

CHAPTER V

CONCLUSIONS AND IMPLICATIONS

A. Conclusion

Based on the analysis conducted in the previous chapter, it can be concluded that :

1. Virtual Try On Technology have a positive effect on Hedonic Value
2. Virtual Try On Technology have a positive effect on Utilitarian Value
3. Hedonic Value have a positive effect on purchase intention
4. Utilitarian Value have a positive effect on purchase intention
5. Hedonic Value mediate the effect Virtual Try On Technology on purchase intention
6. Utilitarian Value mediates the effect of Virtual Try On Technology on purchase intention
7. User Information Privacy Control do not moderates the effect of Virtual Try On Technology on Hedonic Value
8. User Information Privacy Control do not moderates the effect of Virtual Try On Technology on Utilitarian Value

B. Implications

1. Theoretical implications

- a. This study offers a fresh theoretical framework to bridge the existing gap in prior studies by exploring how Virtual Try On Technology influences consumers' intention to purchase.
- b. This study significantly contributes to the advancement of technology acceptance theory by demonstrating the dual-pathway mechanism through which Virtual Try-On technology influences consumer behavior. The findings extend the traditional

Technology Acceptance Model (TAM) by incorporating both hedonic and utilitarian value dimensions as simultaneous mediators, providing empirical evidence that AR-based technologies operate through parallel cognitive and affective processing routes. This theoretical contribution challenges the conventional assumption that technology acceptance follows a single evaluative pathway and instead supports a more nuanced understanding where emotional gratification (hedonic value) and functional benefits (utilitarian value) work synergistically to drive purchase intentions. The research establishes a new theoretical framework that bridges technology acceptance literature with consumer value theory, offering scholars a more comprehensive lens for examining AR technology adoption in commercial contexts.

2. Managerial Implications

- a. The findings provide actionable insights for managers implementing AR technologies by highlighting the critical importance of balancing both hedonic and utilitarian value propositions. Companies should design Virtual Try-On experiences that simultaneously deliver functional efficiency (utilitarian value) and emotional engagement (hedonic value) rather than focusing solely on one dimension. This dual-value approach requires strategic investment in both technical capabilities that enhance usability and convenience, as well as creative elements that generate excitement and enjoyment. Managers should develop AR features that streamline the decision-making process while incorporating gamification elements, social sharing capabilities, and aesthetically pleasing interfaces. The research suggests that companies achieving this balance will experience stronger consumer engagement and higher conversion rates, as both

rational and emotional purchase drivers are activated simultaneously. This strategic framework is particularly valuable for companies in competitive markets where differentiation through traditional product features alone may be insufficient.

- b. The research reveals that privacy controls should be reframed from defensive necessities to positive differentiators in marketing strategies. Managers should proactively communicate privacy features as value-added benefits rather than merely compliance requirements, particularly in technology-driven customer experiences. Companies should develop transparent data usage policies and user-friendly privacy controls as competitive advantages, emphasizing how these features enhance rather than restrict the user experience. This approach involves creating clear privacy dashboards, offering granular control options, and educating consumers about data protection measures through positive messaging that builds trust and perceived technological sophistication. The findings suggest that companies positioning privacy controls as premium features similar to how security features are marketed in automobiles can create positive associations with brand reliability and innovation. This strategy is especially effective for companies targeting younger demographics who value both technological advancement and personal data protection, transforming potential privacy concerns into competitive advantages

C. Limitations of The Study

There are several limitations in this study that need to be known, including :

1. Another limitation of this study pertains to the demographic composition and generalizability of findings. The sample predominantly consisted of private sector

employees (53.4%) and university students (30.8%) aged 26-30 years, with a significant gender imbalance favoring female participants (60.6%). This demographic concentration, while reflecting the typical early adopters of AR technology, may limit the applicability of findings to broader consumer segments. The overrepresentation of tech-savvy, younger demographics might have inflated the positive perceptions toward Virtual Try-On technology, as this group typically demonstrates higher technology acceptance and digital literacy. Consequently, the findings may not adequately represent the perspectives of older consumers, rural populations, or individuals with lower technological proficiency, who constitute significant market segments for eyewear products.

2. One limitation of this study lies in the contextual scope of the research design, particularly regarding user privacy assessment. Although the study explored the role of User Information Privacy Control, the research framework may not have adequately captured the depth of participants' actual privacy concerns in the context of Virtual Try On technology. During informal interactions and spontaneous discussions with respondents about privacy matters, it became apparent that many participants had limited awareness of data collection practices and privacy implications associated with AR-based applications. This observation suggests that the relatively positive responses toward privacy control features might reflect a general lack of privacy consciousness rather than genuine comfort with data handling practices. The limitation could be attributed to the relatively low perceived risk associated with eyewear products compared to more sensitive categories, or a generational tendency among young consumers to underestimate privacy risks in digital environments. Future research should incorporate more comprehensive privacy awareness assessments and consider conducting qualitative interviews to

better understand the nuanced relationship between privacy perceptions and technology adoption.

