

# Antecedents Of Customer Purchase Intention Of Furniture From Online Stores With The Assistance Of Augmented Reality Applications

**Abstract**—Developed countries around the world are already implementing AR applications in their business community, but as a developing country Sri Lanka is far behind with the touch of these technologies. Gaining competitive advantage, attracting customers, building brand reputation, and gaining high-profit margins are company's ultimate strategic goals that determine its existence in the competitive market. To win the high competition, needs to think innovatively and creatively. Customer purchase intention is the crucial factor that drives consumers to purchase certain products. Therefore, the objective is to identify antecedents that would impact the purchase intention of customers when shopping for furniture from online stores that have implemented augmented reality applications. The introduction section provides a starter for the study while the literature review is implemented to identify factors and develop a conceptual framework. Then the methodology section contains a description of the data collection process. This study adopted a distributed questionnaire approach. Then the data analysis which is conducted by adopting the PLS-SEM method follows the previous section. The results show that both factors namely: hedonic motivation and informativeness positively affect customer purchase intention.

**Keywords**— *Antecedents, Augmented Reality, Customer Purchase Intention, E-Commerce, Furniture Business,*

## I. INTRODUCTION

The retail industry has developed at an exponential rate due to digitalization. Studies argue that the reason for this behavior is the various implications that are made possible by the new technologies [1]. E-commerce is the process of buying, selling, or exchanging products, services, and information via computer networks, including the Internet [2]. Gaining competitive advantage, strengthening the customer base, cutting down unnecessary costs, reducing the gap between customers and company, increasing profits, etc. are some of the advantages of moving to e-commerce.[2]. The combination of the real world and virtual world through computer-generated images, sounds, motions, or other data in real-time is Augmented Reality. AR applications enable the “try before buy experience”. It helps the consumers to try products such as makeup and furniture to apply on the real environments and see how those things fit in [3]. AR technology is typically experienced through devices such as smartphones, tablets, or specialized AR glasses [4]. However, as a developing country, Sri Lanka is still in the infant stage of applications of augmented reality technology. Not only that but also consumers are not aware of this technology. Because of that, the author tries to find out the determinants that trigger customers to engage with these AR apps. . Though several studies were conducted on consumer behavior on the applications of AR in the fashion industry [1],agriculture industry [5], the tourism industry [6], online shopping [7] etc. There is a dearth of research on the area of purchase intention of customers’ regarding the furniture purchasing through online stores using AR applications. Finally, the research objectives are: 1. identify possible factors that drive customer purchase intention using existing

literature, 2. identify the most appropriate factors based on expert opinions, 3. find the actual driving factors adopting data analysis, 4. provide research recommendations.

## II. LITERATURE REVIEW

A literature review was implemented to identify the possible factors that would drive the customer purchase intention of furniture from online stores with the assistance of augmented reality applications. This study has decided to carry out a systematic literature review [8] to find possible factors as it is needed to conduct a broad and complete review of the literature.

The review question that guided the literature search is “*What are the possible factors that would drive the customer purchase intention of furniture from online stores with the assistance of augmented reality applications*”.

After the review question was finalized, the authors finalized the article inclusion criteria as below table.

TABLE I. Criteria for inclusion

Factor	Inclusion criteria
Type of publication	Peer-reviewed journal articles, conference papers, book chapters indexed in Scimago
Language	English
Research design	Conceptual and empirical
Time period	From 2013 to 2023 (inclusive)
Content	Studies on AR and online customer purchase intention

The search process for articles is implemented in three phases: identification, screening, and inclusion stage. The article search process is shown in Fig 1 below.

