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Purchase Decisions: The Role of Content and Augmented Reality Mediated by Purchase Interest

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Abstract: This study aims to analyze the influence of Content Marketing and Augmented Reality (AR) on Purchase Decision of beauty products on marketplace applications, with Purchase Intention as a mediator variable. The emergence of digital marketing technology such as Virtual Try-On features on platforms like Shopee and TikTok Shop has been reshaped consumer behavior in making purchase decisions. This research employs a quantitative method using Structural Equation Modeling (SEM) based on Partial Least Squares, analyzed through SmartPLS 4.0. The results show that Augmented Reality has a significant and positive effect on Purchase Intention and indirectly influences Purchase Decision through Purchase Intention. On the other hand, Content Marketing does not mean affect Purchase Intention, but it directly affects Purchase Decision. These findings suggest that immersive experiences enabled by AR are more effective in stimulating consumers' intention to buy than conventional marketing content.

Keyword: Content Marketing, Augmented Reality, Virtual-Try-On, Purchase Interest, Purchase Decision.

INTRODUCTION

The development of technology and the internet, especially through social media such as TikTok, Facebook, Instagram, and YouTube, opens up new opportunities for companies to reach a wider audience using efficient and effective methods. Marketing a product has changed from marketing 1.0 which can be called traditional marketing to the current marketing 5.0 which uses more advanced technology. Marketing 5.0 has five major trends, namely the millennial generation and generation Z which are known as digital-savvy, which have a fairly influential role in modern marketing today, showing that more than 78% of the Indonesian population using the internet with the millennial generation in digital economic growth, that the use of smartphones and social media in Indonesia in the 2022-2023 period, internet use in Indonesia reached 215.62 million people (Risalah, 2023).

Marketing 5.0 talks about the latest technology and the use of New Customer Experience. One of the digital marketing technologies is the emergence of virtual reality (VR) technology, and augmented reality (AR). reality (AR) that illustrates the progress of today's technology. But one of the technologies that is increasingly being used by companies to increase

consumer engagement and increase sales is Augmented Reality (AR). Reality (Daoud, Alqudah, Al-Qeed, & Al-Gasawneh, 2023).

The beauty industry is one of the sectors that has experienced rapid growth in this digital era. Asosiasi Digital Marketing Indonesia (2022) revealed that out of 700 million products in the Shopee and Tokopedia Markets, with 598 million total sales, the beauty product category ranks first in terms of sales. Then, in July 2022, 500 female respondents aged 18-55 years participated in a Populix poll, which revealed that 73% of women can spend up to IDR 250,000 on beauty products every month, and 23% can spend up to IDR 750,000 (Fimela, 2023). Based on Figure 1.1, this shows how the increasing public awareness of the importance of skin care, especially among the younger generation, has driven the demand for cosmetic and skin care products.

Marketplace platforms, especially Shopee and TikTok Shop, have emerged as key players in influencing consumer behavior through strategic marketing approaches. Content Marketing is certainly a special concern in attracting consumer buying interest. Of course, if the content that is presented attracts attention, it will certainly increase the chances of increasing consumer buying interest. According to Hajarian, Camilleri, Díaz, & Aedo (2021), content marketing is something created or shared by individual or organizations to tell a story like a conversation.

Influence of Content Marketing towards Purchase Interest can be seen in the results of research that has been carried out by Fan, Wang, & Mou (2024) obtaining Content results. Marketing has an influence on purchasing interest. Research conducted by Mathew & Soliman (2021), shows the result that content marketing has a positive and significant impact on purchasing decisions. The results of this study are supported by research conducted by Yaghtin, Safarzadeh, & Karimi Zand (2020) which states that Content Marketing has an impact on purchasing decisions. This result is inversely proportional to the research conducted by Asnawati, Nadir, Wardhani, & Setini (2022), which shows the result that content marketing does not have a significant influence on purchasing decision.

