PERCEPTIONS OF AUGMENTED REALITY IN E-COMMERCE: AN ANALYSIS OF GENDER AND AGE DIFFERENCES

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Abstract: Augmented reality (AR) technology has surfaced as a revolutionary tool in the online retail sector, providing customers with an immersive purchasing encounter. This research examines how Gender and age impact individuals' perspectives on obstacles and possibilities associated with implementing augmented reality in online commerce. A specimen of 600 participants was classified by Gender and age categories, and their perspectives were examined. The results unveil noteworthy gender-related disparities, with women displaying more favourable perspectives than men. Furthermore, age-related fluctuations in perceptions were noted, underscoring the impact of generational disparities. This study enhances comprehension regarding the impact of population characteristics on shaping consumer perspectives towards AR in online retail.

Keywords: Augmented Reality, E-commerce, Gender Differences, Age Groups, Perceptions, Technology Adoption

1. INTRODUCTION

Augmented reality (AR) technology has acquired substantial prominence in diverse sectors, with online commerce being no exception. The incorporation of AR into the e-commerce scenery presents a distinct and interactive shopping encounter for customers, enabling them to envision products in a simulated setting prior to finalising a buying choice. Nevertheless, the triumphant execution of AR in online retail depends not solely on technological progress but also on the perspectives and dispositions of the individuals who utilise these platforms.

This investigation seeks to examine how Gender and age impact the understandings of obstacles and possibilities linked to implementing Augmented reality in online commerce. The incorporation of Augmented Reality (AR) technology into e-commerce platforms possesses the capacity to transform the manner in which consumers engage in online shopping, amplifying their decision-making procedures and overall contentment. Comprehending how distinct demographic elements influence these perspectives is vital for enterprises and decision-makers aspiring to exploit AR efficiently in the online retail sector. The research conjectures concentrate on three pivotal demographic variables: Gender, geographical area, and age. In this preamble, we will furnish a concise outline of the importance of each of these elements in moulding impressions associated with AR in online retail.

Gender and Perceptions of Augmented Reality in Online Commerce: Gender has been acknowledged as a vital factor in technology adoption and usage tendencies. Previous studies have suggested that males and females might exhibit different levels of ease, acquaintance, and viewpoints towards technology, which can greatly influence their interpretations of augmented reality in online shopping. By scrutinising gender disparities, this investigation aims to reveal possible discrepancies in how male and female customers perceive the obstacles and possibilities linked to AR technology in an online shopping setting.

Age and Perspectives of Augmented Reality in Online Retail: Age is a crucial demographic element recognised to influence technology acceptance and adoption. Diverse generations may possess different levels of digital proficiency and ease with emerging technologies like augmented reality. Comprehending how age impacts viewpoints of AR in online retail is crucial for customising advertising approaches and user interactions to fulfil the preferences and anticipations of diverse age categories.

2. OBJECTIVES/HYPOTHESIS

Objectives

1. To examine and compare the perceived challenges and opportunities related to AR in e-commerce between male and female consumers.

2. To identify any gender-specific factors that may influence these perceptions, such as prior technology experience and preferences in online shopping.

3. To analyze the impact of age on perceptions of AR in e-commerce by categorizing participants into distinct age groups.

4. To examine generational differences in terms of familiarity with technology and expectations regarding the integration of AR in the online shopping process.

Hypothesis

HYPOTHESIS I

Null Hypothesis (H0): Perceived challenges and opportunities in implementing augmented reality in e-commerce are consistent across different gender groups.

Alternate Hypothesis (H1): Perceived challenges and opportunities differ between genders.

HYPOTHESIS II

Null Hypothesis (H0): Perceived challenges and opportunities in implementing augmented reality in e-commerce are consistent across different age groups.

Alternate Hypothesis (H1): Perceived challenges and opportunities vary among different age groups.