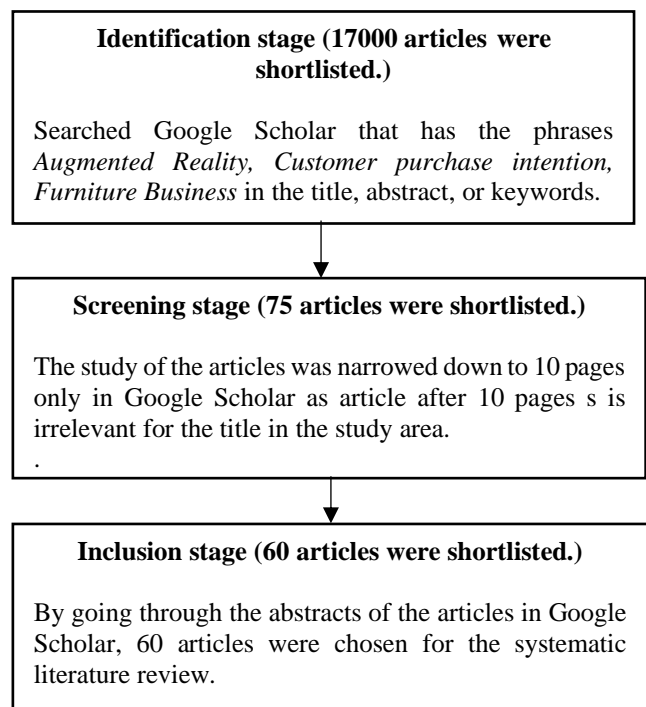


Fig. 1. Summary of the article search process.

### A. *Customer purchase intention*

Purchase intention is a type of customer commitment to buy or purchase a product whenever they need it. Purchase intention fluctuates based on customer satisfaction, brand loyalty, company reputation, etc. [7]. Past studies mention that there is a difference between customer purchase intention and customer behavior. According to those studies, the degree to which a customer is prepared to make an online purchase is known as online purchase intention while online purchase behavior is understood as the frequency with which customers make purchases over the internet [9]. According to studies, it is observed that customers who have experienced positive emotional situations show a higher probability of having stronger purchase intentions [10].

### B. *Augmented Reality*

Augmented reality is an interactive and advanced technology that integrates and combines virtual components with the physical environment. These virtual components can be texts, pictures, videos, symbols, audio, etc. AR headsets, tablets, smartphones, or projectors are used as devices when dealing with this technology [7]. AR can be considered as the technology that combines the actual world and the virtual world [11]. Applications of AR are currently present throughout a variety of industries, including games, medicine, tourism, agriculture, education etc [12],[13].

After carefully reviewing the shortlisted 60 articles, the author has identified several possible factors that could influence the purchase intention.

### C. *Possible antecedents that could influence the purchase intention*

The author has identified several possible factors that could influence purchase intention and customer engagement in the retail business with the assistance of AR applications.

#### 1) *Spatial presence*

This explains the act of observing virtual objects and environments as real physical objects and environments. In an AR environment virtual objects become part of the physical world. Inducing spatial presence can be done by giving the authority for the users to interact with these virtual environments as if they exist in the real world. [14], [3], [15].

#### 2) *Hedonic motivation*

Hedonic motivation means the feeling of fun, amusement, entertainment, fantasy, and sensory simulation. Consumers with greater hedonic shopping motivations are interacting more with these technologies [1]. Furthermore, it is documented that a considerable amount of impact of perceived enjoyment leads to e-trust which means the customers are more likely to use and trust such a tool. Hedonic motivation paves the path for consumer trust in a considerably high percentage [16]. When leveraging product virtualization technology for online shopping, hedonic motivation systems performed better than utilitarian motivation systems [17].

#### 3) *Attitude towards the brand*

According to existing studies, attitude toward a brand will be considered as a lasting summary evaluation of the brand that strengthens behavioral intentions. The attitude toward the brand may build through many factors such as experience

with the product, friend's recommendations, advertisements, etc. Brand attitude increases or decreases shopping intentions [18]. Moreover, it is stated that AR apps increase a person's attitude towards the brand and lead to positive impacts on purchase behaviors [19], [20].

#### 4) *Informativeness*

Consumers are more likely to purchase a product when resourceful and helpful information is available about the product. Also, a past study shows that consumers realize the benefits of advertising when showcases accurate and clear information about the products [21]. The perceived informativeness of AR that provides enriched product information increases considerably [22]. There are several studies showcase that applications that cater higher content of information about a product have better acceptability from and favorable situations from the consumers [23]. Moreover, displaying only key product information in a moderate amount is an important factor that AR implementers should be aware of as the unnecessary amount of information leads to customer dissatisfaction [24].