TikTok Shop and Shopee, for example, are taking advantage of "live streaming shopping," which research has shown has influenced impulse purchases with the interactive shopping experience, and the immediacy provided by live events. This engagement tactic has proven effective, especially among younger consumers, although there are concerns about the increase in impulse purchases, especially during the economic crisis. In the 5.0 era, the marketplace platform is now even more sophisticated by utilizing Augmented Reality (AR) which is named the Virtual-Try-On Feature.

This feature allows users to try directly the suitability of the product with its original form virtually in 3D space. According to the study, Alves & Luís Reis (2020) augmented reality (AR) has proven to be very profitable, especially for the retail industry and the sale of tangible goods. In beauty products, this feature can be used to try on lipstick color variants with their suitability on the user's lips.

This feature can also try on users wearing beauty accessories such as eyelashes whether they match the shape of the user's eyes and many more applications. By offering better product information, brand image, and interactive features that go beyond what can be provided, augmented reality (AR) can be used to try on lipstick color variants with their suitability on the user's lips. reality (AR) can enhance marketing efforts.

The results of the literature review Thakkar, Joshi, & Kachhela (2023) explains that "Through a comprehensive review of relevant literature and empirical analysis, this paper provides insights into the potential of AR as a strategic tools for enhancement consumer engagement and driving brand success in modern marketing landscape". Using augmented reality (AR) in digital marketing can be a consumer-focused marketing tactic. Retail companies can use augmented reality (AR) in digital marketing (Lu & Maknunah, 2025). reality (AR) to create immersive brand experiences and provide consumers with new ways to explore products

in their own way (Rejeb, Rejeb, & Treiblmaier, 2023; Sharma, 2023). Therefore, retail companies must provide augmented experiences, excellent reality to consumers (Henningsson, Vaidyanathan, Archibald, & Lohse, 2020). Therefore, more comprehensive research is needed to understand how the relationship between augmented reality influences consumers in making purchases.

Purchase Decision (Y)

According to Veronica & Surianto (2024) the Purchasing Decision is " Purchasing decisions are the initial step that consumers decide to buy a product, either goods or services". In addition, Kotler, Keller, & Chernev (2022) explaining, Purchasing Decision refers to the process that consumers go through from the time they realize the need to seek information until finally buying a product or service. Kotler added that Purchasing Decision is a stage or process of consumers to buy an item by evaluating needs with variable indicators in the form of 1.Recognition of Needs, 2.Information Search, 3.Alternative Evaluation, 4.Buying decision, 5.Post Purchase Evaluation.

Augmented Reality (X1)

According to Ajit, Lucas, & Kanyan (2021) augmented reality is a technology that combines virtual or digital objects with the real world in real time . According to research results Dewi & Sari (2024) immersive augmented Reality has 3 indicators, namely a) Interactivity (Interactivity) that users can interact directly through virtual media, which where the product can be resized, rotated, and moved as needed. b) Vividness (Clarity) The application product visualization is very detailed and real. Consumers can see clearly, This allows consumers to see the product very accurately before making a purchase. c) Novelty (Novelty) Using augmented reality for shopping is a completely new experience. Consumers can virtually test items before purchasing them, which is an engaging experience.

So it can be concluded that augmented reality has indicators, 1.Interactivity (User Experience), 2.Vividness (Visual Quality), 3.Novelty (Uniqueness).

H2: There is an influence between the Augmented Variables Reality of Purchase Intention .

H5: There is an influence between the Augmented Variables Reality of Purchase Decision .

H7: There is an influence between the Augmented Variables Reality of Purchase Decision via Purchase Intention .

Content Marketing (X2)

Content Marketing is a strategic approach to the audience to build an interesting and valuable product relationship through content in the form of video, audio, or writing and marketing the product (Veronica & Surianto, 2024; Zhang & Zhang, 2024). According to Rose (2023), Content Marketing "Is a strategic approach aimed at creating and distributing relevant, valuable, and consistent content to attract a clearly defined audience with the goal of building long-term relationships and driving profitable action." According to Yazgan Pektas & Hassan (2020) Content Marketing is a strategy that focuses on creating and distributing interesting and valuable content to build strong relationships with audiences .

