

# The Influence of New Service Means on Customer's Willingness to Buy under the Background of Artificial Intelligence

## Take the Marketing method of AI medical beauty APP as an example

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### [Abstract]

The purpose of this paper is to study the influence of new service methods of "artificial intelligence (AI) + medical cosmetology", a new service means, on customers' purchase intentions. To AI medical beauty APP sales as an empirical study. This paper designed Likert seven scale to investigate, using SPSS 24.0 statistical analysis software and AMOS24.0 structural equation software to analyze the survey data. The analysis method uses reliability analysis, validity analysis, and construct equation model analysis. Through empirical research, the following results can be found, 1. The system quality of AI medical beauty app will have a positive impact on perceived usefulness and perceived ease of use. 2. The information quality of AI medical beauty app will have a positive impact on perceived ease of use and perceived usefulness. 3. The service quality of AI medical beauty app will have a positive impact on perceived ease of use and perceived usefulness. 4. Consumers' perceived ease of use has a positive impact on perceived usefulness and purchase intention. 5. The usefulness of consumers' notification has a positive effect on purchase intention.

▶ **Key words:** AI medical beauty APP, information quality, system quality, service quality, perceived variables, purchase intention

### [요 약]

본 논문의 목적은 “인공지능(AI)+의료미용”이라는 새로운 서비스 수단이 고객의 구매 의도에 미치는 영향하는 것이다. AI 의료뷰티 APP 마케팅 방식을 실증 연구로 한다. 본 논문은 SPSS 24.0 와 AMOS24.0 구조방정식 통계 소프트웨어를 이용하여 통계분석을 실시하였다. 분석방법은 신뢰성분석, 타당성분석, 구조방정식모형분석 등을 이용하였다. 실증연구를 통해 다음과 같은 결과를 얻었다. 1. AI의료용 뷰티 APP의 시스템품질은 유용성과 사용편의성에 긍정적인 영향을 미친다. 2. AI의료APP는 유용성과 사용 편의성에 긍정적인 영향을 미친다. 3. AI의료용 뷰티 APP는 인식된 유용성과 인식된 사용편의성에 긍정적인 영향을 미친다. 4. 소비자가 인식된 사용 편의성은 인식된 유용성과 구매 의지에 긍정적인 영향을 미친다. 5. 소비자의 유용성을 알리는 것은 구매 의사에 긍정적인 영향을 미친다.

▶ **주제어:** AI 의료뷰티 APP, 정보품질, 시스템품질, 서비스품질, 인식변수, 구매의향

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## I. Introduction

With the advent of the information age, more and more information processing and labor achievements are attached to tangible material products, the social way of labor and wealth distribution with the improvement of the level of information industry changes. As Wang Xingbiao and Gu Bin said, in the era of mobile Internet, numerous internet groups centered on Internet users are expanding and interweaving. These groups carry out group activities with common value goals, and the group influence gradually expands. Mobile social platforms carry out business activities, resulting in Internet transactions among group members [1]. Therefore, customers have more rights to choose free medical treatment, and the quality of medical aesthetic services and the convenience of environmental facilities have gradually become important considerations in choosing medical and aesthetic institutions. According to Yang Zongwen and others, in a diversified and complex medical environment, the awareness of consumers has been improved. When selecting medical and beauty institutions, the requirements for medical quality are stricter than in the past, and the number of doctors who have invested in the field of medical beauty has increased significantly, providing more and better quality and service. In order to attract customers In order to attract customers' visits and trust, medical beauty practitioners have begun to focus on improving the quality of service [2].

Medical beauty, different from other medical behaviors, belongs to a kind of medical service that can be decided by consumers. In an era of customer guidance, with the development of the market and becoming the fastest growing consumer group after 80 and 90, the industry service model will change, the industry penetration rate will be further enhanced, and the industry service content will be further expanded:

With the technology and services first mature and relatively small risk, non-operative micro-plastic

projects will develop rapidly, the market share will increase; with the help of medical and American APP, with model innovation, single-store efficiency, good reputation of medical and American boutiques, micro-stores will be vigorously developed in the future; out of the high dependence on search and health recommendations, some large and medium-sized institutions must break through the channel binding dilemma, the industry will gradually from excessive sales, return to medical essence, Baidu advertising amount will be further diverted. Institutions such as AI medical beauty app, which have large number of users, high platform activity, strong service ability and effectively shorten the distance between medical beauty institutions and potential customers, will gradually become an important channel in the industry.