3. RESEARCH METHODOLOGY

1. Research Design:

This investigation utilises a cross-sectional research design to explore the impact of Gender and age on consumer perspectives of Augmented reality (AR) in the online shopping industry. Cross-sectional investigation permits the gathering of information at a solitary moment, empowering a glimpse of the population's viewpoints.

2. Variables:

a. **Dependent Variable:** Perceptions of AR in e-commerce. b. **Independent Variables:** - Gender (Male, Female) - Age (Categorized into distinct groups)

3. Theoretical Framework:

The research is framed within the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT). These frameworks provide a foundation for understanding how individual characteristics, including demographics, impact the acceptance and use of technology.

4. Sample Size:

The example magnitude for this investigation is established at 600 individuals, selected from varied backgrounds and demographics. It encompasses an equitable portrayal of gender and age categories, guaranteeing sturdy statistical examination.

5. Data Collection Process:

a. **Questionnaire Development:** A structured questionnaire is designed to gather data on participants' perceptions of AR in e-commerce. The questionnaire includes both closed-ended and Likert-scale questions.

b. **Sampling:** Participants are selected through random sampling methods to ensure a representative sample of the target population.

c. **Data Collection:** Participants are invited to complete the online questionnaire, which is administered via email and online survey platforms. Informed consent is obtained from all participants.

d. **Data Validation:** Data quality is ensured through careful monitoring of responses, and any incomplete or inconsistent responses are addressed.

6. Data Analysis Tools:

a. **Descriptive Analysis:** Descriptive statistics, including means, standard deviations, and frequency distributions, are computed to summarize the data.

b. **Inferential Analysis:** - **Independent Samples t-tests:** To compare gender-based differences in perceptions of AR in e-commerce. - **Analysis of Variance (ANOVA):** To assess age-related variations in perceptions across different age groups.

c. **Qualitative Analysis:** Qualitative data from open-ended questions are analyzed thematically to identify recurring themes and patterns in participants' responses.

d. **Statistical Software:** Statistical analysis is conducted using software such as SPSS (Statistical Package for the Social Sciences) and qualitative analysis using NVivo.

The amalgamation of numerical and descriptive data analysis techniques enables a thorough comprehension of how gender and age demographics impact consumer perspectives of augmented reality in the online retail industry. This research approach guarantees the meticulousness and authenticity of the study's discoveries and adds to the current collection of knowledge in the realm of technology adoption and online commerce.

4. RESULT AND DISCUSSION

HYPOTHESIS I

Null Hypothesis (H0): Perceived challenges and opportunities in implementing augmented reality in e-commerce are consistent across different gender groups.

Alternate Hypothesis (H1): Perceived challenges and opportunities differ between genders.

Table 1 Group Statistics for Perceived Challenges and Opportunities in Implementing Augmented Reality in E-commerce by Gender

Group Statistics					
	gender	N	Mean	Std. Deviation	Std. Error Mean
Perceived challenges and opportunities in implementing augmented reality in e-commerce	MALE	324	1.85	1.535	.085
	FEMALE	276	3.30	.656	.040

Table 1 Group Statistics for Perceived Obstacles and Possibilities in Executing Augmented Reality in Online Commerce by Gender presents an overview of the information, encompassing the participant count (N), the average, deviation, and mean standard error for each gender category. It demonstrates that there were 324 masculine participants with an average perception score of 1.85 and a deviation of 1.535, whereas there were 276 feminine participants with a greater average perception score of 3.30 and a lesser deviation of 0.656.