Content variable indicator Marketing refers to this definition, namely 1.Content that presents important information that is relevant to the brand or product, 2.Content that provides useful information, 3.The content information provided is reliable, 4.The content is delivered in a clear and easy to understand manner.

H1: There is an influence between the Content Variables Marketing to Purchase Intention .

H4: There is an influence between the Content Variables Marketing to Purchase Decision .

H6: There is an influence between the Content Variables Marketing to Purchase Decision via Purchase Intention .

Purchase Interest (Z)

According to research Tjahyadi (2022), consumer buying interest arises from the process of selecting the product desired by the consumer. It begins with consumers deciding on the product they want or need and comparing it based on the criteria they set. Consumer comparison factors for a product that affect consumer buying interest. Kotler et al. (2022) Buying interest is an important element in the consumer decision-making process that reflects an individual's tendency to choose alternative products after searching for information.

So it can be concluded that the Buying Interest indicator refers to the expert definition as follows, 1.Transactional Interest, 2.Referral Interest, 3.Preferential Interests, 4.Explorative Interest.

H3: There is an influence between the Purchase Variable Intention to Purchase Decision.

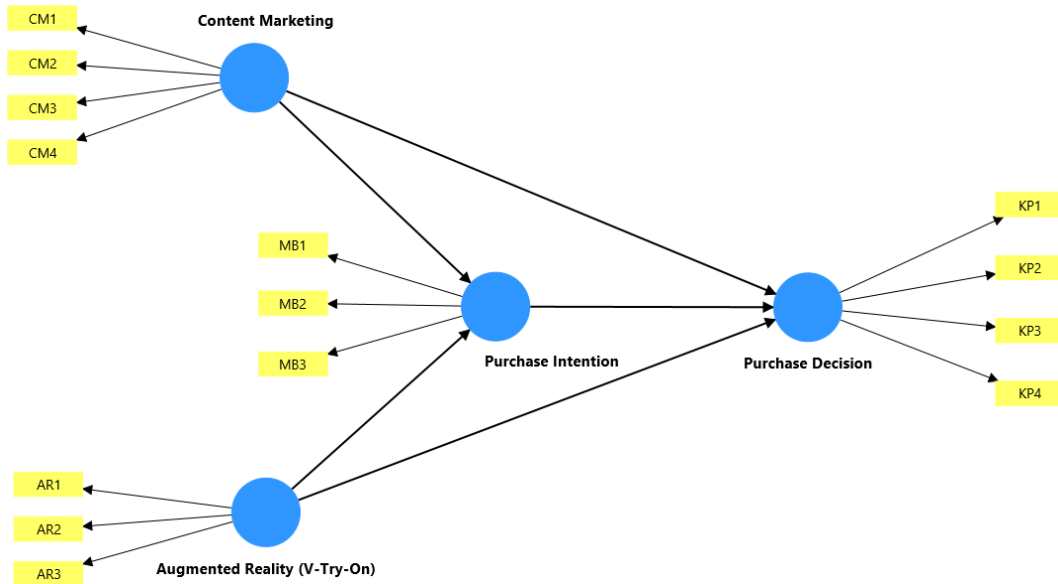


Figure 1. Research Framework

METHOD

This research applies Structural Equation Modeling (SEM) as an inferential statistical method that allows the analysis of complex relationships between independent, mediating, and dependent variables simultaneously (Rahadi, 2023). Hair et al. (2021) Explains that in SEM there are two main models: a measurement model, which is used to assess discriminant validity, and a structural model, which describes the relationships between hypothesized variables. This study uses SmartPLS 4.0, a statistical software that is widely used in Partial SEM analysis. Least Squares (PLS-SEM).

Because the author aims to examine the phenomena of marketing through the hypothesis of elements that influence buying interest in green skin care products, researchers will employ a form of conclusive research research design in this study. The survey approach used in this study, which used an online questionnaire with five Likert scales, employs primary data. This study used a quantitative sample technique called judgment sampling, in which the researcher selects respondents based on specified criteria. Respondents in this poll range in age from 18 to 27, have never purchased a Garnier product, but are aware of the Garnier Green Beauty initiative. As many as 190 responses who fit the requirements were found in the screening procedure' findings.