Therefore, through the combination of artificial intelligence technology and medical beauty technology (hereinafter referred to as AI medical beauty technology), this paper analyzes some problems reflected in the purchase intention of "artificial intelligence + medical beauty ", uses TAM model and D&M model and data analysis, helps medical beauty hospital to construct and enhance the relationship with customers, and guides medical beauty hospital to consider the role of customers from the perspective of medical beauty market and strategy, and strengthens customer relationship management. Maintaining the continuity of customer relations and how to make good use of the Internet in the future will become an important indicator of the breakthrough of the transition period of the explosive growth of medical and American institutions to form a new competitiveness.

## II. Theoretical framework

### 2.1 AI medical beauty APP :

Li Ting et al .pointed out that medical beauty refers to the use of surgery, drugs, medical

devices and other traumatic or invasive medical techniques to repair and remodel human appearance and the shape of various parts of the human body. It is a special service between medical treatment and beauty service [3]. AI medical beauty app refers to the mobile client generated by the medical beauty industry with artificial intelligence method, such as new oxygen medical beauty app, more beautiful app, etc.

## 2.2 System quality

system quality (SQ) refers to the performance or expected characteristics of information system. Zhao Xiaofei believes that system quality is measured according to the hardware resources available to users and the quality of the overall combination of various software applications designed for their uses and needs[4]; zeng chenxi argued that quality problems seriously affect APP user retention, and that user stickiness is critical to APP survival. functionality and compatibility represent the basic use of APP [5].

## 2.3 Quality of information

Information quality (IQ) refers to the output quality of an information system, which reflects the success of a certain information system semantics. Sun Lin and others believe that information quality refers to complete knowledge content link, without missing, the knowledge content is correct and updated in time, which can improve the work efficiency of the organization or individual[6]; Balog defines information quality as four dimensions: relevance, integrity, timeliness, and accuracy [7].The information quality characteristics proposed by Yu Yin on the basis of theoretical research include four evaluation variables: completeness, neutrality, substance over form, and error-free. [8].

## 2.4 Quality of services

service quality (QOS) refers to the degree of difference in the normative expectations and perceived service performance of users for services

[9]. The quality of service is often measured from four dimensions: responsiveness, reliability, inertia and physicality. The quality of service is an important factor to judge the level of information system, which can affect the evaluation of information system by users. Zhao et al. found that the quality of service is an important determinant of information system effectiveness [10]. In essence, service quality is a kind of perception, which is determined by the comparison between customer's service expectation and perceived service actual performance [11].

## 2.5 Perceived variables

Ajzen proposed the theory of planned behavior (TPB) model. He introduced the concept of perception and pointed out the subjectivity of people's decision-making behavior [12]. Davis proposed the TAM in 1989. In the TAM model, perceived usefulness mainly means that people perceive that in the application process of some software programs or technical systems, the programs or systems can help and improve personal performance and efficiency. Perceived ease of use mainly expresses the convenience of people in the application of certain software programs or information systems. Perceived ease of use and perceived usefulness can affect users and users' willingness to use. At the same time, external variables can affect users' attitudes and ultimately behavior through their influence on them. Thus, from the perspective of perceived benefit, we can conclude that perceived ease of use and perceived usefulness have a very important impact on user behavior.

## 2.6 Purchase intention

Feng Jianying and others put forward the purchase intention, that is, the probability that consumers are willing to take a specific purchase behavior [13]. Meng J & Wang J. and others believe that purchase intention is based on the social media marketing background and self-construction theory, which explores the gaps among self,

projected self, the gap between network influencers and brand image to analyze consumer behavior.[14]. Dodds et al. believe that purchase intention refers to the subjective probability or possibility of consumers buying a particular product, and some scholars believe that purchase intention is the purchase plan of consumers for a particular product [15].