#### 5) *Perceived personalisation*

Perceived personalization is defined as the consumer's feeling that the information is personalized and catered only for him/her. The experience can be tailored to the individual customer by letting users see things on their own face or body (such as make-up, sunglasses, or clothing), or in their own home (such as furniture, a TV) [3]. The AR environment should have personalization features, such as being adjustable enough to meet the demands of various consumers [25]. According to research, individualized communication gets people's attention more easily, which increases how much they analyze and elaborate on the content [26].

#### 6) *Attitude towards online shopping*

Attitude toward online shopping is based on the personality traits of the individual and his locus of control. There are big five personality traits [27] that should be considered under this factor. And locus of control could influence the consumer's purchase intention negatively or positively [27]. The results of past studies suggest that demographic factors, product perceptions, customer service, perceived ease of use, site image, promotion, personal characteristics, and internet communication environments were positively related with online shopping attitude. But perceived consumer risk had a negative relationship. Both extrinsic benefits (time savings and money savings) and intrinsic benefits (pleasure, excitement, novelty, colorfulness) have significant positive effects to customers to purchase continuously through the internet [28].

#### 7) *Interactivity*

When there is real-time exchange of responses, consumers can receive immediate feedback. As an example, from retailers, friends, social media users etc. before purchasing a product in a web application or mobile application. Interactivity makes the way to increase awareness about products before buying [21]. Also, another definition of interaction is that extent to which users can participate in modifying the form and content of a mediated environment in real time. It is suggested that a high level of interactivity generate a greater User Experience that leads to the higher user satisfaction and willingness to buy[29].

Based on the discussions with the academics and industry personnels from the furniture industry, the author has finalized 6 most appropriate factors: namely, Hedonic Motivation, Perceived Personalization, Informativeness, Attitude Towards Online Shopping, Interactivity and Attitude Toward the Brand. Those factors were converted to a conceptual framework as below figure.

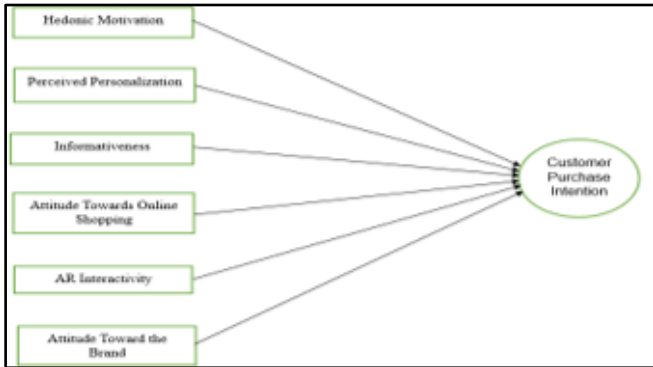


Fig. 2. Conceptual framework.

### III. METHODOLOGY

Gen Z and Millennials who are using AR platforms to purchase products online is the unit of analysis of the study. The population of the study is 1.4 billion AR platform users worldwide. To decide the minimum sample size, the author referred to the Cohen (1992) table. Since the framework has six relationships, consider 5% significance level and minimum  $R^2$  of 0.10, the sample size should be at least 130. Due to the operational ease, budget, and time constraints the author decided to adopt convenience sampling as the sampling approach for this study. This study is based on primary data collection only. Researchers distributed a structured questionnaire through e-mail and social media to collect data from the targeted respondents.

### IV. DATA ANALYSIS AND RESULTS

#### A. Preliminary data analysis

After gathering empirical data, a preliminary analysis was undertaken to ensure that the data adhered to minimum quality standards. The procedures include identifying and removing missing values and unusual response patterns, identifying, and eliminating extreme outliers and assessing data distribution.