Table 1. Demographic profile Respondent

		Amount	Percentage
State	Setu	23	14.4%

	Serpong	21	13.1%
	Pamulang	26	16.3%
	Ciputat	23	14.4%
	Ciputat Timur	22	13.8%
	Pondok Aren	24	15.0%
	Serpong Utara	21	13.1%
Gender	Male	106	66%
	Female	54	34%
Age	18 - 24	97	60.6%
	25 - 34	60	37.5%
	35 - 44	3	1.9%

Source: Research data (2025)

The demographic profile of respondents indicates a diverse distribution across districts, age groups, and gender. In terms of residence, the largest proportion of respondents comes from Pamulang (16.3%), followed by Pondok Aren (15.0%), Setu and Ciputat (each 14.4%), Ciputat Timur (13.8%), Serpong and Serpong Utara (each 13.1%). This distribution shows a relatively even representation across the study area. Regarding gender, the majority of respondents are male, accounting for 66%, while females represent 34% of the sample. In terms of age, most respondents fall within the 18–24 years age group (60.6%), followed by those aged 25–34 years (37.5%). Only a small proportion of respondents are aged 35–44 years (1.9%). Overall, the findings suggest that the sample is predominantly young adults, with a higher representation of males and a balanced geographic distribution across districts.

RESULTS AND DISCUSSION

Outer Model

Table 2. Outer Model Results

	Outer Loading Factor
AR1 <- Augmented Reality (V-Try-On)	0,864
AR2 <- Augmented Reality (V-Try-On)	0,920
AR3 <- Augmented Reality (V-Try-On)	0,900
CM1 <- Content Marketing	0,718
CM2 <- Content Marketing	0,817
CM3 <- Content Marketing	0,735
CM4 <- Content Marketing	0,667
KP1 <- Purchase Decision	0,652
KP2 <- Purchase Decision	0,826
KP3 <- Purchase Decision	0,832
KP4 <- Purchase Decision	0,728
MB1 <- Purchase Intention	0,787
MB2 <- Purchase Intention	0,776
MB3 <- Purchase Intention	0,765
	AVE
Augmented Reality (V-Try-On)	0,801
Content Marketing	0,527
Purchase Decision	0,582
Purchase Intention	0,602

Source: Author's Data Processing Results Using SmartPLS 4.0

The results for all indicators show that they can be used as variables. instrument this study . What was excluded from this study was the 4th Indicator in the Purchase Interest variable , namely the explorative interest indicator with an outerloading value of <0,50. This shows that there is an indication that consumers no longer need to look for additional information related to the product. Because information related to the use of Augmented Reality is enough to answer the needs and suitability of product attributes with consumer desires. Especially in cosmetic products, if you can match the suitability of the product color with the consumer's skin, there is a tendency to no longer need to see the suitability of the color through previous consumer reviews .

Composite Reliability

Table 3. Reliability Value Results

	Composite Reliability (rho a)
Augmented Reality (V-Try-On)	0,877
Content Marketing	0,731
Purchase Decision	0,763
Purchase Intention	0,674

Source: Author's Data Processing Results Using SmartPLS 4.0

Cronbach's overall results Alpha in this study shows all variables > 0,60. Thus, this study has indicators that are able to explain all of them. Latent variables of this research.

Discriminant Validity

Table 4. Discriminant Value Results

Discriminant validity

	Augmented Reality (V-Try-On)	Content Marketing	Purchase Decision	Purchase Intention
Augmented Reality (V-Try-On)				
Content Marketing	0,637			
Purchase Decision	0,569	0,834		
Purchase Intention	0,930	0,410	0,877	

Source: Author's Data Processing Results Using SmartPLS 4.0

Almost every latent variable has a clear difference and does not have similarities with each other. However, for the Augmented variable Reality and Purchase Interest may have a little similarity, slightly approaching the threshold, but in terms of indicators it is clearly different. All of these variables can still be continued in the next stage of this study. This finding can be a limitation of this study and a reference for future research related to the similarity of correlation between the Augmented variables. Reality with Purchase Interest.