### III. Establishment of model and proposal of hypothesis

#### 3.1 Model introduction

Based on the theoretical basis of the research on the quality attributes of AI beauty APP, technology acceptance model (TAM model) and consumers' purchase intention under the D&M model, combined with the previous literature review, theoretical analysis and exploratory research, the research was constructed model. Among them, system quality, information quality and service quality are independent variables, consumer purchase intention is dependent variable, perceived usefulness and perceived ease of use are intermediary variables in this paper. As shown in Figure 1, the research institute is constructed.

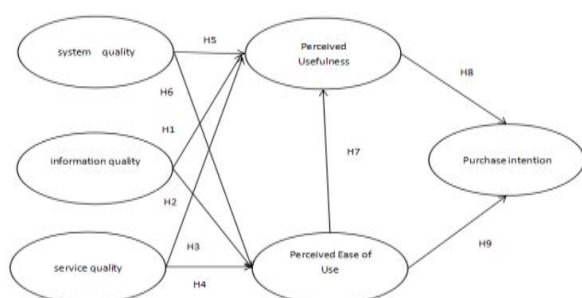


Fig. 1. Author's Collation Model

#### 3.2 Formulation of assumptions

##### 3.2.1 relationship between information quality and perceived ease of use and perceived usefulness of AI medical beauty app

The information quality of AI medical beauty APP has an impact on perceived ease of use and

perceived usefulness. Letzing and Human propose that by evaluating the richness and quality of the information present in the system, the evaluation results can help and guide consumers to make decisions faster and better [16]. Setia the process of studying consumer behavior in Internet system, It is proved that the quality of information has significant influence on perceived usefulness and perceived usefulness of the system [17]. Moores in the study of exploring the relationship between TAM and D&M, it is found that information quality has a significant impact on perceived usefulness and perceived ease of use through empirical research [18]. Thus, the following assumptions are made:

H 1 : AI medical beauty APP has a significant positive effect on perceived usefulness ;

H 2 : AI medical APP has a significant positive effect on perceived ease of use.

##### 3.2.2 The relationship between service quality and perceived ease of use and perceived usefulness of AI medical beauty app

An improved D&M model indicates that the characteristics of the quality of services provided by service providers of the system are not only reflected in the quality of information and systems, but also play a vital role in the supply process of the system. Benbasat et al. Pointed out that service quality is mainly the subjective judgment and value cognition of consumers through the use of information system and the feedback of the system to consumers, and combined with the empirical conclusion, it shows that service quality and consumers' purchase intention will have a significant positive impact, and there is an indirect significant impact on perceived usefulness and perceived ease of use [19]. Yin Meng, Li Qi and others pointed out that the quality of service has a significant positive effect on the perceived ease of use of APP [20]. Hence, the thesis puts forward the research hypothesis :

H 3 : The service quality of AI medical beauty app will have a positive impact on perceived usefulness ;

H 4 : The service quality of AI medical beauty app will have a positive impact on perceived ease of use.

### 3.2.3 The relationship between system quality and perceived usefulness and perceived ease of use of AI medical beauty app

The system quality of AI medical beauty app has an impact on perceived ease of use and perceived ease of use. Kapoor and Dwivedi et al. have demonstrated that system quality has a significant effect on the application of their identification systems by studying the applicable attitude of users to rfid systems in libraries [21]. Venkatesh and Goyal based on previous studies exploring the relationship between system quality and perceived ease of use and perceived usefulness, it was found that the setting and performance of the system would positively and significantly affect perceived usefulness and ease of use [22]. Rai, Lang and Welker also verified that system quality can significantly affect perceived usefulness in the empirical study of D&M model [23]. As a result, the study makes the following assumptions :

H 5 : AI medical beauty APP has a significant positive effect on perceived usefulness ;

H 6 : AI medical APP has a significant positive effect on perceived ease of use ;

### 3.2.4 The relationship between perceived usefulness and perceived ease of use and consumers' willingness to buy

TAM model believes that perceived ease of use and perceived usefulness will have an important impact on consumers' choice intention. After continuous research and research, it is found that perceived usefulness and perceived ease of use will have a significant impact on consumers' purchase intention, and then affect consumers' purchase behavior. At the same time, the study found that perceived ease of use also affects perceived usefulness and has a more positive effect on purchase intention. In the TAM model, the usefulness and ease of use of system

perception play a very important role. At the same time, perceived usefulness and perceived ease of use also have a certain mediating effect on variables outside the TAM model. This paper holds that the TAM model is also applicable to the study of the influence of the purchase intention of AI medical beauty APP products. Based on this, the following hypothesis models are proposed :

