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The impact of artificial intelligence on marketing and consumer
behavior in the beauty industry

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Patras, Greece, May 2026

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Abstract

Artificial Intelligence applications are evolving and are increasingly encountered in many facets of daily life, provoking mixed and conflicting emotions such as excitement and suspicion or hope and concern. This growing interest in AI tools seems to be transforming vital parts of marketing and branding strategies in Business, and the Beauty sector could not constitute an exception. From virtual skin care product trials and recommendations to smart assistants or even influencers ready to confuse users due to their realistic depiction and proximity to human nature, the list is constantly growing. This study aims to explore the impact of artificial intelligence tools on consumer behavior and, more specifically, on perception, trust, and purchase decisions. In this context, a quantitative approach was adopted that leverages a questionnaire in order to obtain the required data that will, in turn, lead to relevant observations.

Keywords

Artificial Intelligence, Marketing, Beauty Industry, Consumer Behavior

Περίληψη

Οι εφαρμογές της Τεχνητής Νοημοσύνης εξελίσσονται και συναντώνται ολοένα και περισσότερο σε πολλές πτυχές της καθημερινής ζωής, προκαλώντας ανάμεικτα αλλά και αντικρουόμενα συναισθήματα όπως ενθουσιασμός και καχυποψία ή ελπίδα και ανησυχία. Το αυξανόμενο αυτό ενδιαφέρον για τα εργαλεία ΑΙ φαίνεται ότι εξελίσσεται σε ζωτικό μέρος των στρατηγικών marketing και branding στις επιχειρήσεις, και ο τομέας της ομορφιάς δε θα μπορούσε να αποτελέσει εξαίρεση. Από εικονικές δοκιμές και προτάσεις προϊόντων περιποίησης δέρματος έως εικονικούς βοηθούς ή ακόμα και influencers έτοιμους να μπερδέψουν τους χρήστες λόγω της πολύ ρεαλιστικής τους απεικόνισης και εγγύτητας με την ανθρώπινη φύση, η λίστα αυξάνεται συνεχώς. Αυτή η μελέτη στοχεύει να διερευνήσει τον αντίκτυπο των εργαλείων τεχνητής νοημοσύνης στη συμπεριφορά των καταναλωτών και, πιο συγκεκριμένα, στην αντίληψη, την εμπιστοσύνη και τις αποφάσεις αγοράς. Στο πλαίσιο αυτό, υιοθετήθηκε μία ποσοτική προσέγγιση που αξιοποιεί ένα ερωτηματολόγιο προκειμένου να γίνει λήψη των απαιτούμενων ευρημάτων που θα οδηγήσουν με τη σειρά τους σε σχετικά αποτελέσματα.

Λέξεις – Κλειδιά

Τεχνητή Νοημοσύνη, Μάρκετινγκ, Βιομηχανία Ομορφιάς, Συμπεριφορά Καταναλωτή

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List of Abbreviations & Acronyms

AI	Artificial Intelligence
AR	Augmented Reality
B2B	Business-To-Business
B2C	Business-To-Consumer
CAGR	Compound Annual Growth Rate
CRM	Customer Relationship Management
GAI	Generative Artificial Intelligence
NASA	National Aeronautics and Space Administration
NLP	Natural Language Processing
SEO	Search Engine Optimization
SLR	Systematic Literature Review
TAM	Technology Acceptance Model
US	United States

1. Introduction

1.1 Research Context

The concept of Artificial Intelligence could be regarded as a field of interest that appeals to a worldwide audience following a positive trend, as shown in Figure 1.1.a. As one may observe, the term seems to have gained popularity over time in 2025.

This tendency could be attributed to the fact that AI applications are encountered in our everyday lives more often than not: from heartwarming videos on TikTok and customer care virtual assistants to highly complex implementations in science and medicine.

AI Term: Interest Over Time

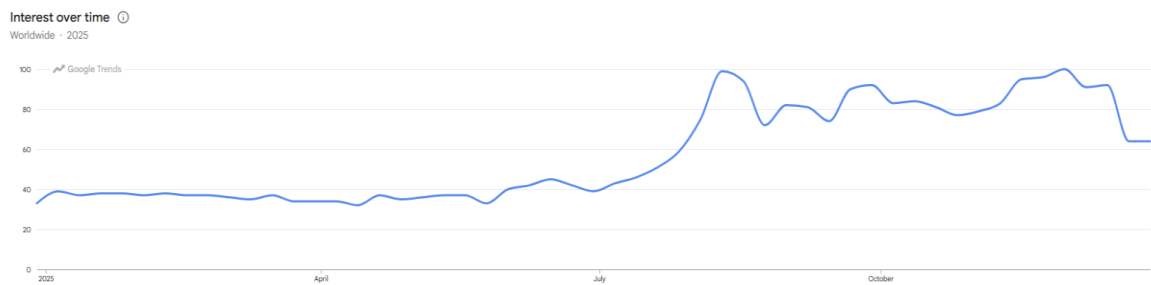


Figure 1.1.a (source: [Google Trends](#))

However, notwithstanding that this interest could result in user awareness of the case, according to a survey conducted in European countries (N= 4.006), European citizens seem not to be fully aware of the capabilities of such technologies, the implementations they may have, and the sectors they can be used in. It also seems that the efforts aimed at creating a framework for the ethical use of this technology are not precisely defined. (Scantamburlo, T. et al.,2025)

So, what is artificial intelligence, and how easy is it to define it? The answer may be more complicated than we imagine. According to NASA, there is no specific and simple definition for Artificial Intelligence since the tools that constitute its essence are capable of a wide range of tasks and results. (NASA, 2024)

A general approach, as described by NASA, is that Artificial Intelligence refers to computer systems that can perform complex tasks that require logic, creativity, and decision-making (NASA, 2024). This approach may be adopted on the grounds of the present paper and the topic it addresses.

Although AI has various deployments, the current study focuses on the business-enterprise sector and, more specifically, on marketing implementations, since it has emerged dynamically across a diversity of applications, and investment growth is impressive. According to Righi R. et al. (2021), Artificial Intelligence seems to have been actively integrated into business, as indicated by the AI tracking index developed by the European Commission.

As described, AI tools constitute business solutions to topics related to a variety of industries, both Business to Business (B2B) and Consumer (B2C). Thus, according to the insights presented, one could conclude that AI attains a major role in contemporary business models. Under this framework, the increasing use of AI services appears to create a strong basis for executions in marketing, like customer data analysis, personalization, and processes related to decision-making.

Following this insight, in the AI Index Annual Report, the Business sector focuses on AI, with high investments and usage being on the rise. (Maslej N. et al.,2025) Based on the report, U.S. private investment in AI grew to \$109,1 billion in 2024, with China following with \$9,3 billion and the UK \$4,5, respectively.

Based on the above data, the business sector seems to value AI and proceed to make pertinent investments. Beauty, which may be characterized as one of the most dynamic markets worldwide with an estimated revenue of \$698.38 billion dollars in 2026 and an estimated annual rate of 3.16% (CAGR 2026-2031), could be no exception. ([Statista](#), March 2026).

In the beauty and cosmetics industry, AI has transformed into a vital tool, and the number of brands incorporating it in their marketing strategy is growing. The type of systems entering the business is progressively more creative, setting a fruitful space for academic and business research and articles. Analogous to the potentiality of AI being endless, so are the categories of tools that may be leveraged.

1.2 Aim and Objectives of the Study

This dissertation aims at exploring the impact AI has on business and, in particular, the beauty sector due to its market size and fast-paced character that leads to a more flexible and accepting environment for disrupting and new technologies.

The points examined are related to the Greek consumer audience and may be organized into three main pillars: Experience, perceived value, and behavior.

When it comes to experience, the target is to understand whether there is certain awareness in AI tools and if consumers may recall other applications, in line with the indicative examples presented.

Another aspect to be analyzed is the extent to which the use of AI tools in the beauty sector is considered an added value to the shopping experience, and even more if they are easy to use.

Finally, another key point to be defined is the degree to which AI tools result in consumer decisions and brand perception, along with potential ethical concerns that are associated with the applications' trust and transparency policies.

1.3 Methodology

The study at hand follows a quantitative research approach, and a short, structured, online questionnaire was used for the purpose of collecting the relevant data. The questionnaire was distributed via email, social media, and personal networks, and all answers were anonymous and voluntary. The research data gathered were ultimately analyzed using descriptive statistics.

1.4 Contribution to the field

Artificial Intelligence is a field that is currently evolving like a living organism and hence offers space for continuous and up-to date research on the topic, especially when it comes to the Greek market. The dissertation at hand aspires to contribute to the field by bridging the gap between global insights and studies with patterns and trends encountered in the Greek audience segment. Hopefully, the results of the study could be insightful and

beneficial to other future research in Greece and South-East Europe, where consumers might share certain similarities. Finally, the findings provided could offer further support for decision-making or marketing planning for professionals in the field, either in the beauty sector or in business in general.

1.5 Dissertation Outline

The structure of the dissertation consists of this brief introduction, where the context, industry, and key concepts and insights are demonstrated to set the framework for a more analytical viewpoint on the literature review, which follows. In chapter two, there will be a review of the global literature related to artificial intelligence as it relates to the marketing sector in its entirety, the beauty industry, and consumer behavior. In light of better demonstrating the implementations of smart technologies in the Greek market, indicative examples of such tools have been collected and discussed. Chapter three is centered around research methodology, the questionnaire, and the sample, followed by chapter four, which showcases the related results accompanied by data charts. At the end, Conclusion will include key insights and potential answers to the hypotheses set.

2. Literature Review

2.1 Artificial Intelligence in Marketing

Marketing is a sector that tends to seek progress and hence firms and organizations are prone to deploy advanced applications to gain competitiveness and grow profitability. According to Huang M. and Rust R. (2020), AI tools seem to attain significance in the field for many reasons. Initially, this could be attributed to the increasing power of computing systems, while at the same time the computing costs seem to be lower. As further reported, with the big data becoming more accessible, the development of machine learning algorithms and models is also coming under the spotlight. In their conceptual framework for AI in Marketing, the authors also highlight several notable examples of AI deployments that demonstrate the potential of future technologies, such as Amazon Prime’s delivery drones and Macy’s On Call, which utilizes natural language processing to enhance the in-store customer experience. As AI technologies continue to evolve, the range of such applications is steadily expanding.

Additionally, in a similar spectrum, in a similar article by Harwida et al. (2025), one may explore a systematic literature review on the influence of Artificial Intelligence in digital marketing, discussing that there is indeed an energetic leverage of such tools that may be attributed to the development of certain technologies, namely big data, machine learning algorithms, along with a general dependency of users on social media. This analysis states that AI transforms well-established and traditional marketing strategies into a more data-driven, adaptive, and forecast aspect while simultaneously allowing businesses to understand consumer behavior and thus improve segmentation, targeting, and positioning in real time. Consequently, AI is no longer viewed merely as a supportive tool, but as a strategic component of modern marketing activities that function within a framework that leverages big data, new technologies and consumer tendencies.