Inner Model (R- Square)

Table 5. R- Square Value Results

	R- square	R- square adjusted
Purchase Decision	0,640	0,630
Purchase Intention	0,522	0,514

Source: Author's Data Processing Results Using SmartPLS 4.0

Based on the test results, the R- square value for Purchasing Decisions was 0,640, which indicates the influence between the independent variables and motivation. against dependent variables play a fairly strong role in the dependent variables. This can also be interpreted that, Purchasing Decisions are influenced by marketing content and Augmented Reality through Purchase Interest plays a role of only 64%. This value is called the Determinant Coefficient Value obtained by multiplying the R2 value by 100% (0,640 x 100% = 64,00%). While the influence of the independent variable on the mediation variable has a moderate value, which is 0,522.

F- Square

Table 6. F- Square Results

	f- square
Augmented Reality -> Purchase Decision	0,113
Augmented Reality -> Purchase Intention	0,912
Content Marketing -> Purchase Decision	0,677
Content Marketing -> Purchase Intention	0,013
Purchase Intention -> Purchase Decision	0,634

Source: Author's Data Processing Results Using SmartPLS 4.0

It turns out that of the 5 models of direct relationship between variables, the relationship between Content Marketing to Purchase Decision has a weak relationship with an F- Square value of 0,013 below 0,02. Followed by the Augmented variable Reality has a moderate relationship to Purchase decision . This is indicated by the F- Square value of 0,113 slightly below 0,15. While the rest have a strong relationship with F- Square values each above 0,35. a. Augmented Reality of Purchase Intention has an F- Square value of 0,912>0,35. b. Content Marketing to Purchase Decision has an F- Square value of 0,677>0,35. c. Purchase Intention to Purchase Decision has an F- Square value of 0,634>0,35.