H 7 : consumer perceived ease of use has a significant positive impact on consumer perceived usefulness ;

H 8 : consumer perceived usefulness has a significant positive effect on consumer willingness to purchase ;

H 9 : consumer perceived ease of use has a positive impact on consumer willingness to buy;

## IV. Empirical analysis

### 4.1 Definition of variables

This questionnaire mainly takes the university student consumer group as the research object, carries on the research analysis to the AI medical beauty APP to the customer purchase intention influence factor, mainly includes the AI medical beauty APP system quality, the information quality, the service quality as well as two intermediary variables perceived ease of use and the perceived usefulness, the purchase intention question. The following table 1 shows the definition of variables.

Table 1. definition of variables

variable	definition
System quality of AI medical beauty APP	Mainly reflects the system characteristics of the APP, including the page layout of the system, whether the system is stable or not, etc.
Information quality of AI medical beauty APP	Mainly reflects the content characteristics of the APP system output, covering the quality and richness of the information content of the APP.

Service quality of AI Medical Beauty APP	Mainly reflects the service characteristics of APP, covering order completion, privacy protection, etc. <small>분발</small>
Perceived usefulness	Consumer perception of the characteristics of APP system and its application
Perceived ease of use	Reflects consumers' perception that it is easy to use APP
Purchase intention	The subjective probability of consumers' buying behavior and the possibility of consumption

#### 4.2 Design of questionnaires

The questionnaire is divided into two modules, before the beginning of the questionnaire, we explain the purpose and willingness of the questionnaire, so that the respondents who participated in the questionnaire can have an understanding of the questionnaire. the questionnaire of this survey mainly applied the Likert seven-level scale, and the score of each question item was expressed by numbers 1 to 7, from "very disagree" to "very agree" in turn. The first module of the questionnaire is mainly to carry out a survey on the basic situation of college students' consumers, mainly on the sex, age, education and use of AI medical beauty APP of the respondents. The second module is to investigate the influence factors of quality attributes of AI medical app on consumers' purchase intention, which mainly covers the variables of information quality, service quality, system quality, consumers' perceived ease of use, perceived usefulness and purchase intention of app.

#### 4.3 Selection of samples

The research object of this paper is mainly college students who use AI medical and beauty app. The questionnaire survey combines online and offline two ways to distribute the questionnaire, online mainly in the form of questionnaire star and e-mail, while offline mainly in the form of paper. There are 250 questionnaires in total. Based on the collected

questionnaires, this paper carries out a careful data screening work and judges whether the questionnaire is effective through the answers to the respondents' questionnaire options. In general, if there is a more obvious regular answer to the question, said that the survey did not seriously answer the questionnaire, considered invalid questionnaire, and through screening the final 214 valid questionnaire, more than 90% efficiency.

#### 4.4 data analysis

SPSS 24.0 was used for reliability analysis, factor analysis and construction equation model analysis.

##### 4.4.1 Reliability Analysis

Reliability analysis is mainly used to test the consistency of each question or index in the questionnaire or to measure the stability of each index. The higher the stability or consistency between the scales, the better the reliability of the questionnaire, and then the validity of the content of the questionnaire can be tested. In reliability test, Cronbach's  $\alpha$ 's Alpha value is used. In general, the value of Cronbach's  $\alpha$  coefficient is between 0 and 1. The closer the value of Cronbach's  $\alpha$  coefficient is, the higher the reliability is; on the contrary, the lower the reliability is. When the Cronbach's  $\alpha$  coefficient value is lower than 0.5, it shows that the reliability of the questionnaire data is poor and the corresponding statistical analysis can not be carried out. If the Cronbach's  $\alpha$  coefficient is greater than 0.5 and less than 0.7, the reliability level of the questionnaire data is relatively general, but acceptable; if the Cronbach's  $\alpha$  coefficient is more than 0.7, the questionnaire data is more acceptable. Reliable, the level of reliability is relatively high. From Table 2, we can see that the reliability of the first four variables of the questionnaire is more than 0.8, and the last one is more than 0.5 and less than 0.7, which is acceptable, indicating that the overall reliability of the questionnaire is high.