At the same time, AI is reported to substantially optimize CRM and B2B marketing through data-driven analytical tools, while technologies such as chatbots and Natural Language Processing (NLP) improve customer service and personalization of the experience. The article also points out that small and medium-sized businesses can

leverage AI to reduce promotion costs, increase their competitiveness, and strengthen their international presence (Harwida et al. 2025). It concludes that AI is not only a technological tool but a strategic factor that affects management, ethics, organizational culture, and consumer behavior, contributing in the long term to innovation and effectiveness of digital marketing.

This strategic essence is further reinforced in an article by Davenport et al. (2020). Yet again, in the particular research it is argued that AI in marketing should not be merely viewed as an automation tool, but as a multi-layered technological capability that can support analytical, operational, and customer-facing functions. In the particular study, however, it is the active and important role of the human factor that is highlighted. Contrary to the impressive technologies ready to substitute tasks and processes ran by professionals of the industry, the authors further distinguish between different levels of intelligence and task integration, emphasizing that AI is more likely to augment rather than fully replace human marketers. The integration of smart functions is seen as a new era prone to develop workforce skills that requires considerable organizational changes, redesign of sales processes, and effective collaboration between AI systems and human resources.

Following the findings of the above study, it could be commented that outlining the importance of the human factor in a world ready to follow AI trends is fundamental since it seems to constitute a key concern for many marketers. Research conducted for the sake of *“The 2024 state of marketing AI report”* by the Marketing AI Institute that included more than 1,760 respondents coming from a diverse set of roles, marketing disciplines and company sizes reported that although the majority of 68% of participants have positive feelings about AI, there was indeed an almost half of the sample that showed concern about jobs being eliminated. To be more specific, as reported in the research, 47% of the participants argue that job displacement may occur a number representing a 7% increase compared to 2023:

AI's Impact on Marketing Jobs

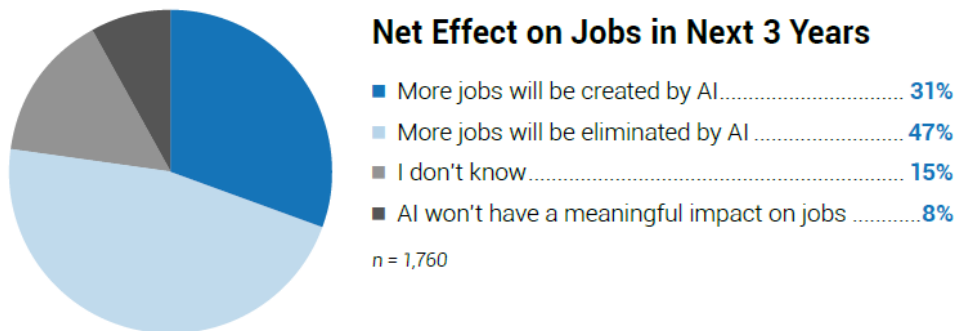


Figure 1.1.a (source: [State of Marketing Report 2024](#))

Nevertheless, Davenport et al. (2020) also focus on the strategic role of Artificial Intelligence in marketing and how AI can transform business processes and decision-making. Specifically, it is stated that AI meaningfully upgrades the predictive ability of businesses, allowing them to forecast purchasing preferences, demand for new products, optimal prices, and appropriate promotional actions. The article also argues that AI can shape the allocation of advertising resources, as businesses will be able to more accurately predict consumer needs and create more targeted marketing strategies.

In another study, Kshetri et al. (2024) examine Generative Artificial Intelligence (GAI) from a more practical and operational perspective, emphasizing its impact on contemporary marketing practices. The authors argue that marketing is one of the sectors that has been most impacted by the development of GAI, as it is based on activities such as content creation, consumer communication and the collection of customer data for analysis. The article attempts to fill the research gap regarding day-to-day applied instances of Generative AI in marketing and the mechanisms through which it impacts marketing activities and organizational outcomes.

According to the authors, the adoption of Generative AI tools is growing rapidly, while more and more businesses are integrating AI-driven solutions into their daily operations. The most common executions concern content personalization, customer insights generation and marketing content production. At the same time, evidence that shows that

marketers consider GAI an important productivity booster is outlined, as it contributes to reducing time and cost in various marketing processes.

Particular emphasis is placed on personalization, which is reported as one of the most important capabilities of GAI. The authors explain that Generative AI tools can leverage customer data and behavioral patterns to create more targeted and contextually relevant experiences. Unlike previous recommendation systems that were mainly based on general user categorizations, GAI provides the means for the production of more personalized recommendations, tailored to the needs and preferences of each consumer. Through this process, customer engagement is boosted and overall customer experience is improved.

The article further discusses the role of Generative AI with respect to marketing content creation, providing practical examples such as ChatGPT, Jasper AI, and Midjourney deployed in advertising texts, social media posts, and other ecommerce and visual material creation. The authors argue that GAI facilitates faster content production and a critical acceleration of creative cycles, while at the same time reducing operational costs. In addition, it is possible to produce multiple versions of advertising content, which facilitates the testing and optimization process. (Kshetri et al., 2024)

Another key point of the article concerns the use of GAI for insight generation and data analysis. The authors note that AI systems can process large volumes of data and produce useful consumer insights in a very short period of time. This allows businesses to identify consumer trends, analyze customer behavior and make more informed marketing decisions. At the same time, GAI is described as a tool that can improve the lead generation process, through more effective behavioral targeting and personalized communication.

The popularity of AI tools under the hands-on prism discussed in the aforementioned study is further reinforced by research results of marketing professionals, as stated by SurveyMonkey (2024) and shown in Figure 2.1.a. According to the conclusions provided, more than half of marketers work in companies that implement and use AI, whereas on their own side, they use germane technologies to optimize content in different advertising means like newsletters and SEO. Furthermore, an impressive 73% uses artificial

intelligence to design personalized customer experience. Moreover, AI is also reported to be used in both creative tasks, like brainstorming ideas, and more mundane or administrative activities.

AI Implementations by Professionals

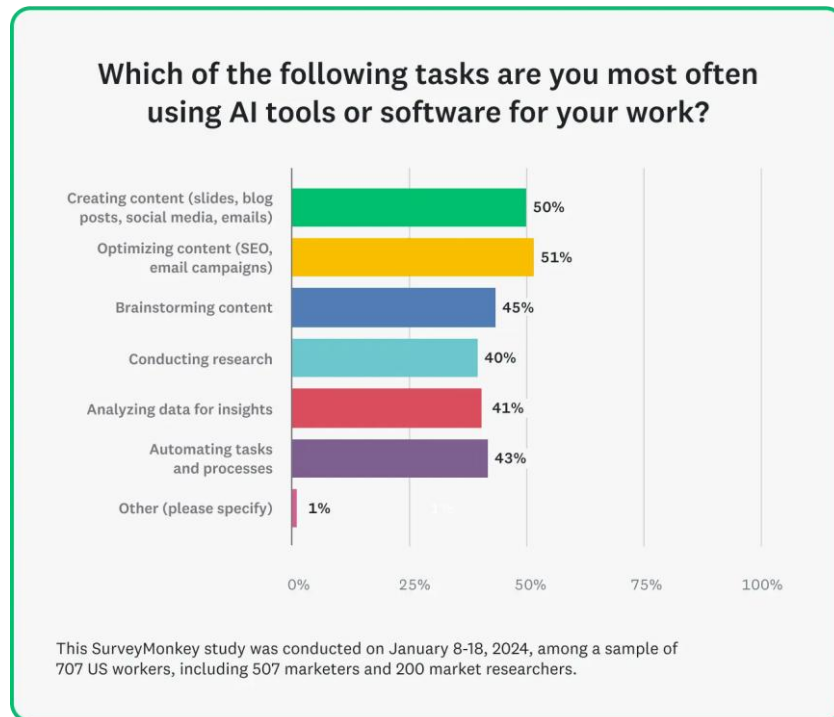


Figure 2.1.b (source: www.surveymonkey.com)

Although the above insights indicate that there is a quite frequent use of AI tools in different facets of a marketer's work day, not all professionals seem eager to leverage such technologies. According to the same survey, there is an important 39% of the sample that is concerned about the safe use of artificial intelligence implementations. Another 43% stated that they lack the knowhow on how to maximize the efficiency that may stem from such tools and 54% argue that training is essential on the grounds of using generative AI technologies in their role. Finally, an impressive 70% reported that their employers do not offer generative AI training opportunities.

In conclusion, based on both the literature and research that has been conducted on the adoption of artificial intelligence tools in marketing, it appears that the industrial sector is more than positive about adopting these smart practices at various levels. From strategy and new product planning or data analysis to more everyday practices that may be related

to content creation, one could see that the advertising world is attracted by the glamour of artificial intelligence tools and in this new day for businesses where everything is changing and volatile, perhaps there is one constant: marketing and AI functions become companions in this evolution.

2.2 Artificial Intelligence in the Beauty Industry

Artificial intelligence may be considered a catalyst for change in the way companies plan and implement their marketing strategies, and the beauty industry, with its dynamic nature, could hardly deviate from the trend. Numerous tools may be encountered with the aim of assisting clients, elevating their experience, and driving sales.

As discussed by Jabraili M. (2025), the beauty industry leverages AI tools on the grounds of offering personalized services, improving user experience, and enhancing processes related to production efficiency.

As stated in the article, tools that center around tailored product recommendations seem to be commonly encountered by companies such as L’Oreal And Olay. Their functionality is based on two main factors: Initially, users interact with the platform by sharing pictures (selfies) or personal data relevant to their skin and then, the algorithm proceeds into comparing these details with a vast database of other pictures and insights to reach conclusions on skincare needs such as wrinkles, fine lines or even dehydration and accordingly suggest matching products making customized experience accessible to all.

The essence of AI tools “democratizing skincare” by offering accessibility to a broader audience has also been discussed by Grech, V.S., Kefala, V., and Rallis, E. (2024). According to the study, these technologies grant high-quality services to handle both basic and complex aesthetic concerns, contributing to inclusivity and equity. To further establish the effectiveness of such technologies, a fully remote study with the objective of showcasing the validity of AI conclusions is outlined. According to the findings provided, in a group of 1041 US individuals with different demographic and cultural attributes, e.g., East Asian, Non-Hispanic Euro-American, etc exhibited that, the assessment incurred by AI provided a clinically accurate assessment confirmed by 50 diverse dermatologists from

the US. However, the project seems to be under development since several scopes for improvement have been detected.

Additionally, new trends outlined in the article of Jabraili M. (2025) show that there are brands that not only provide tailored recommendations, but the analysis derived from AI is used to create a customized product with a suitable formula that exactly matches such needs. For instance, Proven Skincare produces custom creams while Function of Beauty manufactures customized shampoos based on hair type.

Another application of AI provides smart results as well as combines augmented reality to offer a virtual try-on experience to the user. The consumer's camera is transformed into a smart mirror ready to apply the products they are interested in on their face. The result is both impressive and assisting as it provides real benefits to end users since it saves time and money wasted on wrong choices, mitigates the risk of putting trial products on one's skin that can become a breeding ground for germs, and offers personalized suggestions that may not have been considered before. Companies that apply such technologies include Sephora and Charlotte Tilbury Magic Mirror. (Jabraili M.,2025).