Path Test Coefficients

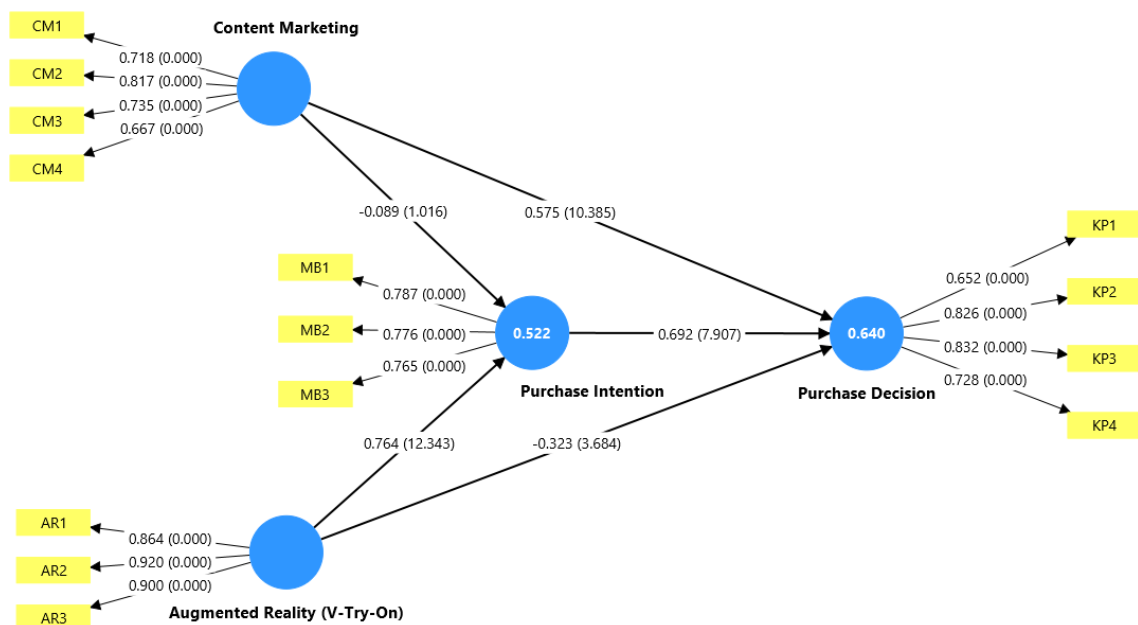


Figure 2. Bootstrap Method Data Processing Results

Source: Author's Data Processing Results Using SmartPLS 4.0

The results of the direct path analysis between variables in Figure 3 can be explained as follows. a. Augmented Reality -> Purchase Intention, has a path value of 0,746 which indicates that there is a strong and positive influence between Augmented Reality of Direct Purchase Interest. b. Content Marketing -> Purchase Intention, has a path value of -0,089, meaning that the direct relationship between the marketing content variable and intention is very weak and negative. c. Purchase Intention -> Purchase Decision, with a correlation value of 0,692, indicates a strong and positive direct relationship between the purchase interest variable and the purchase decision. d. Augmented Reality -> Purchase Decision, has a path value of -0,323 which indicates that there is a weak and negative influence between Augmented Reality on Purchasing Decisions directly. e. Content Marketing -> Purchase Decision, has a path value of 0,575, meaning that the direct relationship between the marketing content variable and the Purchase Decision is moderate and positive.

Table 7. Path Value Results Coefficients - Direct and Indirect Effects

Path coefficients

Mean, STDEV, T values, p values

Direct Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Augmented Reality -> Purchase Decision	-0,323	-0,328	0,088	3,684	0,000
Augmented Reality -> Purchase Intention	0,764	0,757	0,062	12,343	0,000
Content Marketing -> Purchase Decision	0,575	0,582	0,055	10,385	0,000
Content Marketing -> Purchase Intention	-0,089	-0,075	0,088	1,016	0,310
Purchase Intention -> Purchase Decision	0,692	0,693	0,087	7,907	0,000

Specific Indirect Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Augmented Reality -> Purchase Intention -> Purchase Decision	0,528	0,527	0,093	5,654	0,000
Content Marketing -> Purchase Intention -> Purchase Decision	-0,062	-0,055	0,064	0,965	0,335

Source: Author's Data Processing Results Using SmartPLS 4.0

The results of the indirect path analysis between the independent variables and the dependent variables through the mediating variables in Table 6 can be explained as follows.

a. Augmented Reality -> Purchase Intention -> Purchase Decision, has a path value of 0,528 which indicates a moderate and positive influence between Augmented Reality on Purchase Decisions through Purchase Interest. b. Content Marketing -> Purchase Intention -> Purchase Decision, different results are shown with a path value of -0,062 which shows a very weak and negative influence between Content Marketing on Purchase Decisions through Purchase Interest.

Hypothesis testing

From table 6, we can see the results of the t- statistic and p- value values which show the results of the hypothesis test with the following details :

a.H1: There is an influence between the Content Variables Marketing to Purchase Intention rejected . This decision was due to the t- statistic value $<$ from the t-table ($1,016 < 1,96$) and had a p- value $> 0,05$ ($0,310 > 0,05$). b.H2: There is an influence between the Augmented Variables Reality of Purchase Intention accepted . This decision is due to the t- statistic value $>$ from the t-table ($12,343 > 1,96$) and has a p-value $< 0,05$ ($0,000 < 0,05$). c.H3: There is an influence between the Purchase Variable Intention to Purchase Decision accepted . This decision is due to the t- statistic value $>$ from the t-table ($7,907 > 1,96$) and has a p-value $< 0,05$ ($0,000 < 0,05$). d.H4: There is an influence between the Content Variables Marketing to Purchase Decision accepted . This decision is due to the t- statistic value $>$ from the t-table ($10,385 > 1,96$) and has a p-value $< 0,05$ ($0,000 < 0,05$). e.H5: There is an influence between the Augmented Variables Reality of Purchase Decision accepted . This decision is due to the t- statistic value $>$ from the t-table ($3,684 > 1,96$) and has a p-value $< 0,05$ ($0,000 < 0,05$). f.H6: There is an influence between the Content Variables Marketing to Purchase Decision via Purchase Intention rejected . This decision was made because the t- statistic value $<$ from the t-table ($0,965 < 1,96$) and had a p- value $> 0,05$ ($0,335 > 0,05$). g.H7: There is an influence between the Augmented Variables Reality of Purchase Decision via Purchase Intention accepted . This decision is due to the t- statistic value $>$ from the t-table ($5,654 > 1,96$) and has a p-value $< 0,05$ ($0,000 < 0,05$).