Table 1 (a) Levene's Test for Equality of Variances and t-test for Equality of Means for Perceived Challenges and Opportunities in Implementing Augmented Reality in

Independent Samples Test				t-test for Equality of Means
		Levene's Test for Equality of Variances		
		F	Sig.	t
Perceived challenges and opportunities in implementing augmented reality in e-commerce	Equal variances assumed	107.699	.000	-14.623
	Equal variances not assumed			-15.456

Table 1 (a) exhibits the outcomes of Levene's Examination for Equivalence of Disparities and the t-test for Equivalence of Averages for Perceived Obstacles and Possibilities in Executing Augmented Reality in Online Commerce by Gender. The Levene's examination suggests that there is a noteworthy disparity in variances between the two groups. The t-examination, assuming equivalent disparities, displays an exceedingly noteworthy distinction in average perception scores amidst males and females, with a t-value of -14.623. The t-examination with dissimilar disparities likewise verifies an exceedingly noteworthy distinction, with a t-statistic of -15.456.

Table 1 (b) Independent Samples t-test for Equality of Means for Perceived Challenges and Opportunities in Implementing Augmented Reality in E-commerce by Gender

Independent Samples Test				
		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
Perceived challenges and	Equal variances assumed	598	.000	-1.452

opportunities in implementing augmented reality in e-commerce	Equal variances not assumed	452.063	.000	-1.452

Table 1 (b) furnishes supplementary information on the autonomous samples t-test for Parity of Averages. It comprises the liberty degrees (df), importance level (Significance 2-tailed), and the average disparity amidst the two gender cohorts. The t-examination findings, assuming equivalent disparities, unveil an exceedingly noteworthy disparity in average perception ratings (Significance = 0.000), with males possessing a considerably lesser average perception rating in comparison to females. The t-examination with disparate variances affirms this noteworthy disparity.

Table 1 (c) Independent Samples t-test for Equality of Means with Standard Error Difference and 95% Confidence Interval for Perceived Challenges and Opportunities in Implementing Augmented Reality in E-commerce by Gender

Independent Samples Test				
		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Perceived challenges and opportunities in implementing augmented reality in e-commerce	Equal variances assumed	.099	-1.648	-1.257
	Equal variances not assumed	.094	-1.637	-1.268

Table 1 (c) exhibits the findings of the Independent Samples t-test for Equivalence of Means with Standard Error Difference and 95% Confidence Interval for Perceived Obstacles and Possibilities in Executing Augmented Reality in E-commerce by Gender. The table comprises details regarding the standard deviation of the average disparity and the 95% assurance range for the disparity amidst the two gender cohorts. When presuming equivalent variances, the typical deviation of the average disparity is 0.099, and the 95% assurance interval ranges from -1.648 to -1.257. When not presuming equivalent variances, the standard deviation remains comparable at 0.094, and the 95% confidence interval varies from -1.637 to -1.268. These assurance intervals demonstrate the span within which the authentic disparity in average perception scores between males and females is expected to descend.

Table 1 (d) Independent Samples Effect Sizes for Perceived Challenges and Opportunities in Implementing Augmented Reality in E-commerce by Gender

Independent Samples Effect Sizes

		Standizer[a]	Point Estimate	95% Confidence Interval Lower
Perceived challenges and opportunities in implementing augmented reality in e-commerce	Cohen's d	1.213	-1.198	-1.372
	Hedges' correction	1.214	-1.196	-1.370
	Glass's delta	.656	-2.213	-2.457

Table 1 (d) exhibits the Autonomous Examples Magnitudes for Perceived Obstacles and Possibilities in Executing Augmented Reality in Online Commerce by Gender. The table offers different impact magnitude measures, such as Cohen's d, Hedges' adjustment, and Glass's delta. The precise approximations for these impact magnitudes are as follows: Cohen's d = 1.213, Hedges' adjustment = 1.214, and Glass's delta = 0.656. These impact sizes indicate the magnitude of the disparity in perceived difficulties and possibilities between males and females. They all propose a noteworthy impact, with females having markedly greater perceptions in this circumstance.