Furthermore, with customer service excellence as their compass, companies like L' Oreal and Sephora have invested in a more humane look and feel to their systems by deploying virtual assistants. These technologies aim at answering questions and queries, providing further product suggestions, or aid users to decide on their next purchase.

Although the above tools could potentially contribute to expanding sales via encouraging users to opt for products and improving their digital buying experience, they also undertake other “roles”.

As highlighted by Jabraili M,(2025) Artificial intelligence may attain the role of data analysts by understanding customer behavior and even forecasting the trends of the future and thus creating effective digital campaigns. Under this outlook, automated systems gather user commentary and reviews in order to detect upcoming trends and, simultaneously with the use of historical data, are prone to forecast market openings for new products. The revolutionary nature of artificial intelligence tools related to product design is also discussed in an article by Toosi R. et al. (2024). Similar to the

aforementioned research, this study finds that AI technologies are beneficial across various contexts and dimensions. The systematic analysis conducted showed that the use of such technologies creates an orientation map for the creation of products that suit individuals and their personalized needs, but simultaneously, the scope goes further. In fact, it also serves the needs of businesses that wish to create eco-friendly products and packaging. Therefore, it is understandable that AI works, both for the benefit of consumers and in accordance with the goals of companies that want to comply with a modern environmental culture.

However, although AI forecasting like the above may function effectively and satisfactorily, there are instances in which it may be questioned. According to Jackson I. and Ivanov D. (2023), the COVID-19 pandemic affected the accuracy of AI models for forecasting demand in the beauty industry, showing that the root cause of the decline in performance was not sales growth, but intense demand volatility caused by abrupt changes in consumer behavior, such as panic buying, the shift from physical stores to e-commerce, and rapid changes in preferences. The study, based on real-world data from a cosmetics company, finds that while sales elevated significantly during the pandemic, the accuracy of AI forecasts decreased by about 5%, leading to increased inventory costs and lost revenue.

Apart from the data analysis from a market angle, AI could also be used at a broader level that relates to new product development or improvement. The beauty industry may be characterized as rather competitive; hence, one product development cycle hardly closes. As stated by Guardo A. et al. (2025) Artificial Intelligence and predictive modeling may transform the beauty sector into playing a vital role in covering every aspect of product design, from planning to security control and consumer experience.

Based on the article, machine learning models are used to forecast critical features of products like texture, sensory quality and shelf life along with the assessment of potential allergenic risks and irritations which may even mitigate the need for animal testing. Furthermore, AI is used to predict product effectiveness and consumer satisfaction, using data such as biomarkers, skin images, and even neurophysiological data or behavioral patterns. All these innovative advancements, however, may be key for a faster, more

sustainable and accurate evolvement of the market but as showcased, there are challenges that entail need for quality data, transparency in models and regulatory control.

Another interesting role assigned to Artificial Intelligence is the one of the social media influencers. Lazaridi A. (2025) in her dissertation related to the attraction of virtual influencers in the cosmetic sector, examines the role of virtual influencers as a new form of anthropomorphic application of artificial intelligence in marketing, where AI-generated characters are designed to mimic human qualities, such as appearance, emotions, and behavior, to reinforce interaction on social media and create strong parasocial relationships with the users.

Unlike human influencers, virtual influencers are fully controlled by brands, which ensures stability in content, consistent communication strategy, and immediate adaptation to market trends, while enhancing their effectiveness through anthropomorphization, as users tend to attribute human characteristics to non-human entities, increasing perceived familiarity and trust.

In the Greek context, the development of digital marketing and the increasing penetration of social media in consumer behavior, especially in the beauty and personal care industry, make the phenomenon notably relevant, as almost half of the personal care market is now conducted through online channels and people are increasingly affected by platforms such as Instagram, TikTok, and YouTube.

In this environment, where Greek and international brands such as Korres, Sephora and L'Oréal are heavily active digitally, virtual influencers can function as strategic communication tools that amplify awareness, shape trends and impact consumer intent, especially among younger generations such as Gen Z, who mainly discover products through social media. Overall, virtual influencers are an emerging AI-driven form of influence that connects technology with consumer behavior, with increasing importance in the Greek cosmetics market.

2.3 Studies on Consumer Behavior and AI

The use of Artificial Intelligence tools seems to be spreading dynamically, changing the business environment and creating a new marketing era for many sectors. Thus, it is of certain interest to examine the extent to which such applications impact consumer behavior in practical terms, like shopping experience and meeting customer needs, along with more secondary factors that impact deeper decision making, like trust, brand perception, and even purchase decisions. Furthermore, as anticipated with revolutionary implementations of that kind, the degree of skepticism and concern has been analyzed as well. This interest may be showcased by a wide range of such studies, which in fact are not only recent.

Although AI could be thought to emerge in later studies, Hauser J.R. (2014) indicated that there is proof of heuristic decision rules to be present when consumers consider or opt for a product with AI playing a role in the decision-making process. Of course, the impact of AI has been studied across different, newer scopes, some of which in a systematic literature review (SLR). As outlined by Shoib A. & Hermawan A. (2025) in their SLR, following twenty relevant articles published from 2020 to 2025, AI technology was found to be a significant enabler for improved operational performance, customer service personalization, and the whole customer experience since such applications, via their data-driven nature, are prone to contributing to a faster, more effective shopping environment.

Another similar SLR that centers on the same topic by Mariani M. et al. (2021) similarly showcases that marketing and AI gain prominence and states that such tools leverage two types of means of learning: active and passive, all targeted to impact consumer behavior with the use of data. Further proof of the critical role of AI applications is also exhibited by Shrivastava R.K. and Gurme V. (2025) in their research on *“Artificial Intelligence and consumer behavior on social media.”* According to this study, it is the hyper-personalization of AI tools that may shape consumer behavior within the digital ecosystems and, especially, the algorithm-driven curation of content, recommendations, and tailored placements.

Indeed, user experience and all means that lead to an easy, convenient online shopping are vital for today's consumers. In a digital world full of endless choices, advertisements with broad targeting and even vague product descriptions, AI tools come with technologies that offer personalized solutions, matching product recommendations and reviews, making potential buyers feel comfort, and functioning as an anchor to their needs. As described in Ribeiro, A. et al. (2025), enhanced customer experience, which is linked to positive impact in behavioral responses, has its roots in the convenience of use and personalization adapted by AI systems. Interestingly, this study follows the example of smart voice assistants, which are described to provide a pleasant customer service facilitator, resulting in both repeated usage and therefore customer loyalty. In a broader framework, AI is demonstrated as a solution preferred by users since it offers rapid response and efficiency.

This argument is further reinforced by Gantumur K. (2025), who similarly illustrates how AI tools may create a positive shopping experience and boost purchase intent. As described, the competitive advantage that occurs in business for artificial intelligence applications constructs a well-targeted and automated ecosystem that on its side intensifies sales and customer engagement. Frictionless and with big data as an ally, these e-commerce tactics offer a personalized and efficient medium for increased conversions and customer satisfaction excellence.

At the same time, though, emotional factors retain their importance in decision making, thus a more humane-like aspect of AI, ready to help like a real shop assistant, appears to be vital for a positive consumer experience. In her study on the role of AI chatbots and virtual assistants Nouni D. (2025) states that interactivity and information quality provide added value and contribute to the general perception of usefulness by online shoppers, shaping their purchasing behaviors. This could be attributed to the fact that users may obtain easy answers to queries or questions that have to do with products, thus, buying intention is augmented.

The beneficial character of artificial intelligence tools is a point of agreement in all aforementioned studies. However, these studies align with another general framework that is relatively darker, which raises ethical concerns and transparency issues.

This case was solidly studied by Rahman W. (2026), who notes that personalization through AI technologies seems to affect consumer trust and buying intent, but at the same time emphasizes the vital role of transparency and personal data protection. A very important finding implies that once these personalized recommendations occur in a useful and matching way to the consumer, they can substantially improve trust in the platform and conversion lead. However, matters are not that simple, and the effectiveness of AI does not rely solely on the accuracy. Interestingly, a major role for the performance of such tools is sourced at the degree to which consumers understand system functionalities and feel their personal data is respected. Transparency, such as explaining why a product is recommended, promotes cognitive trust because it reduces uncertainty and makes the algorithm appear more trustworthy and valid. Accordingly, privacy protection and the ability to control data facilitate emotional trust, as they create a sense of security and reduce the fear of manipulation or misuse of personal information. Thus, the research argues that artificial intelligence can positively determine consumer behavior, not only through technological efficiency but especially when accompanied by ethical practices that make the consumer feel informed, safe, and in control.

In another study by Hari et al. (2025), one may observe an extensive and systematic mapping of the ethical framework of AI in marketing, showcasing both the capabilities and the challenges that may occur from the increasing integration of such tools in the consumer experience. Following the analysis of 445 scientific publications, the authors show that AI permits businesses to dive into and understand consumer behavior, to offer personalized suggestions, and improve marketing activation efficiency by assisting in the development of a more targeted and impactful strategic plan. However, this technological advancement seems to be accompanied by important ethical issues like private policy violation, information asymmetry, algorithmic biases, and lack of transparency, which may undermine trust and act as a barrier to the adoption of the technology. The research highlights that AI in marketing creates several “paradoxes”, such as the personalization–privacy paradox (consumers want personalization but are concerned about their data) and the control paradox (loss of autonomy due to algorithmic decisions), which necessitate the integration of ethical principles into the design and implementation of systems.

At the same time, it is emphasized that trust is a central mechanism for the acceptance of AI, while concepts such as transparency, data control, and fairness are critical factors influencing consumer attitudes. Through thematic analysis, the study organizes the field into key axes, such as the importance of ethics in modern marketing, the role of trust, problems of information asymmetry, the impacts of algorithmic decision-making, and the ethical challenges in AI-based services, such as chatbots and virtual assistants.

Apart from the above, especially in the beauty industry, however, more complex implications can arise, especially regarding consumer psychology and self-image. To be more specific, in an article by Hussain et. al. (2025) there is a description of the way AI-powered beauty filters and recommendation systems on platforms such as TikTok, Instagram, and Snapchat contribute to the formation of new aesthetic standards and affect the self-image of young women. In contrast to previous articles, which mainly focus on the use of AI as a marketing, personalization, content creation, and productivity tool, this article shifts attention to the social and psychological consequences of these technologies. The authors argue that beauty on social media is no longer shaped only by brands, influencers or consumer trends, but also by algorithmic systems that promote specific characteristics as more desirable or visible.

The results of a study conducted by the authors show that more frequent use of AI beauty filters is positively associated with increased dissatisfaction with one's actual appearance, while more time on social media is strongly associated with a preference for Eurocentric beauty features, such as lighter skin, thinner features, and “Westernized” beauty standards. A notably important finding is that awareness that images are digitally manipulated does not substantially reduce the negative impact of filters on self-image. That is, users may know that filters distort reality, but they are still emotionally affected by them. (Hussain et. al., 2025)

Another interesting aspect may be found in the term “algorithmic aesthetic”, introduced in the same article. Algorithmic aesthetic is described as a standard that is generated and reinforced by the algorithms of the platforms. The authors argue that filters do not operate neutrally, but often reinforce existing social hierarchies, such as skin tones and the preference for Western features. Through the interviews conducted, it appears that many

women use filters not because they consider them to be true, but because they feel that without them, they receive less acceptance, fewer likes or less social validation. Thus, the use of filters is described as a form of social currency, where the “improved” image becomes almost essential for online visibility and validation.