Table 2. Reliability analysis

	index	Total correlation of corrected items	Item Cronbach 's α coefficient	Cronbach's α coefficient based on standardized terms	Number of items
IQ	IQ1	.801	.847	.896	3
	IQ2	.763	.879		
	IQ3	.823	.828		
QOS	QOS1	.748	.799	.862	3
	QOS2	.723	.821		
	QOS3	.746	.800		
PU	PU1	.843	.816	.897	3
	PU2	.800	.852		
	PU3	.753	.891		
PEOU	PEOU1	.747	.772	.853	3
	PEOU2	.770	.756		
	PEOU3	.665	.857		
PI	PI1	.543	.477	0.66	3
	PI2	.578	.417		
	PI3	.323	.775		

#### 4.4.2 validity analysis

Validity analysis is mainly to study the validity of variables, specifically, to test whether the questions set by the questionnaire can cover the variables to be analyzed. Table 3 represents the rotation component matrix of AI medical beauty APP quality attributes for college students' consumer purchase intention factors. among them, we expand the original variables of 20 factor indexes based on SPSS 24.0 6 iterations to obtain the following factor load matrix.

From Table3, we can see that the concept and attributes of each variable have increased by more than 0.6, and the experience of judging by the general appropriateness can be used to see that the PI3 in table 3 can be deleted because it is not within the appropriate range. The remaining values fully fit the fitness range.

Table 3. Factor load matrix

Project	Composition					
	1	2	3	4	5	6
IQ1	0.813					
IQ2	0.836					
IQ3	0.905					
IQ4	0.853					
PU1		0.929				
PU2		0.923				
PU3		0.853				
PEOU1			0.865			
PEOU2			0.848			
PEOU3			0.841			
SQ1				0.868		
SQ2				0.828		
SQ3				0.609		
SQ4				0.674		
QOS1					0.796	
QOS2					0.845	
QOS3					0.901	
PI1						0.786
PI2						0.835
PI3						0.594

#### 4.4.3 Structural Equation Model Test

Through the above reliability and validity analysis, it shows that the research model of this paper has a high reliability and validity. Therefore, this paper uses AMOS 24.0 to fit the structural equation of the theoretical model of this paper. The purpose of this paper is to verify whether the statistical data collected through the survey can be fitted with the hypothesis through the results of structural equation model fitting. The model corresponds.

This paper validates the research path by AMOS 24.0. Path test usually discusses the value p of the test result. P value mainly describes whether there is a significant influence between variables. When P value is less than 0.001, it shows that the significant degree between them is very high. When P value is less than 0.01, the table shows the significant degree ratio between them. Obviously, when P value is less than 0.05, it shows that there is a significant degree between them, but not very strong. When P value is less than 0.10, it shows that there is a weak correlation between them. When P value is more than 0.10, it shows that there is no correlation between them.

Table 4. path test results

			Estimate	S.E.	C.R.	P
PEOU	<---	SQ	0.306	0.06	5.111	***
PEOU	<---	IQ	-0.106	0.052	-2.047	0.041
PEOU	<---	QOS	0.363	0.074	4.935	***
PU	<---	SQ	0.115	0.071	1.621	0.105
PU	<---	IQ	-0.003	0.058	-0.06	0.952
PU	<---	QOS	0.22	0.087	2.536	0.011
PU	<---	PEOU	0.176	0.095	1.853	0.064
PI	<---	PU	0.221	0.072	3.065	0.002
PI	<---	PEOU	0.444	0.083	5.372	***

The results of path test in table 4 show that the P values of system quality (SQ) to perceived ease of use (PEOU) and information quality (IQ) to perceived usefulness (PU) of AI medical beauty APP, and the P values of perceived ease of use (PEOU) to perceived usefulness (PU) are all greater than 0.05, indicating that these three hypotheses do not hold.