Table 1 (e) 95% Confidence Intervals for Effect Sizes for Perceived Challenges and Opportunities in Implementing Augmented Reality in E-commerce by Gender

Independent Samples Effect Sizes		
		95% Confidence Interval[a] Upper
Perceived challenges and opportunities in implementing augmented reality in e-commerce	Cohen's d	-1.023
	Hedges' correction	-1.022
	Glass's delta	-1.968

Table 1 (e) exhibits the 95% Assurance Intervals for Impact Magnitudes for Perceived Obstacles and Possibilities in Executing Augmented Reality in Online Commerce by Gender. The maximum limits of the certainty intervals for every impact magnitude are as follows: Cohen's d = -1.023, Hedges' adjustment = -1.022, and Glass's delta = -1.968. These maximum thresholds signify the upper boundaries of the confidence intervals, offering supplementary details regarding the scope of the impact magnitudes.

Overall Result:

Based on the examination presented in Table 4.3.8, the void assumption (H0) that perceived obstacles and possibilities in executing augmented reality in online business are uniform across diverse gender categories is declined. The statistical examination uncovers an exceedingly noteworthy disparity in perceived obstacles and possibilities between males and females. The

discoveries imply that there is a noteworthy gender-based disparity in how individuals perceive obstacles and possibilities associated with implementing Augmented reality in online commerce. Particularly, women have notably greater perceptions of difficulties and possibilities in this setting in contrast to males. Hence, the alternative hypothesis (H1) that perceived obstacles and possibilities vary between genders is upheld by the statistical examination. This suggests that Gender plays a noteworthy role in influencing how individuals perceive the obstacles and possibilities linked with the implementation of augmented reality in online commerce.

HYPOTHESIS II

Null Hypothesis (H0): Perceived challenges and opportunities in implementing augmented reality in e-commerce are consistent across different age groups.

Alternate Hypothesis (H1): Perceived challenges and opportunities vary among different age groups.

Table 2Descriptive Statistics for Perceived Challenges and Opportunities in Implementing Augmented Reality in E-commerce

Descriptives					
Perceived challenges and opportunities in implementing augmented reality in e-commerce					
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound
UNDER 18	126	3.00	.000	.000	3.00
18-24	120	1.00	.000	.000	1.00
25-34	66	1.00	.000	.000	1.00
35-44	108	3.17	1.469	.141	2.89
45-54	60	2.20	1.848	.239	1.72
55 AND ABOVE	120	3.95	.219	.020	3.91
Total	600	2.52	1.412	.058	2.41
Model Fixed Effects			.859	.035	2.45
Random Effects				.523	1.18

In Table 4.3.10, the descriptors section displays the average, deviation, error, and 95% confidence intervals for the average of perceived obstacles and possibilities in executing Augmented reality in online business among various age categories. The age categories comprise BELOW 18, 18-24, 25-34, 35-44, 45-54, and 55 AND BEYOND. The overall sample magnitude is 600. Significantly, the average values differ among age categories, with the

utmost average witnessed in the 55 AND ABOVE category (3.95) and the least in the 18-24 and 25-34 categories (1.00).

Table 2(a) Additional Descriptive Statistics and Between-Component Variance for Perceived Challenges and Opportunities in Implementing Augmented Reality in E-commerce

		95% Confidence Interval for Mean			Between-Component Variance
		Upper Bound	Minimum	Maximum	
UNDER 18		3.00	3	3	
18-24		1.00	1	1	
25-34		1.00	1	1	
35-44		3.45	2	5	
45-54		2.68	1	5	
55 AND ABOVE		3.99	3	4	
Total		2.63	1	5	
Model	Fixed Effects	2.59			
	Random Effects	3.86			1.525

(Descriptives — Perceived challenges and opportunities in implementing augmented reality in e-commerce)

Table 2(a) exhibits supplementary illustrative figures, encompassing the 95% assurance intervals for the average, slightest, utmost, and amidst-element disparity. The assurance intervals provide a scope for the average values. For instance, the assurance interval for the BELOW 18 group ranges from 3.00 (inferior limit) to 3.00 (superior limit), signifying that the average value is precisely 3.00 for this group. On the other hand, the assurance interval for the 18-24 age bracket spans from 1.00 to 1.00, indicating absence of fluctuation in average scores within this category.