In a similar vein, the unrealistic beauty ideals set by AI based technologies are also discussed by Ozkan F. (2025). According to the author, image processing technologies, such as augmented reality filters and virtual beauty applications, allow users to easily modify their appearance, creating digital versions of themselves that more closely match the dominant aesthetic standards of social media. To dive into the phenomenon, the author uses “self-theory” and “social comparison theory” and then states that constant exposure to AI-enhanced images increases the gap between the actual self and the ideal self, reinforcing feelings of insecurity, dissatisfaction, and anxiety. At the same time, users make constant social comparisons with idealized images displayed in the digital environment, which can negatively affect self-esteem and body image.

Ozkan F. (2025) also discusses a case known as “Snapchat Dysmorphia”, where individuals desire to resemble a filtered version of themselves rather than their natural appearance. The author argues that the systematic use of AI beauty applications can distort the perception of “normal”, leading to increased dissatisfaction with one’s true self. Interestingly, Özkan points out that the insecurities created by these standards are fueling demand for cosmetics, skincare products and aesthetic procedures as consumers strive to approximate the ideal image projected digitally. For this reason, she emphasizes the need for responsible use of AI, greater transparency regarding AI-generated content and the promotion of more realistic and inclusive representations of beauty.

The need for the responsible use of AI by businesses and organizations is also discussed in research by Javornik A. et al. (2021) published in Harvard Business Review. Similarly, the article focuses especially on the importance of ethical use of immersive technologies and the need for businesses to adopt responsible practices when implementing AR tools. The authors argue that, while augmented reality filters and virtual try-ons foster consumer interaction and offer personalized experiences, they can also negatively impact users’ psychological well-being and self-image.

Furthermore, the research suggests that companies should not promote unrealistic beauty standards through their AR apps. Instead, they should foster transparency by informing users when an image has been digitally altered or when filters that alter appearance have been used. This practice is considered important, as it reduces the risk of social comparisons to unrealistic beauty standards. The authors emphasize that companies should offer customization options, allowing consumers to choose the degree and type of digital modification they desire. This approach is considered more ethical and consumer-centric, as it recognizes that different people are affected differently by AR experiences.

The article also highlights the importance of promoting positive messages of self-acceptance and self-affirmation within the deployments themselves. The researchers argue that brands using AR technologies should avoid practices that rely on consumers' insecurities and, instead, elevate their physical image and self-esteem. The authors believe that the development of ethical guidelines and the creation of a common code of conduct are essential prerequisites for the safe use of immersive technologies in marketing. As concluded, the responsible use of AR is not only a matter of technological innovation but also of social responsibility. Businesses are called upon to balance the commercial exploitation of the technology with the protection of the mental well-being of consumers, promoting more realistic, inclusive and ethically responsible beauty standards.

Overall, following the literature review, it is understood that AI tools influence consumers on many levels, making browsing among options easier, friendlier, and fun. However, as concluded by the articles, although artificial intelligence can substantially augment marketing effectiveness, its sustainable and responsible use requires the integration of ethical practices, the regulation of data use, and the creation of systems that respect the consumer to ensure trust, transparency, and a long-term relationship with the public.

3. Methodology

The purpose of this research is to explore the extent to which the use of artificial intelligence tools affects consumers in the beauty industry. Due to the nature of the research and its objectives, the quantitative research method was deemed as the most

suitable approach since it provides a fruitful ground for the systematic collection and analysis of numerical data with the aim of studying the relationship between specific variables. (Creswell, J. W., & Creswell, J. D., 2018).

For the better organization of the findings and in order for any conclusions to be structured in a clearer and more comprehensible manner, the present research distinguishes several factors that may influence the overall impact of AI on consumer behavior into specific pillars. More specifically, these pillars emerge from the literature review key constructs reported before and include perceived ease of use, trust, brand perception, and the ethical framework, namely, transparency practices.

When it comes to perceived ease of use, the construct refers to users' experience. Questions were structured with regards of finding out the degree to which consumers felt their shopping experience being elevated, whether these functions are considered easy to use and ultimately if they are convenient and assisting by recommending matching products.

Another key concept explored in the quantitative research related to trust. The objective of the questions was to examine whether users trust the product recommendations made by AI tools and if they find smart personalized marketing placements appropriate. Also, other variables include their preference in finding the products they need autonomously and whether they prefer smart systems compared to human service. For this question specifically, there has been reverse coding in order to maintain consistency in the interpretation of the scale.

Furthermore, the construct of ethical framework was explored by the use of two questions that related to personal concern on the use of consumers' data along with whether the companies should adopt policies that ensure transparency.

For brand perception and purchase intent, a single-item measure was selected for various reasons. Initially, it is the straightforward nature of such questions that make them suitable for such an approach as stated by Bergkvist, L., Rossiter, J.R. (2007) and Tsiros, M. and Mittal, V. (2000). Furthermore, AI is encountered in an ecommerce environment which as

already discussed by Christophersen and Konradt (2011) constitutes a sector in that single items can be equally accurate and valid with multi-item questions. Finally, since the questionnaire was addressed to a broad, consumer audience, questions were the number of questions and their use was very targeted to avoid bounce rate and fatigue.

The study ultimately aims to examine the extent to which these factors affect consumers' final purchase decisions and so the following hypotheses were constructed:

H1: Perceived ease of use of AI tools positively influences consumers' purchase intention.

H2: Trust in AI technologies positively influences consumers' purchase intention.

H3: Positive brand perception toward AI-enabled brands positively influences consumers' purchase intention.

H4: Ethical and transparency concerns negatively influence consumers' purchase intention.

Research Hypotheses Framework

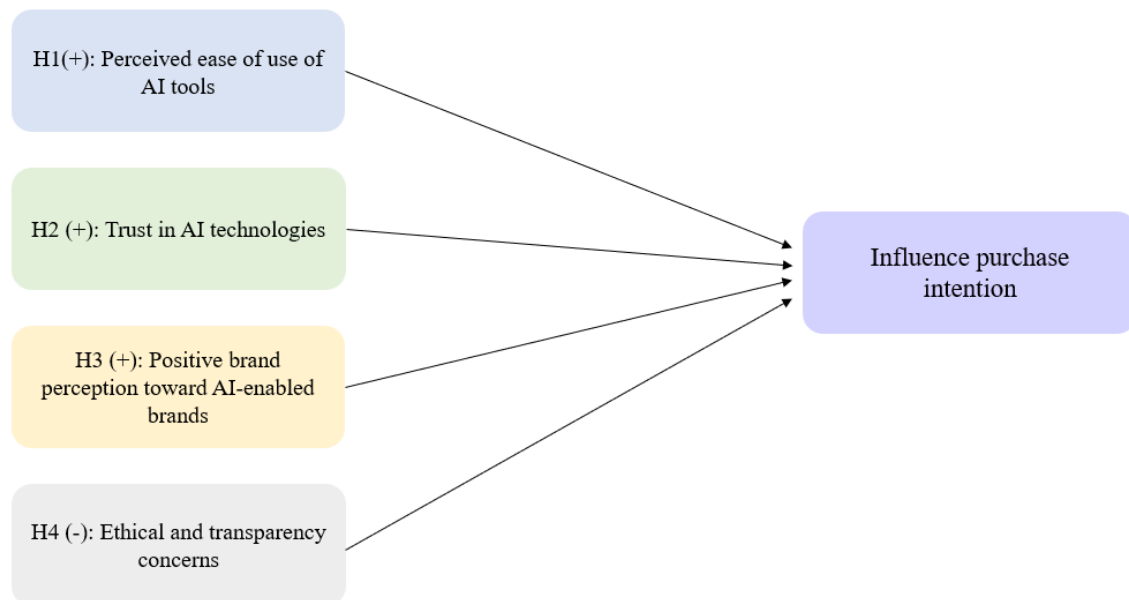


Figure 2.1.a (source: **Author**)

The above hypotheses were tested with a questionnaire designed in Google Forms. Since the aim of the paper is to analyze consumer behavior and the target audience could be

quite divergent, questions were posed in Greek to ensure clarity, as demonstrated in the table below:

Research Constructs and Questionnaire Items

Construct/Pillar	Question
Easy to Use	<i>Τα εργαλεία τεχνητής νοημοσύνης βελτιώνουν την εμπειρία αγορών μου</i> <i>AI tools improve my shopping experience</i>
	<i>Θεωρώ ότι τα εργαλεία τεχνητής νοημοσύνης είναι εύκολα στη χρήση</i> <i>I find AI tools easy to use</i>
	<i>Οι προτάσεις που προκύπτουν από τα εργαλεία τεχνητής νοημοσύνης με διευκολύνουν να βρίσκω τα προϊόντα που χρειάζομαι</i> <i>The suggestions generated by AI tools make it easier for me to find the products I need</i>
Trust	<i>Εμπιστεύομαι τις προτάσεις που προκύπτουν από εργαλεία τεχνητής νοημοσύνης σε καλλυντικά και είδη περιποίησης.</i> <i>I trust the recommendations generated by AI tools in cosmetics and skincare.</i>
	<i>Το προσωποποιημένο μάρκετινγκ που βασίζεται στην τεχνητή νοημοσύνη με βοηθά να ανακαλύπτω νέα προϊόντα που ταιριάζουν στα ενδιαφέροντά μου</i> <i>Personalized marketing based on AI helps me discover new products that match my interests</i>
	<i>Προτιμώ να χρησιμοποιώ εργαλεία τεχνητής νοημοσύνης από το να αναζητώ μόνος/μόνη μου το κατάλληλο προϊόν</i> <i>I prefer using AI tools to searching for the right product myself</i>
	<i>Προτιμώ το AI σε σχέση με την ανθρώπινη εξυπηρέτηση</i> <i>I prefer AI over human service</i>
Brand Perception	<i>Εμπιστεύομαι περισσότερο τις μάρκες (brands) που χρησιμοποιούν εργαλεία τεχνητής νοημοσύνης σε σχέση με εκείνες που δε διαθέτουν τέτοια εργαλεία</i> <i>I trust brands that use artificial intelligence tools more than those that do not.</i>
Purchase Intent	<i>Τα εργαλεία τεχνητής νοημοσύνης μπορούν να επηρεάσουν την πρόθεσή μου να αγοράσω ένα προϊόν.</i> <i>Artificial intelligence tools can influence my intention to purchase a product.</i>
Ethics & Transparency	<i>Ανησυχώ για τη χρήση των προσωπικών μου δεδομένων από τα εργαλεία τεχνητής νοημοσύνης</i> <i>I am concerned about the use of my personal data by artificial intelligence tools.</i>

	<i>Πιστεύω ότι οι εταιρείες που χρησιμοποιούν Τεχνητή Νοημοσύνη για λόγους marketing και επικοινωνίας θα πρέπει να είναι πιο διαφανείς σχετικά με τον τρόπο που συλλέγουν και χρησιμοποιούν τα δεδομένα μου</i> <i>I believe that companies that use Artificial Intelligence for marketing and communication purposes should be more transparent about how they collect and use my data.</i>
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Table 3.1.a (source: **Author**)

The questions used for the particular research had been developed based on prior similar studies regarding AI adoption, trust, personalization, ethics, and consumer purchase intention, namely O’Higgins, Bex & Fatorachian, Hajar. (2025) and Chakraborty et al. (2024).