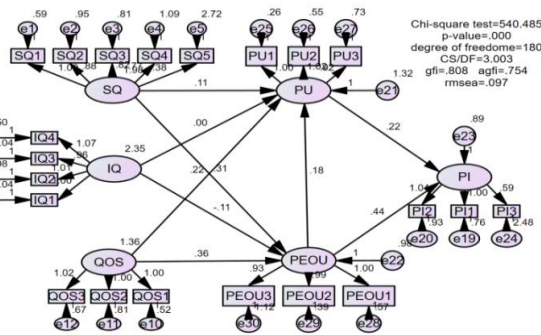


Fig. 3. Construction equation structure model

4.5 Research results and discussion

After determining the compound criterion of equation model, we can draw the following conclusion:

H1 is not valid, H2 is valid. The information quality of AI medical beauty APP has significant effect on perceived ease of use but not on perceived usefulness. The higher the quality of AI medical beauty APP information, the better consumers will think the APP will be, while the perception of high information quality (including information richness, comprehensibility, timely updating, etc.) and usefulness has little effect.

H3 is valid, H4 is not valid. AI medical beauty APP system quality on perceived usefulness is obvious

but not on perceived ease of use, indicating that the higher the quality of the system (including system stability, security and privacy, layout of the product structure, etc.), the greater the consumer's perceived usefulness and the less significant the impact on consumer perception of its good use.

H5 and H6 are both assumed to be true. The service quality of AI medical beauty APP has significant influence on perceived ease of use and perceived usefulness. prove that consumers value the quality of service. The higher the quality of service, the higher the perceived ease of use and perceived usefulness.

Both perceived usefulness and perceived ease of use have significant effects on purchase intention. We learn from the extensive literature on TAM models that both perceived ease of use and perceived usefulness have an impact on consumers' willingness to buy and purchase behavior, and this view is supported by results in many areas, indicating that APP own characteristics play a very important role in the impact of consumers' willingness to buy, and that only by combining consumers' own understanding of APP with perceived usefulness and perceived ease of use can consumers generate higher willingness to buy. The reason why perceived ease of use has no significant effect on perceived usefulness is that consumers' acceptance of new software is different, and the different needs of consumers will also produce different results.

V. Conclusions and Enlightenment

The purpose of this paper is to construct a model based on the D&M model to AI the influence of the quality attribute of medical beauty on the consumer's purchase intention, to explore the influence factors of the new service means on the college students' consumer's purchase intention under the background of artificial intelligence. On the theoretical side, this paper combs the relevant literature of AI medical beauty APP, constructs the

theoretical research model suitable for this paper based on TAM model and D&M model, at the same time, puts forward the research hypothesis, and verifies whether the hypothesis is true or not based on the results of empirical analysis, so as to obtain the corresponding conclusion. As for practice, the conclusion of this paper is helpful for consumers to obtain more perfect information and reduce risk through the new service means of "AI+ medical beauty". Information sharing, doctor-patient interaction and discount e-commerce model can effectively solve the problem of information asymmetry. For medical and American institutions, achieve precision marketing, reduce the cost of customers. To help AI practitioners of medical beauty APP sales methods to change the old ideas, accurate layout, help businesses and enterprises to obtain more benefits and values, while adapting to new changes, from "products" as the core to "consumer needs" as the core of the concept change.

The limitations of this study are as follows:

First, from the scope of research, the research scope of this article is limited to the sales method of AI medical beauty app. Because the unique attributes of medical beauty app are difficult to extend to other types of app: The research object is single. Secondly, in the process of questionnaire distribution, it is mainly through the familiar students to radiate outward, which will affect the accuracy of the research conclusion of this article to a certain extent. Finally, from the perspective of research content, this paper only adds perceived usefulness and perceived ease of use into the research model in the process of exploring consumers' purchase intention.

Comparing the above limitations, the following research can be improved as follows: (1) Broaden the scope of research. (2) Get rid of geographical restrictions, based on consumers of different occupational groups to carry out relevant research on AI medical beauty app purchase willingness. (3) Enrich the research content, and there are many factors that affect consumers

'purchase intentions, including consumers' emotional value. Thesis research should keep pace with the times and continuously integrate knowledge to provide more valuable research and suggestions for APP sales methods.

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