#### B. Assessment of Demographic data

This study has considered 7 demographic factors relevant to the sample. They are age, gender, education qualification, purpose of using the furniture AR apps, frequency of online shopping and frequency of shopping with furniture AR apps. The findings indicate that most respondents are females, and most respondents are young people between age 18 to 24 years. Also, most people are engaging in online shopping at least once a month while using furniture AR apps at least once a year. Moreover, most people use these apps with the intention of buying some furniture rather than just for the fun and pleasant feeling gained.

#### C. Validation of the models

This study adopted PLS path modelling techniques to implement the analysis. Moreover, smartPLS software was used as the main tool for the task.

#### D. Assessment of the outer model

The relationship between latent variables and their indicators is validated. This study implemented the assessment of the reflective measurement model of the conceptual framework as the main task of this section.

##### 1) Internal consistency reliability

It assesses the degree to which the indicators correctly measure the construct.

	Cronbach's alpha	Composite reliability (rho_c)
INT	0.925	0.946
ATB	0.902	0.927
ATO	0.901	0.938
HM	0.901	0.931
INF	0.900	0.937
PI	0.859	0.905
PP	0.760	0.861

Fig. 3. Composite reliability and Cronbach's alpha values of each variable.

As indicated in the table, all the variables have values higher than 0.7 for the Cronbach's alpha and values higher than 0.7 for the composite reliability. Therefore, it is derived that all the indicators consistently measure each variable.

##### 2) Convergent validity

This step measures to what extent the indicators are correlated with other indicators of the same construct.

##### a) Outer loadings

Outer loadings - Matrix							
	ATB	ATO	HM	INF	INT	PI	PP
ATB_1	0.915						
ATB_2	0.915						
ATB_3	0.915						
ATB_4	0.723						
ATO_1		0.895					
ATO_2		0.915					
ATO_3		0.926					
HM_2			0.913				
HPL_3			0.886				
HPL_4			0.872				
INF_1				0.900			
INF_2				0.940			
INF_3				0.897			
INT_1					0.885		
INT_2					0.905		
INT_3					0.923		
INT_4					0.899		
PI_1						0.839	
PI_2						0.896	
PI_3						0.827	
PI_4						0.822	
PP_1							0.754
PP_2							0.893
PP_3							0.811
HPL_1			0.839				

Fig. 4. Outer loadings of each indicator.

According to the above table outer loading values of all the indicators are greater than 0.7 and not less than 0.4. Therefore, the reflective indicators will be retained.

##### b) Average variance extracted(AVE)

	Average variance extracted (AVE)
ATB	0.761
ATO	0.834
HM	0.771
INF	0.833
INT	0.815
PI	0.703
PP	0.674

Fig. 5. AVE values of each variable.

According to the above table AVE values of all the variables are greater than 0.5. Therefore, the reflective variables will be retained and will not be eliminated.

### 3) Discriminant validity

This tests whether the latent variables that should not be related to each other are not related and conceptually different from each other.

#### a) Cross-loadings

	ATB	ATO	HM	INF	INT	PI	PP
ATB_1	0.918	0.009	0.115	0.219	-0.044	0.086	0.052
ATB_2	0.918	0.066	0.07	0.163	0.057	0.053	-0.014
ATB_3	0.915	0.136	0.086	0.244	0.041	0.07	0.083
ATB_4	0.723	0.138	0.081	0.113	-0.16	0.02	0.059
ATO_1	0.08	0.995	0.491	0.359	0.293	0.318	0.193
ATO_2	0.054	0.918	0.493	0.48	0.396	0.415	0.253
ATO_3	0.088	0.926	0.51	0.459	0.366	0.4	0.246
HM_2	0.065	0.467	0.913	0.351	0.385	0.425	0.346
HM_3	0.104	0.473	0.886	0.298	0.359	0.391	0.242
HM_4	0.159	0.551	0.872	0.348	0.336	0.462	0.27
INF_1	0.153	0.401	0.336	0.9	0.26	0.531	0.191
INF_2	0.198	0.473	0.368	0.94	0.299	0.597	0.239
INF_3	0.283	0.436	0.286	0.897	0.262	0.465	0.115
INT_1	0.066	0.389	0.372	0.288	0.885	0.34	0.296
INT_2	-0.055	0.325	0.353	0.231	0.905	0.305	0.329
INT_3	0.05	0.336	0.348	0.267	0.923	0.274	0.237
INT_4	0.034	0.35	0.433	0.297	0.899	0.317	0.331
PI_1	-0.008	0.265	0.401	0.47	0.25	0.839	0.264
PI_2	0.108	0.326	0.35	0.486	0.325	0.866	0.161
PI_3	0.084	0.417	0.442	0.52	0.216	0.827	0.184
PI_4	0.064	0.383	0.403	0.488	0.363	0.822	0.153
PP_1	0.054	0.188	0.214	0.077	0.328	0.143	0.754
PP_2	-0.03	0.169	0.273	0.194	0.29	0.221	0.893
PP_3	0.12	0.28	0.32	0.121	0.219	0.189	0.811
HM_1	0.022	0.413	0.839	0.28	0.394	0.389	0.303