Table 2(b) ANOVA Results for Perceived Challenges and Opportunities in Implementing Augmented Reality in E-commerce

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	755.460	5	151.092	204.765	.000
Within Groups	438.300	594	.738		
Total	1193.760	599			

(ANOVA — Perceived challenges and opportunities in implementing augmented reality in e-commerce)

Table 2(b) displays the ANOVA findings for perceived obstacles and possibilities in executing augmented reality in online commerce across various age categories. The ANOVA examines whether there are statistically noteworthy disparities in averages across the age categories. The findings suggest that there is a noteworthy disparity ($p < 0.001$) as the p-value in the "Significant" column is lower than the customary alpha level of 0.05. This implies that the average scores for perceived difficulties and possibilities differ significantly among different age brackets.

Overall Result:

Based on the examination presented in Table 4.3.10, the void assumption (H0) that perceived obstacles and possibilities in executing augmented reality in online business are declined consistently across diverse age categories. The statistical examination, particularly the ANOVA examination, demonstrates a statistically noteworthy disparity in the average ratings of perceived difficulties and possibilities among the diverse age categories. The discoveries uphold the alternative proposition (H1), suggesting that perceived obstacles and possibilities differ among diverse age categories. This implies that age is a noteworthy element impacting how individuals perceive the obstacles and possibilities linked with implementing augmented reality in online commerce.

5. CONCLUSION

In summary, this investigation seeks to examine the impact of Gender and age on consumer perspectives of Augmented reality (AR) in the online shopping industry. The investigation's aims were to scrutinise and juxtapose the perceived obstacles and possibilities associated with AR in online retail among male and female customers, pinpoint gender-specific elements that might affect these viewpoints, scrutinise the influence of age on perceptions, and explore generational disparities in familiarity with technology and anticipations concerning AR incorporation in internet shopping.

Gender and Perspectives: The examination unveiled a noteworthy Gender-based disparity in how individuals perceive obstacles and possibilities associated with executing AR in online business. Women participants demonstrated markedly greater perceptions of difficulties and possibilities in comparison to their male counterparts. These discoveries emphasise the significance of contemplating Gender-specific approaches when executing AR technology in online business.

Age and Perspectives: The investigation additionally discovered noteworthy fluctuations in viewpoints of AR in online business among diverse age categories. Youthful participants, specifically those below 18 and in the 55 and beyond age category, had more favourable perceptions, whereas those in the 18-24 and 25-34 age categories displayed diminished positive perceptions. These findings underscore the significance of age in influencing consumer

perspectives towards AR in online business, indicating the necessity for customised promotional strategies grounded on generational variances.

Implications: For enterprises and decision-makers, these discoveries emphasise the significance of acknowledging the variety within consumer demographics. Customising AR experiences and promotional tactics to particular gender and age demographics can amplify user acceptance and uptake. For instance, concentrating on tackling particular worries or inclinations of masculine customers may enhance their perception and embrace of augmented reality technology in online commerce.

Constraints and Prospects for Further Investigation: It is imperative to recognise that this investigation has specific constraints, encompassing conceivable prejudices in self-disclosed information and the applicability of discoveries. Future investigation could delve further into comprehending the fundamental causes for gender and age-related disparities in perspectives and explore how these disparities influence tangible AR utilisation in electronic commerce. Moreover, scrutinising alternative demographic elements and their impact on AR perceptions would offer a more all-encompassing comprehension of consumer attitudes.

In summary, the incorporation of AR technology in e-commerce has the capability to transform the virtual shopping encounter, but enterprises must take into account the varied viewpoints of customers based on Gender and generation to exploit its complete capacity efficiently. This investigation adds to the information repository concerning AR acceptance in online business and offers precious perspectives for industry participants.

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