The questionnaire was distributed through social media via the personal accounts of the author, academic and professional email and direct reach to consumers reaching an eighty-eight (88) total of participants.

Through the use of this structured questionnaire and Likert-scale items, the quantitative approach enables the measurement of attitudes, perceptions, and consumer behaviors in an objective and comparable manner. Likert scales, which are widely used in quantitative research, allow respondents to express the degree of their agreement or disagreement with a specific statement, thereby facilitating the statistical interpretation of subjective perceptions and experiences. (Joshi et al., 2015) In the context of the present study, this method supports the examination of consumers’ attitudes toward AI-driven practices within the beauty industry.

Furthermore, the study is partially grounded in the Technology Acceptance Model (TAM), introduced by Fred Davis (1989), which suggests that factors such as perceived usefulness and perceived ease of use significantly drive users’ acceptance and adoption of technology. This theoretical framework is considered predominantly relevant, as the research seeks to investigate how consumers perceive AI applications and whether these perceptions affect their purchasing intentions.

Finally, correlation analysis helps identify potential relationships among the examined variables and support the extraction of more reliable and generalizable conclusions about the study's target population. More specifically, Pearson correlation analysis is used to examine the strength and direction of the relationship between variables, allowing to identify whether factors such as trust, ethics, or perceived ease of use are positively or negatively associated with purchase intention.

4. Results

The aim of this section is to showcase the results found in the questionnaire and offer a hypotheses' testing based on the constructs described in Methodology. To gain a deeper understanding of the insights obtained from the collected data, a demographic analysis will be deployed to set the frame for the participants' profiles.

4.1 Respondents' Demographics

This section outlines the demographic characteristics of the sample, as well as key data regarding the behavior of online cosmetic product purchases and their familiarity with artificial intelligence tools.

The research was conducted from 07/04/2026-28/04/2026 and the total number of participants was eighty-eight (88). On the grounds of better understanding the insights of the study, there were three questions that related to personal demographic information like gender, age, and occupation.

As far as gender is concerned, the sample consisted predominantly of female participants (62.5%), whereas male participants accounted for 36.4% of the total sample. A very small part of respondents (1.1%) chose not to disclose their gender. Although the sample is not representative of the general population in Greece, the higher participation of women is expected, given the nature of the study and the product category examined.

Sample Gender Distribution

Gender Distribution		
Category	Frequency (f)	Percentage (%)
Male	32	36,4%
Female	55	62,5%
Prefer not to say	1	1,1%
Total (n)	88	100%

Table 3.1.b (source: *Author*)

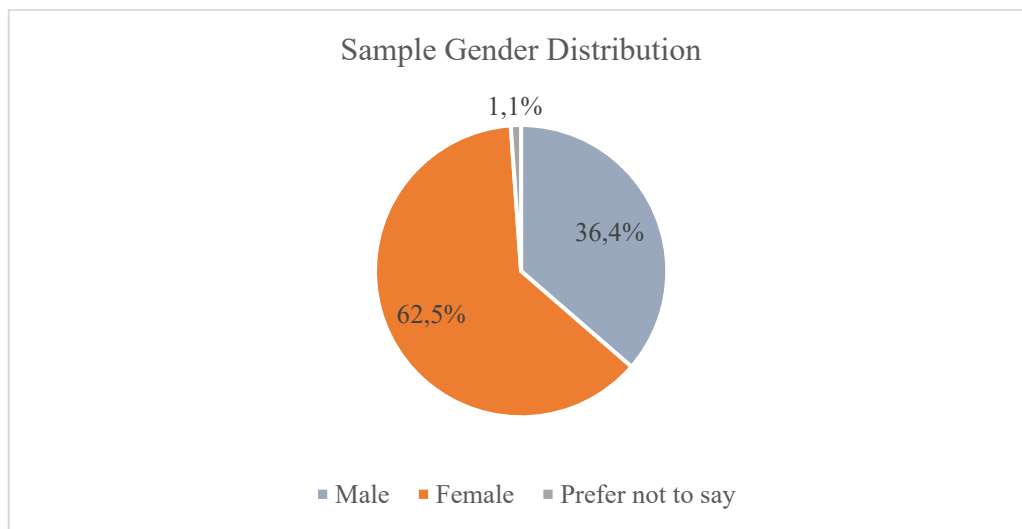


Figure 3.1.b (source: *Author*)

With regards to age distribution, most participants belonged to the 35–44 age group (44.3%), followed by those aged 25–34 (35.2%). Smaller proportions were observed in the 45–54 age group (13.6%), while only a limited number of respondents belonged to the 18–24 (3.4%) and 55+ (3.4%) categories.

Overall, the sample is largely concentrated in the 25–44 age range, indicating that the findings mainly reflect the perspectives of Generation Z and Millennials as defined by [Age Range by Generation | Beresford Research](#) (2026).

Sample Age Groups

Age Groups		
Category	Frequency (f)	Percentage (%)
18-24	3	3,4%
25-34	31	35,2%

35-44	39	44,3%
45-54	12	13,6%
55+	3	3,4%
Total (n)	88	100%

Table 3.1.c (source: *Author*)

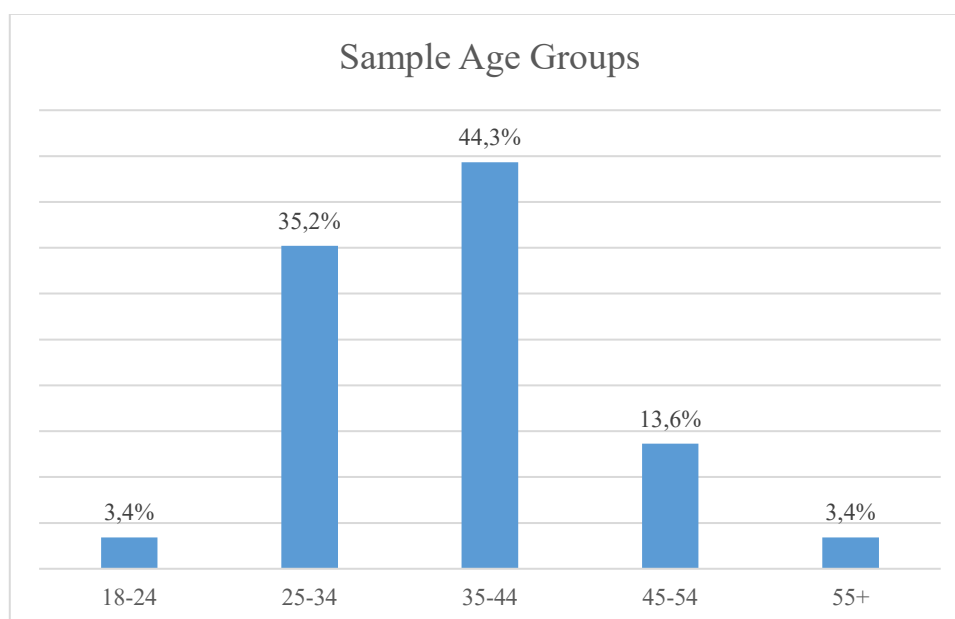


Figure 3.1.c (source: *Author*)

In terms of employment status, the majority of participants stated that they work in the private sector (73.9%), followed by self-employed individuals or entrepreneurs (13.6%) and public sector employees (9.1%). Only a small proportion of respondents were students (2.3%) or unemployed (1.1%).

This distribution could suggest that the sample mainly includes economically active individuals, which may influence their purchasing behavior and familiarity with online shopping.

Sample Occupations

Sample Occupations		
Category	Frequency (f)	Percentage (%)
Public sector employee	8	9,1%
Private sector employee	65	73,9%
Self-employed / Entrepreneur	12	13,6%
Student	2	2,3%

Unemployed	1	1,1%
Total (n)	88	100%

Table 3.1.d (source: *Author*)

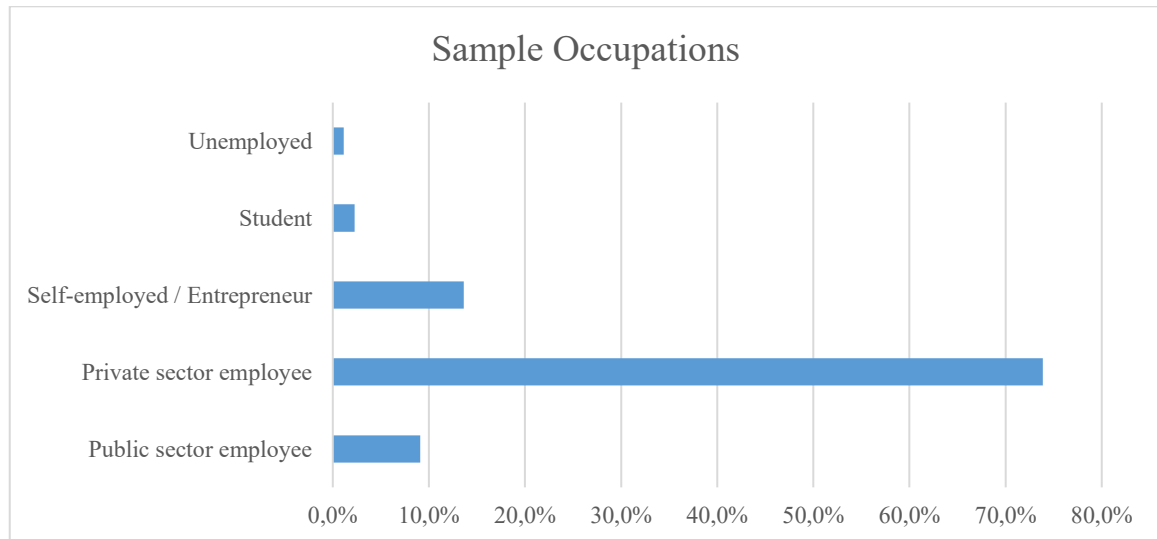


Figure 3.1.d (source: *Author*)

In conclusion, and in order to establish a first-layer profile of the respondents, the findings indicate that the majority of participants were female, accounting for 62.5% of the sample, which is consistent with the nature of the research and the generally stronger interest demonstrated by female consumers in the beauty and cosmetics category. In terms of age distribution, almost 80% of the sample belonged to the 25–44 age group, while similarly, 74% of respondents were employed in the private sector.