Fig. 6. Loadings and cross-loadings.

According to the table, it can be concluded that the discriminant validity has been achieved for all the latent variables as none of the loadings are less than cross-loadings.

#### b) Fornell-larcker criterion

	ATB	ATO	HM	INF	INT	PI	PP
ATB	0.873						
ATO	0.08	0.913					
HM	0.103	0.545	0.878				
INF	0.227	0.48	0.366	0.912			
INT	0.009	0.39	0.419	0.301	0.903		
PI	0.075	0.418	0.477	0.587	0.345	0.839	
PP	0.052	0.256	0.331	0.204	0.333	0.229	0.821

Fig. 7. Fornell-Larcker criterion table.

All the square root of AVE values of every variable is greater than the correlation values with any other variables. Therefore, it can be concluded that the discriminant validity has been established.

#### c) Heterotrait-monotrait ratio

Discriminant validity - Heterotrait-monotrait ratio (HTMT) - Matrix							
	ATB	ATO	HM	INF	INT	PI	PP
ATB							
ATO	0.113						
HM	0.113	0.602					
INF	0.239	0.525	0.401				
INT	0.059	0.419	0.458	0.327			
PI	0.091	0.466	0.538	0.660	0.383		
PP	0.101	0.309	0.396	0.240	0.402	0.279	

Fig. 8. HTMT Ratio table.

According to the generated result, all the HTMT Ratio values are lower than the value of 0.85. Therefore, this outer model has satisfactory discriminant validity.

### E. Assessment of the inner model

This step is about the hypothesis testing and establishing whether the proposed relationships exist between the latent variables.

#### 1) Path coefficients

	Original sample (O)	T statistics ( O/STDEV )	P values
ATB -> PI	-0.062	0.861	0.389
ATO -> PI	0.018	0.173	0.862
HM -> PI	0.263	2.752	0.006
INF -> PI	0.468	5.775	0.000
INT -> PI	0.079	0.860	0.390
PP -> PI	0.020	0.263	0.793

Fig. 9. Inner model path coefficients and significance levels

The HM->PI and INF->PI relationships are the only significant connections at 5% significance level. The reason is, to be significant, the P values should be less than 0.05 and t values should be higher than 1.96. Therefore, the relationships of ATB->PI, ATO->PI, INT->PI and PP->PI are insignificant at 5% significance level for this research.

#### 2) Confidence intervals

	Path coefficients	95% CI	t-values	p-values
ATB->PI	-0.062	[-0.206, 0.077]	0.861	0.389
ATO->PI	0.018	[-0.176, 0.238]	0.173	0.862
HM->PI	0.263	[0.064, 0.437]	2.752	0.006
INF->PI	0.468	[0.301, 0.616]	5.775	0.000
INT->PI	0.079	[-0.105, 0.257]	0.860	0.390
PP->PI	0.020	[-0.109, 0.189]	0.263	0.793

Fig. 10. Summary of confidence intervals, t-values, and p-values.

HM->PI and INF->PI relationships are positively affect the dependent variable as both confidence intervals are positive.

Finally, the below hypotheses are accepted from the conceptual framework.

**H1: Hedonic motivation relates positively to customer purchase intention.**

**H2: Informativeness relates positively to customer purchase intention.**

The modified conceptual framework is shown below.

