then significant.

Figure 4 Model Coefficients - Adoption of Luxury Skincare Products

Model Coefficients - Adoption of Luxury Skincare Products

Predictor	Estimate	SE	t	p
Intercept	-0.7146	0.3989	-1.792	0.074
Value Addition	-0.0942	0.0966	-0.975	0.330
Convenience	0.3774	0.1149	3.284	0.001
Price & saving	-0.0837	0.0999	-0.838	0.403
Information	0.9449	0.0735	12.864	$< .001$

Figure 4 of Model Coefficients i.e. Adoption of Luxury Skincare Products, the model predicts that if convenience (0.3774) and information (0.9449) are the two important variable and having positive impact on adoption of luxury skin care products. Value addition and price and savings do not influence the adoption of skin care product,

Figure 5 Conceptual framework
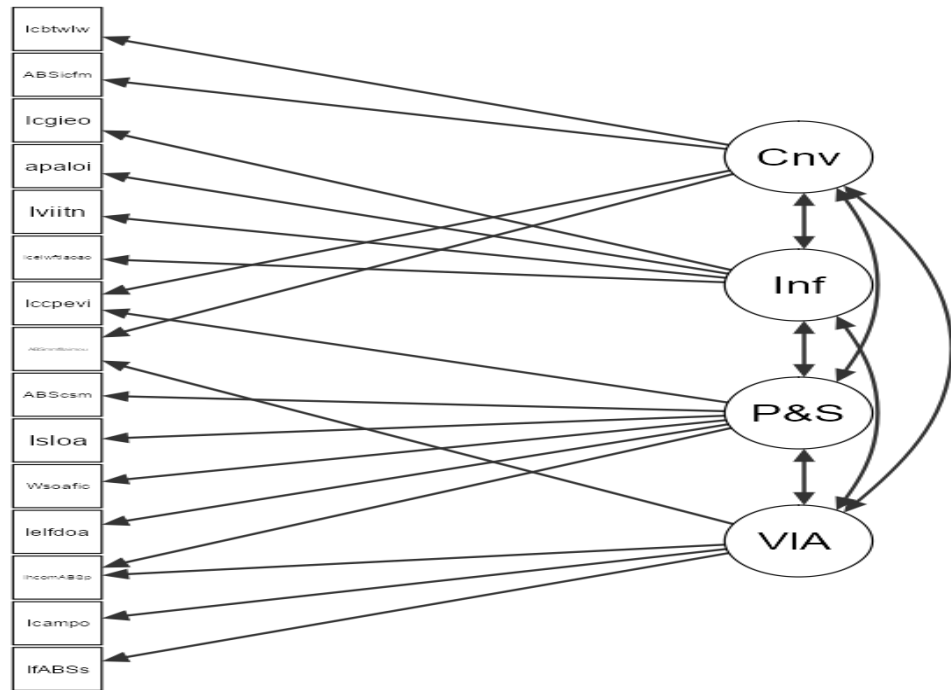
the proposed conceptual model in the figure 5 has been established on an assumption that all the observed variable having impact over the latent variables and these latent variables are having further impact over the adoption of luxury products and further this conceptual model has been and analysed with the help of estimated model.

Figure 6 estimated model
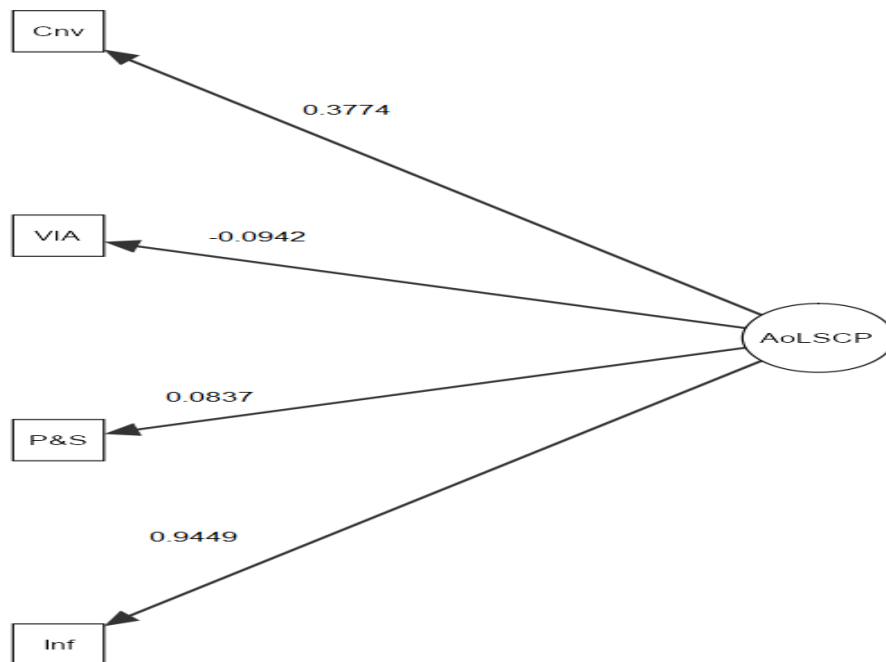
Estimated model in Figure 6 established association between of Adoption of Luxury Skincare Product and convenience and information, although value addition and price and saving were not associated with adoption on app-based shopping. Information (0.9449) were found most prominent among all the latent variables followed by convenience which consumer are experiencing while using app for browsing skin care product.

CONCLUSION

In this day and age of technological advancement, conventional methods of payment are no longer sufficient for certain people. It may be said that the Internet has profoundly altered customer notions about convenience, speed, pricing, and product and service information, since people increasingly choose easier ways to acquire brands and access shops. A new way to creating value for consumers and establishing connections has emerged as a consequence of this.

When it comes to adoption, knowledge is key. The outcome is consistent with the hypothesis that the availability of information influences adoption. The Internet has lowered the barrier to entry for anyone seeking knowledge. A greater degree of customer satisfaction is linked to more accurate product and service information when making an online purchase, according to. The importance of current, accurate, dependable, and full information is stressed. Online businesses must ensure that customers have access to all product information. Incomplete or incorrect information may be the cause of a product return in certain cases. Accessibility and comparability with competitors and similar goods must be ensured with the lowest number of clicks. While websites offer valuable information for online shopping, customers may also gain from reading other customers' reviews. Before making an online purchase, consumers may check the feedback left by others. In line with this theory, a broad range of options and comprehensive information resulted in customer referrals and viral marketing. Conviviality is another element that affects skin care product adoption behaviour.

FUTURE SCOPE OF RESEARCH

As a part of future research other latent variable such as security, app style and product availability can be considered and their impact can be assessed, moreover customization on the basis of demographic and difference areas can be completed for the purpose of research. Above all, male observation can also be taken into consideration.

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