4.2 Respondents' Shopping Habits and AI Tool Usage

When it comes to the industry insights, based on their answers, overall, the sample seems to have some sort of familiarity with online beauty products. Also, most respondents appear to have likely been exposed to digital marketing practices and AI-related features within online beauty platforms.

According to the data collected, the majority of the sample, 35,2% stated that the purchase frequency of beauty-cosmetics products online is every 2-3 months which may be characterized as fairly often followed by a 25% that reported buying such products rarely. Moreover, 18,2% was found to purchase products online once a month and a 4,5% of the

sample more than once a month. Hence, it seems that a total of 23% has an inclination to buy beauty products online quite frequently that is from once to more times the same month.

Frequency of online purchasing of cosmetic and skincare products		
Category	Frequency (f)	Percentage (%)
More than once a month	4	4,5%
Once a month	16	18,2%
Every 2-3 months	31	35,2%
Rarely	22	25,0%
Never	15	17,0%
Total	88	100,0%

Table 3.1.e (source: *Author*)

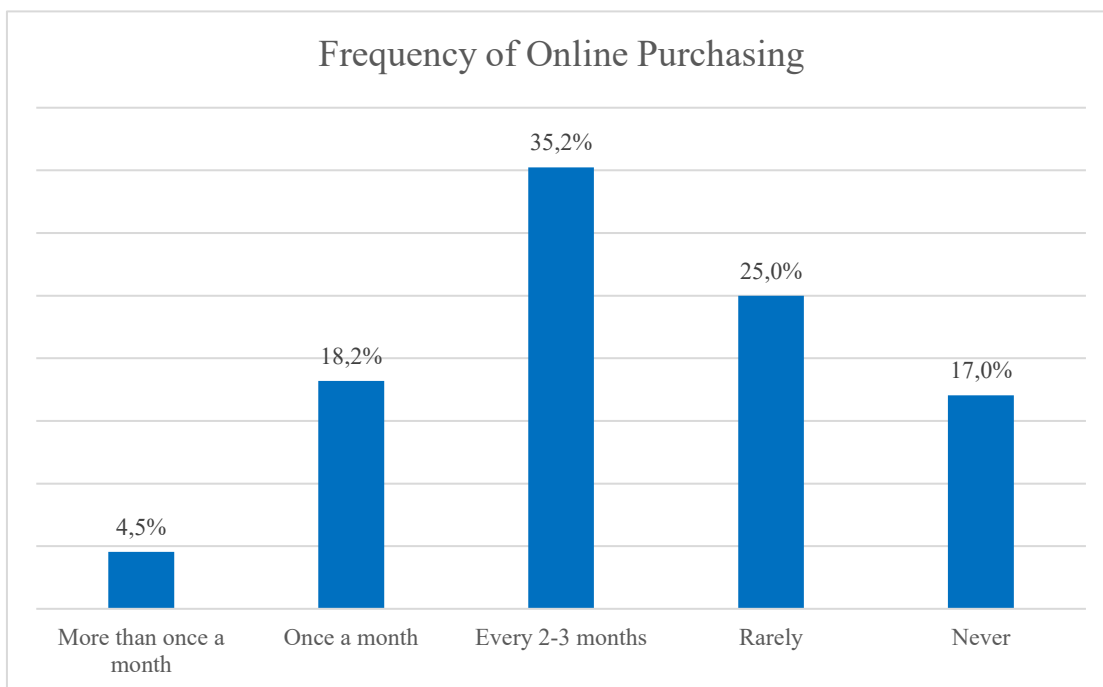


Figure 3.1.e (source: *Author*)

In order to conceptualize AI tools within a more specific and practical context, several examples of such technologies were provided in the questionnaire following independent research conducted by the researcher. Participants were then asked, through a multiple-choice question format, to indicate which of these AI tools they had previously used.

Below, several indicative examples from well-known brands operating in the Greek market that utilize such AI tools are outlined. In addition, an open-text option was provided, allowing participants to mention any additional AI applications they may have used. Within the sample, one respondent reported the use of an AI tool designed to provide recommendations for similar products.

- Selfie for personalized product recommendations:
<https://www.vichy.gr/skinconsult-ai>
<https://www.laroche-posay.gr/event/spotscan-plus>
- Virtual try-ons:
<https://www.maybelline.gr/virtual-beauty-studio/virtual-try-on>
<https://www.maccosmetics.gr/virtual-try-on>
<https://www.garnier.gr/virtual-try-on>
<https://www.lorealparis.gr/hair-color-virtual-try-on>
- Chat with AI virtual assistant & Product reviews created by AI:
<https://www.skrouz.gr/c/2606/health-beauty.html>

Based on the data collected, the most commonly reported AI applications were AI virtual assistants/chatbots and AI-generated product reviews, each accounting for 21.9% of responses. Selfie-based personalized product recommendation tools were used by 14.8% of participants, while virtual try-ons although quite easier to spot online, were opted for by 10.2% of respondents. As already mentioned, a very small proportion of participants mentioned other AI functionalities, such as AI-based similar product recommendation systems. Interestingly, an important number of respondents (30.5%) stated that they had not used any of the listed AI tools without stating whether they had used any alternatives.

Artificial Intelligence Tools Usage (More than One Options)		
Category	Frequency (f)	Percentage (%)
Selfie for personalized product recommendation	19	14,8%
Virtual try-on	13	10,2%
Chat with AI virtual assistant	28	21,9%
Product reviews created by AI	28	21,9%

Other: Similar product recommendation by AI	1	0,8%
None of the above	39	30,5%
Total	128	100,0%

Table 3.1.f (source: *Author*)

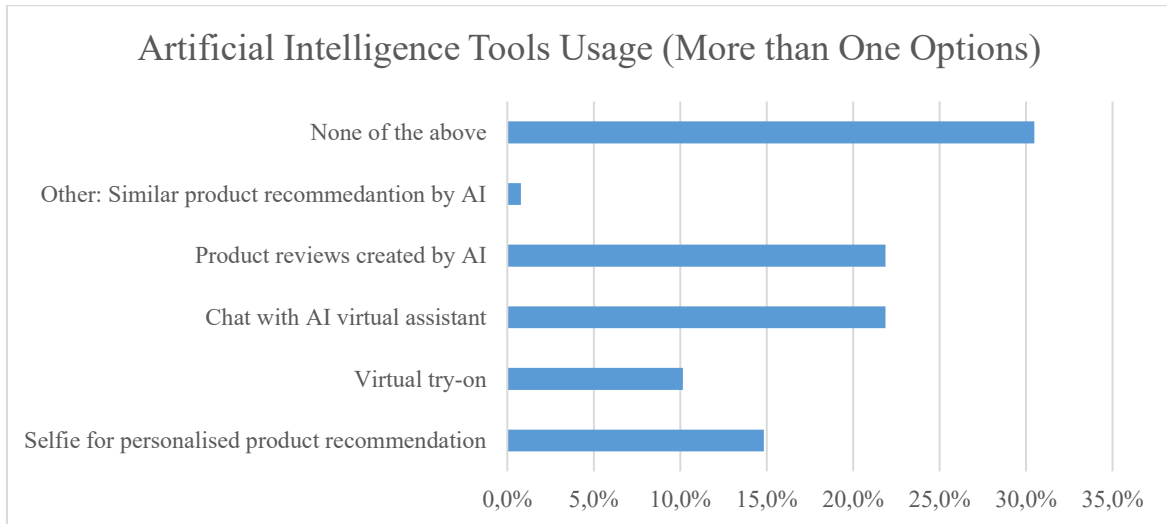


Figure 3.1.f (source: *Author*)

Therefore, from a market perspective, it can be observed that highly frequent online purchasers of beauty and personal care products, namely those who make purchases once or more per month, account for approximately 23% of the sample, while consumers who shop online two to three times per month constitute the majority of respondents. Additionally, 17% of participants stated that they never make online purchases, which could potentially indicate a lack of trust not only toward AI-driven technologies, but toward the online environment more broadly. In terms of tools, chat with AI consultants and smart reviews seem to be dominant.

4.3 Respondents' Perceptions Toward AI Applications

Regarding the hypothesis testing section, a general overview of participants' responses is presented, while the survey questions have been grouped according to the main constructs of the study. In order to better understand the perspective of the sample, descriptive statistics were used, primarily mean values and standard deviation.

Mean Scores and Standard Deviations by Construct				
Type	Question	Question Mean	Question Type Mean	Standard Deviation
Easy to Use	Τα εργαλεία τεχνητής νοημοσύνης βελτιώνουν την εμπειρία αγορών μου <i>AI tools improve my shopping experience</i>	3,41	3,60	0,36
	Θεωρώ ότι τα εργαλεία τεχνητής νοημοσύνης είναι εύκολα στη χρήση <i>I find AI tools easy to use</i>	3,92		
	Οι προτάσεις που προκύπτουν από τα εργαλεία τεχνητής νοημοσύνης με διευκολύνουν να βρίσκω τα προϊόντα που χρειάζομαι <i>The suggestions generated by AI tools make it easier for me to find the products I need</i>	3,47		
Trust	Εμπιστεύομαι τις προτάσεις που προκύπτουν από εργαλεία τεχνητής νοημοσύνης σε καλλυντικά και είδη περιποίησης. <i>I trust the recommendations generated by AI tools in cosmetics and skincare.</i>	2,93	2,78	0,45
	Το προσωποποιημένο μάρκετινγκ που βασίζεται στην τεχνητή νοημοσύνη με βοηθά να ανακαλύπτω νέα προϊόντα που ταιριάζουν στα ενδιαφέροντά μου <i>Personalized marketing based on AI helps me discover new products that match my interests</i>	3,24		
	Προτιμώ να χρησιμοποιώ εργαλεία τεχνητής νοημοσύνης από το να αναζητώ μόνος/μόνη μου το κατάλληλο προϊόν <i>I prefer using AI tools to searching for the right product myself</i>	2,72		

	Προτιμώ το AI σε σχέση με την ανθρώπινη εξυπηρέτηση <i>I prefer AI over human service</i>	2,23		
Brand Perception	Εμπιστεύομαι περισσότερο τις μάρκες (brands) που χρησιμοποιούν εργαλεία τεχνητής νοημοσύνης σε σχέση με εκείνες που δε διαθέτουν τέτοια εργαλεία <i>I trust brands that use artificial intelligence tools more than those that do not.</i>	2,56	2,56	0,87
Purchase Intent	Τα εργαλεία τεχνητής νοημοσύνης μπορούν να επηρεάσουν την πρόθεσή μου να αγοράσω ένα προϊόν. <i>Artificial intelligence tools can influence my intention to purchase a product.</i>	3,23	3,23	0,94
Ethics & Transparency	Ανησυχώ για τη χρήση των προσωπικών μου δεδομένων από τα εργαλεία τεχνητής νοημοσύνης <i>I am concerned about the use of my personal data by artificial intelligence tools.</i>	3,57	3,84	0,66
	Πιστεύω ότι οι εταιρείες που χρησιμοποιούν Τεχνητή Νοημοσύνη για λόγους marketing και επικοινωνίας θα πρέπει να είναι πιο διαφανείς σχετικά με τον τρόπο που συλλέγουν και χρησιμοποιούν τα δεδομένα μου <i>I believe that companies that use Artificial Intelligence for marketing and communication purposes should be more transparent about how they collect and use my data.</i>	4,11		

Table 4.3.a (source: **Author**)

In terms of ease of use, a positive mean score ($M = 3.60$, $SD = 0.36$) was found, showing that participants generally seem to find AI tools easy and convenient to use during their online shopping. Moreover, respondents seem to fairly agree that AI-generated recommendations functions in an assisting way. Finally, since low standard deviation is spotted, one could state that there is a satisfactory level of consistency among the sample's responses.