The results of the study showed that Augmented Reality (AR) has a significant influence on consumer purchasing interest and purchasing decisions. This can be seen from the three indicators that have a very strong contribution value, with the highest outerloading point in the AR2 indicator "Visual Quality (Vividness)". This indicator represents the function of AR in providing illustrations of the appearance of beauty products directly on the consumer's face, thereby increasing consumer confidence in having the product. This finding is in line with the results of research on the role of Augmented Reality (AR), thus increasing consumer confidence in having the product. Salma Dhianita & Popy Rufaidah (2024) Augmented Reality mediated buying interest. In his research Augmented Reality Reality has been shown to reduce consumer uncertainty and increase product usability, which in turn drives purchase intention and increases the likelihood of a purchase decision. Other results were also found to be similar to research findings that state that AR technology, especially the virtual Alves & Luís Reis (2020) try-on feature , has an impact on increasing purchase decisions. The virtual try-on feature is able to create an immersive shopping experience and increase consumer emotional involvement in the product.

Meanwhile, Content Marketing does not have a significant influence on purchase interest. Likewise, the influence of marketing content mediated by purchase interest on purchasing decisions also has no influence. The findings of this study contradict the results of research Mahyuzar & Kholifah (2023) in his study entitled "Content Marketing, Electronic Promotion and Social Media Marketing simultaneously have a significant positive effect on Intention To Buy", which states that content marketing should have a positive correlation with purchase interest. Researchers see a weak indicator contribution, namely in Indicator CM4 "Content is delivered in a clear and easy-to-understand manner". Researchers traced the content, found that on average beauty content only focuses on the results of use. While consumers need other more information, such as composition, compatibility with certain skin types, even to the suitability of the product color in the content "real pict ." with the original. However, the results of this study have unique findings, where Content Marketing has a significant influence on direct purchasing decisions. This difference can be caused by the tendency of consumers to purchase using marketplaces rather than social media. The form of content used in marketplaces tends to be more informative and can inspire further exploration through reviews and so on. Thus strengthening consumer purchasing intentions and decisions. This finding is supported by

research Mathew & Soliman (2021) in their study found that content Marketing plays an important role in driving the final purchasing decision.

Purchase Interest was found to have a positive and significant influence on purchasing decisions. The results of this study are in line with what has been done by (Mahyuzar & Kholifah, 2023) and Hondo (2024) that purchase interest has a positive and significant influence on purchasing decisions on Tokopedia Application users. The similarity of the research results was also expressed by Alviyendra & Pardede (2024) Proving that purchase interest has a positive and significant influence on Purchase Decisions for Boba Drinks in Empang sub-district.

CONCLUSION

Overall, the results of this study underscore the importance of immersive experiences. Augmented Reality on the Virtual- try - on feature, as the main driver of purchasing decisions. Shown from the research results, this influence has a direct impact on the dependent variable or through mediation of consumer purchasing interest. The role of content Marketing turns out to only have a direct impact as a trigger for purchasing decisions at the end of the process.

As a note and limitation of this study on indicators that are suspected to be the cause of the lack of influence of marketing content on purchasing interest. For other researchers who want to continue this research, it is better to study more deeply about marketing content on more specific content composition. As a suggestion for the future for companies, it is necessary to realize that marketing content on social media must provide clear and easy-to-understand information. Although these two technological features cannot stand alone, there needs to be integrated collaboration in order to create customer a convincing and interesting journey.

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