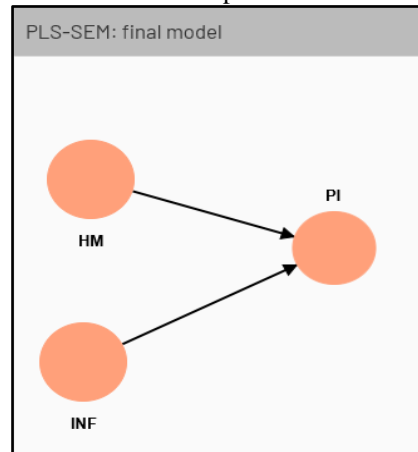


Fig. 11. Final structural model

## V. DISCUSSION AND CONCLUSION

The result from the statistical analysis derives that 4 hypotheses should be rejected, and 2 hypotheses should be retained.

The results emphasize the pivotal roles of hedonic motivation and informativeness of the AR app in influencing purchase intention within the context of AR-based furniture businesses. The research findings hold several implications for local furniture businesses in Sri Lanka.

Developers should focus on creating easy and user-friendly AR applications. It is suggested to introduce seasonal furniture themes and collections to align with holidays,

seasons, or current trends. Furthermore, incorporating AR filters or effects that superimpose various design styles, colors, or themes onto the user's actual surroundings. The application needs to provide thorough information for each furniture piece, including dimensions, materials, color choices, and care instructions. Furthermore, supplying details about the manufacturer, brand, and any certifications the product may have will be helpful for the customer to know more about the product. Furthermore, timely information such as discounts, new models introduced, promotions etc. Need to be displayed when the product is presented. Including customer reviews and ratings for each furniture item is another suggestion to increase the informativeness of the AR app. Another approach is including educational content on interior design principles, furniture care, and trends in the furniture AR app. Providing tips on optimizing furniture placement for different room sizes or layout can help the customers to choose various kinds of furniture from the company.

Implementing these strategies can empower local furniture businesses in Sri Lanka to effectively harness AR technology, leading to enhanced hedonic motivation, rich informativeness, and ultimately generating a stronger purchase intention.

The primary limitation is that the author considered only six major antecedents that would affect the customer purchase intention of furniture. Therefore, all other factors that have not been considered should also be investigated and derive any relationships. Various data collection methods such as interviews, focus group discussions etc. need to be implemented as this study is limited to only conducting a structured questionnaire approach. Moreover, this study used the non-probability sampling method, but it is suggested to use a probability sampling method in future research for more accurate results.

It is suggested to evaluate the holistic user experience offered by AR applications throughout the furniture shopping process as future research. Moreover, exploring the privacy concerns linked to the utilization of AR applications in the context of furniture shopping is related research. It is suggested to examine how customers employ multiple devices, such as smartphones, tablets, and smart glasses, in combination with AR applications for furniture shopping. Scientists are required to examine the impact of cultural factors on the adoption of AR applications in the context of furniture shopping. Finally, academics have various options and paths that can implement a comprehensive study as future research.

#### A. Conclusion

This study is mainly about identifying the antecedents that would trigger the customer purchase intention when they are buying furniture through furniture AR apps. This study planned to collect data from overseas, find the antecedents and provide recommendations to adopt them to the Sri Lankan furniture businesses.

As the first step, the author identified the research problem, aim and the objectives. Then a comprehensive literature review was done to identify the possible antecedents for the research problem. With the help of industry personnel and academics, six most appropriate antecedents are finalized for further investigation. Then, a conceptual framework was

developed. Then the population, sample size, data collection tool, sampling method are decided. It is agreed to distribute a structured questionnaire among the participants of this research. PLS-SEM analysis is adopted as the data analysis technique. Then the analysis process is done using two statistical tools which are IBM SPSS software and smartPLS software. The inner model and the outer model of the conceptual framework were investigated. This study concluded that customer purchase intention of furniture through AR applications is positively affected by the hedonic motivation and informativeness. Then based on the derived results, the recommendations for companies are given in the managerial implication section. After that limitations and future research suggestions are discussed.

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