As far as the pillar of trust is concerned, interestingly, AI tools received a lower mean score ($M = 2.78$, $SD = 0.45$), potentially indicating a more cautious attitude toward AI-driven recommendations and services. It seems that participants feel that AI marketing may actually offer valid options and products that they could be trusted, they do not seem fully eager to exchange it over human assistance. In this case there was a higher SD thus indicating a greater variation in the audience's opinions.

When it comes to brand perception towards AI, one may note a low mean score ($M = 2.56$, $SD = 0.87$), which could suggest that the use of AI tools does not necessarily boost trust to a brand. Also, in this case, there was a high standard deviation, showing that the respondents' views were not aligned.

As far as the ethics are concerned, within the framework of transparency concerns it could be understood that consumers feel that maintaining a policy that respects their personal data is vital. Hence, this construct seems to receive the highest mean score with a $M = 3.84$, $SD = 0.66$.

Finally, purchase intention recorded a rather moderate mean score found at $M=3.23$, $SD=0.94$. This could indicate that AI tools somewhat influence intention to buy beauty and skincare products to a certain extent. However, the standard deviation encountered may suggest that participants were not highly aligned in their responses, reflecting different standpoints and levels of impact of AI applications in their final decision.

4.4 Hypothesis Testing

As part of the hypothesis testing process of the present study, a Pearson Correlation Analysis was conducted. This is because Pearson correlation allows the examination of the direction and strength of the relationship between variables. The aim was to examine the relationship between the basic values of this research and consumers' purchase intention. The statistical significance was assessed at a $p < 0,05$.

In terms of process, the hypothesis testing was based on examining:

- The direction between the relationship of values, either positive or negative
- The strength of the relationship through the Pearson's r coefficient
- The statistical significance of the results through the p -value.

The results are illustrated in the following table:

Pearson Correlations					
Hypothesis	Relationship	r	t Value	p Value	Result $< 0,05$
H1	Easy to Use → Purchase Intent	0,39	3,96	0,000152683	Supported
H2	Trust → Purchase Intent	0,33	3,27	0,001560526	Supported
H3	Brand Perception → Purchase Intent	0,42	4,27	4,93799E-05	Supported
H4	Ethics/Transparency → Purchase Intent	0,11	1,00	0,321908328	Not Supported

Table 4.4.a (source: *Author*)

The first hypothesis tested was the one relevant to perceived ease of use provided by AI tools and the impact it may have on buying intent. Based on the results, there seems to be a positive and statistically significant relationship between the two values. This tendency indicates that convenience matters, and the easier the smart tools are considered, the more impactful they are in terms of buying. The findings strongly align with Chakraborty et al. (2024), who found that perceived ease of use noteworthy increases consumers' willingness to adopt AI-powered beauty technologies. Similarly, the present study demonstrated that consumers are more likely to express purchase intention when AI tools are perceived as simple, understandable, and convenient to use. This reinforces the importance of user-friendly AI interfaces in the beauty and cosmetics industry.

Following the same trend, trust in AI Technologies and its influence in purchase decision was also confirmed. The relationship between the two was found to be positive and statistically significant reflecting that once consumers consider AI tools as valid and credible they are prone to engage and proceed to relevant purchase decisions. The present findings support previous literature suggesting that trust positively affects consumer acceptance of AI-driven beauty technologies. Similar to O’Higgins and Fatorachian (2025), participants appeared more willing to engage with AI-powered tools when they perceived them as reliable and beneficial. However, trust did not emerge as the strongest predictor of purchase intention, indicating that practical utility and convenience may outweigh ethical or privacy concerns during the consumer decision-making process.

When it comes to perception towards brands that deploy AI tools and consequently impact intention for purchase, there was also a positive and statistically significant relation. According to the data, the overall image and perception formed about a brand through the use of AI applications may substantially affect consumers' behavior and purchase intentions.

Contrary to the above hypotheses, ethical and transparency concerns were not statistically significantly related to purchase intention. Although consumers seem to recognize potential concerns regarding transparency, privacy, and ethical dimensions of AI, these factors do not appear to directly influence their purchase intention. Therefore, hypothesis H4 is not confirmed. This finding partially aligns with previous literature on AI adoption in the beauty and cosmetics industry, which emphasizes the importance of ethical AI practices, transparency, privacy protection, and trustworthy data management in shaping consumer trust and long-term acceptance of AI-powered beauty technologies. However, despite the strong theoretical emphasis placed on ethics and transparency, prior studies also suggest that consumers continue to engage with AI-driven beauty tools when these technologies provide convenience, personalization, and enhanced user experience. A similar pattern was observed in Chakraborty et al. (2024), where perceived AI reliability did not prominently affect consumers’ willingness to adopt smart beauty technologies. This may suggest that although consumers value ethical AI practices and transparency, their purchase decisions are influenced more strongly by practical benefits such as usefulness, ease of use and personalized experiences. Therefore, ethics and transparency

may contribute more to long-term trust and positive brand perception rather than directly affecting immediate purchase intention.

Overall, the results of the study indicate that factors related to functionality, user experience, and overall brand perception appear to have a greater impact on consumers' purchase intention than issues of ethics and transparency. This finding may indicate that, within the beauty industry, consumers are placing greater emphasis on the convenience, personalization, and usability of AI tools in the purchasing decision-making process.

5. Conclusions

5.1 Summary of Findings

The study aimed to explore the impact of AI tools on consumer behavior in the beauty and skincare sector. To examine this relationship, a questionnaire was designed that included questions of demographic nature like gender, age group, occupation, and indicative AI tools that might have been encountered from the sample, with a free text option to include any of their own. Then, the related constructs that could lead to purchase decisions were distinguished into different pillars.

Initially, it was the convenience of use that was measured through questions relevant to the user experience that occurs from the incorporation of such smart functions in an e-commerce environment. Additionally, another pillar related to trust, which was examined via questions that concerned the validity users felt stemmed from AI product recommendations, along with their preference in shopping autonomously without such smart functions, and finally, whether human assistance is a factor that they find preferable compared to AI tools. Another construct monitored was brand perception as related to the use of AI applications, both with ethics, transparency, and politics and their role in final purchase intent.

Under the spectrum of demographics and the behavioral profile of the sample it could be said that meaningful insights into contemporary consumers within the beauty and

cosmetics market were gained. The findings indicate that the sample consisted primarily of female participants, a result that aligns with the nature of the beauty industry and the stronger engagement traditionally observed among female consumers in this category. In addition, the majority of respondents belonged to the 25–44 age group and were employed in the private sector, reflecting an active and digitally engaged consumer audience.

As far as the purchasing behavior is concerned, most participants appeared familiar with online shopping environments and reported relatively frequent online purchases of beauty and personal care products. Nevertheless, a smaller percentage of respondents stated that they never purchase beauty products online, potentially reflecting broader concerns related to trust, digital environments, and technology adoption. Consequently, the profile of the sample can be considered particularly relevant for examining consumers' perceptions, attitudes, and behavioral responses toward AI-powered applications within the industry.

On the grounds of awareness and interaction with AI-powered tools, findings seem to vary, showcasing a rather divergent exposure among participants. To be more specific, AI virtual assistants and AI-generated product reviews emerged as the most commonly recognized or used tools, each accounting for 21.9% of responses. In contrast, virtual try-on technologies and selfie-based personalized product recommendations demonstrated comparatively lower percentages, suggesting that although such applications are increasingly present within the beauty market, they may still be at an earlier adoption stage among consumers. At the same time, it is particularly noteworthy that 30.5% of respondents selected “None of the above,” without, however, reporting any other tool they may have encountered. This could indicate that a considerable proportion of the sample has either limited exposure to AI-powered beauty applications or has not actively interacted with such technologies yet. Overall, the findings may suggest that while AI integration within the beauty industry is becoming increasingly visible, consumer familiarity and adoption levels still appear to vary significantly depending on the type of AI application involved.

Following the demographic and behavioral analysis of the sample, participants' views regarding the main research pillars were further examined in order to better understand consumer attitudes toward AI-powered tools within the beauty industry. More specifically,

the study focuses on the constructs of ease of use, trust, brand perception, purchase intention, and ethics & transparency. With regards to the mean scores and standard deviations by construct, the findings indicate that participants demonstrated a relatively positive perception of the ease of use of AI tools, with this construct recording the highest mean score among the behavioral dimensions examined ($M = 3.60$). This suggests that respondents generally consider AI tools accessible and useful in facilitating their shopping experience. However, trust-related responses appeared more moderate, with a lower construct mean ($M = 2.78$), indicating a more cautious attitude toward AI-generated recommendations, especially when compared to human service. Brand perception also remained relatively low ($M = 2.56$), suggesting that the use of AI tools by a brand does not automatically lead to higher consumer trust.

On the other hand, purchase intention recorded a moderate score ($M = 3.23$), showing that AI tools may influence purchasing decisions, but not in an absolute or highly decisive way. Finally, ethics and transparency presented the greatest overall concern, with a mean score of 3.84, indicating that participants strongly value transparency and remain concerned about the use of their personal data. Overall, the results suggest that while consumers recognize the practical usefulness of AI tools, especially in terms of convenience and ease of use, they remain more reserved when it comes to trust, brand perception, and data-related concerns.

In conclusion, the Pearson Correlation analysis was deployed under the terms of hypothesis testing. The results indicate that ease of use, trust, and brand perception are all positively related to purchase intention, with all three relationships being statistically significant ($p < 0.05$). To be more specific, brand perception is “king” and one could note that it reached the strongest positive correlation with purchase intention ($r = 0.42$), followed by ease of use ($r = 0.39$) and trust ($r = 0.33$). These findings suggest that consumers are more likely to demonstrate positive purchase intention toward AI-powered beauty tools when they perceive them as easy to use, trustworthy, and positively associated with brand image.

In contrast, ethics and transparency framework seemed to demonstrate a different image that could be characterized even as “paradox”. The particular hypothesis seemed to have a

weak positive correlation with purchase intention ($r = 0.11$), while the relationship was not found to be statistically significant ($p > 0.05$). Consequently, hypothesis H4 was not supported, indicating that although consumers express concerns regarding ethics, transparency, and personal data usage, these concerns do not appear to directly influence their immediate purchase intention within the context of the present study.

5.2 Insights into the Beauty Industry

The findings that stem from the current dissertation may potentially be beneficial either for brands and organizations that have either already integrated AI tools into their marketing strategy or plan to follow this path in the future.

Initially, insights that occur from a user experience level showcase that especially the facts that are relevant to personalizing suggestions and product review could serve as an important factor for digital shopping amelioration and simultaneously serve as a useful guide for selecting corresponding smart tools from brands that wish to integrate such new technologies.

What is more, based on this study it could be argued that consumer trust acts as a key factor in the final purchase of products from a given brand, and therefore the efforts of organizations are worth focusing on building and evolving it. As far as the particular construct is concerned, it would be valuable to evaluate all the dimensions of AI touchpoints this is to say from the quality and targeted service via smart tools to a company's transparency and personal data protection policies. The previously mentioned practice rises since as highlighted from the data it is important for consumers to receive quality and accurate suggestions which could, in turn, create additional value for the brand.

Another fundamental finding is associated with human touch in all AI usage facets. More precisely, consumers did not seem ready to exchange the human factor with a purely virtually driven support, and this insight might comprise an important parameter as to the

way firms decide to manage consumer communities or handle requests that are linked to customer service pre- and post-purchase.

At the same time, although a direct correlation between purchase decisions and compliance with personal data protection policies was not established, the participants in the survey and corresponding key takeaways arising from the literature review highlight the concern that exists regarding the management of such sensitive data. Thus, one could argue that a clear, explicit, and specific consumer protection policy could represent a competitive leverage and demonstrate tangible and serious differentiations between brands and their perception among consumers.

Therefore, in light of the above, the integration of artificial intelligence tools is considered a strategy that could enrich organizational development and offer added value by contributing to their competitiveness and strengthening their relationships with consumers or even drive sales performance.

5.3 Limitations of the Study

Although the present dissertation could provide insights linked to new technologies in the evolving and competitive beauty-cosmetics industry in Greece, certain limitation arise that should be acknowledged.

At the outset, one constraint that could be reported relates to the sample size. As already mentioned, the sample size for the particular research arises to 88 participants while at concurrently the most common gender and age group are found as women at 25-44 years old. This audience segment could be defined as over-represented. Ideally, it would be advantageous to have a broader and more indicative sample of Greece's total population.

With respect to the timing of the survey, one could observe that it is restricted while in parallel, it does not coincide with any considerable seasonality, such as Christmas or Easter when consumer behavior tends to show an augmented peak in purchases. During these types of periods, traffic on digital platforms is inclined to rise, while consumer psychology is also noted to be affected. Therefore, a study with an extended duration that

accounts for significant seasonal fluctuations could more effectively capture these dynamics.

Furthermore, the current study focused on specific pillars related to ease of use, trust, brand perception and ethics and the way they are linked to consumers' final purchase decisions. However, consumer behavior may be impacted by other highly complex factors as well, and their perceptions of AI tools—along with their attitudes towards organizations—can also be shaped by additional variables.

Finally, AI technology and applications could be described as a living, evolving organism. Like any new technology that lies at the forefront of developments, new tools make their appearance, and the speed of replacement can be impressive. At the same time, any social events such as incidents of personal data leaks or other current events can affect consumers and the perspective they have for these technologies. Thus, the data obtained from this specific research risks being time relevant.

5.4 Recommendations for Future Research

In respect to the scope for new research on AI in the beauty industry, one could argue that the sky is the limit.

At a demographic level, a survey could be conducted with an audience that may fall under a broader geographical context but simultaneously shares some common socio-political or economic elements. For instance, a similar survey could be conducted across Southeastern Europe. This could potentially enable the analysis of consumer behavior within a relatively homogeneous regional context, enhancing the relevance of the findings.

Thematically, in addition to the pillars explored in this thesis, research could be conducted that relates to the psychology and self-image of users in relation to their purchasing behavior. For example, can an AI tool create enough positive or even negative emotions such as insecurity to affect the user to a purchasing level?

Another area for exploration is the context of ethics and how it is reflected either in the creation of AI tools or in the management of the data resulting from it. For example, is there a limit to personalized marketing and at what point does it touch on ethical frameworks?

Another suggestion regarding methodology could be the approach through focus groups versus a questionnaire, since such a tactic could potentially contribute to a deeper dive into feelings, concerns, and expectations for AI in this particular industry.

Finally, it would be meaningful to further investigate Artificial Intelligence tools through a purely professional perspective. More specifically, it would be interesting to examine the preference of AI tools used by marketers, the frequency of their usage, and the overall contribution of AI to brand strategy development in Greece. Additionally, it could be valuable to explore the extent to which professionals in the sector possess knowledge regarding the use of such applications, whether companies provide training opportunities, and what their overall feelings toward these technologies are, namely whether they perceive them positively or express concerns regarding the future of their professional roles within the industry.

Ultimately, the rapid development of Artificial Intelligence highlights the need for further academic exploration, as both consumers and professionals continue to adapt to the evolving digital marketing landscape.

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Appendix A: “Research Questionnaire Interface”



Η επίδραση της τεχνητής νοημοσύνης στο μάρκετινγκ και στη συμπεριφορά των καταναλωτών στον κλάδο της ομορφιάς

Η παρούσα έρευνα πραγματοποιείται στο πλαίσιο μεταπτυχιακής διπλωματικής εργασίας στη Διοίκηση Επιχειρήσεων του **Ελληνικού Ανοικτού Πανεπιστημίου**, Master in Business Administration, στον τομέα του **Marketing**.

Στόχος είναι να διερευνηθεί ο τρόπος με τον οποίο **τα εργαλεία τεχνητής νοημοσύνης (AI)** όπως εικονική δοκιμή προϊόντων (virtual try-ons), προσωποποιημένες προτάσεις προϊόντων, ανάλυση δέρματος μέσω φωτογραφίας/selfie, chatbots εξυπηρέτησης κ.ο.κ. επηρεάζουν την **εμπειρία**, τις **απόψεις** και τις **επιλογές** μας ως καταναλωτές στα προϊόντα που σχετίζονται με την **ομορφιά**.

Η συμμετοχή σας είναι **εθελοντική, ανώνυμη** και τα δεδομένα που θα συλλεχθούν θα χρησιμοποιηθούν για **ερευνητικούς** και **ακαδημαϊκούς** σκοπούς.

Η συμπλήρωση του ερωτηματολογίου απαιτεί περίπου **7-10 λεπτά**.

Σας ευχαριστούμε πολύ για τον χρόνο σας!

Μαρία Γιαννοπούλου

Contact Me: std154490@ac.eap.gr

A. Δημογραφικά Στοιχεία & Εμπειρία Χρήσης

A1. Ποιο είναι το φύλο σας; *

- ☐ Άνδρας
- ☐ Γυναίκα
- ☐ Προτιμώ να μην πω
- ☐ Other: _____

A2. Σε ποια ηλικιακή ομάδα ανήκετε; *

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55+

A3. Ποια είναι η επαγγελματική σας κατάσταση; *

- ☐ Ιδιωτικός/ή Υπάλληλος
- ☐ Δημόσιος/α Υπάλληλος
- ☐ Ελεύθερος/η Επαγγελματίας / Επιχειρηματίας
- ☐ Δεν εργάζομαι
- ☐ Φοιτητής/τρια
- ☐ Συνταξιούχος

A3. Ποια είναι η επαγγελματική σας κατάσταση; *

- ☐ Ιδιωτικός/ή Υπάλληλος
- ☐ Δημόσιος/α Υπάλληλος
- ☐ Ελεύθερος/η Επαγγελματίας / Επιχειρηματίας
- ☐ Δεν εργάζομαι
- ☐ Φοιτητής/τρια
- ☐ Συνταξιούχος

A4. Πόσο συχνά αγοράζετε καλλυντικά προϊόντα όπως make up και προϊόντα περιποίησης δέρματος ηλεκτρονικά; *

- ☐ Περισσότερο από 1 φορά τον μήνα
- ☐ 1 φορά τον μήνα
- ☐ Κάθε 2-3 μήνες
- ☐ Σπάνια
- ☐ Ποτέ

A5. Έχετε χρησιμοποιήσει κάποιο/α από τα παρακάτω εργαλεία τεχνητής νοημοσύνης (AI);

- ☐ Λήψη φωτογραφίας για προσωποποιημένη πρόταση προϊόντος
- ☐ Εικονική δοκιμή προϊόντος (virtual try-on)
- ☐ Chat με ψηφιακό βοηθό για προσωποποιημένη πρόταση προϊόντος
- ☐ Κριτικές προϊόντων που δημιουργούνται από τεχνητή νοημοσύνη
- ☐ Κανένα από τα παραπάνω
- ☐ Other: _____

B. Αντιλαμβανόμενη Αξία, Ευκολία & Χρησιμότητα

Παρατηρήσεις:

(i) Οι απαντήσεις συλλέγονται μέσω κλίμακας πέντε βαθμίδων (Likert, 1932).

(ii) Τα στοιχεία μέτρησης της χρησιμότητας και την ευκολία χρήσης προσαρμόστηκαν από το μοντέλο Technology Acceptance Model (Davis, 1989)

Παρακαλώ δηλώστε σε ποιο βαθμό συμφωνείτε ή διαφωνείτε με τις παρακάτω δηλώσεις:

*

	Διαφωνώ απόλυτα	Διαφωνώ	Ούτε συμφωνώ, ούτε διαφωνώ	Συμφωνώ	Συμφωνώ απόλυτα
Τα εργαλεία τεχνητής νοημοσύνης βελτιώνουν την εμπειρία αγορών μου.	☐	☐	☐	☐	☐
Θεωρώ ότι τα εργαλεία τεχνητής νοημοσύνης είναι εύκολα στη χρήση.	☐	☐	☐	☐	☐
Οι προτάσεις που προκύπτουν από τα εργαλεία τεχνητής νοημοσύνης με διευκολύνουν να βρίσκω τα προϊόντα που χρειάζομαι.	☐	☐	☐	☐	☐
Εμπιστεύομαι τις προτάσεις που προκύπτουν από εργαλεία τεχνητής νοημοσύνης σε καλλυντικά και είδη περιποίησης.	☐	☐	☐	☐	☐

Το
προσωποποιημένο
μάρκετινγκ που
βασίζεται στην
τεχνητή
νοημοσύνη με
βοηθά να
ανακαλύπτω νέα
προϊόντα που
ταιριάζουν στα
ενδιαφέροντά
μου.



Γ. Συμπεριφορά & Πρόθεση Αγοράς

Παρακαλώ δηλώστε σε ποιο βαθμό συμφωνείτε ή διαφωνείτε με τις παρακάτω δηλώσεις:

*

	Διαφωνώ απόλυτα	Διαφωνώ	Ούτε συμφωνώ, ούτε διαφωνώ	Συμφωνώ	Συμφωνώ απόλυτα
Τα εργαλεία τεχνητής νοημοσύνης μπορούν να επηρεάσουν την πρόθεσή μου να αγοράσω ένα προϊόν.	☐	☐	☐	☐	☐
Προτιμώ να χρησιμοποιώ εργαλεία τεχνητής νοημοσύνης από το να αναζητώ μόνος/μόνη μου το κατάλληλο προϊόν	☐	☐	☐	☐	☐
Προτιμώ την ανθρώπινη εξυπηρέτηση σε σχέση με τα εργαλεία τεχνητής νοημοσύνης για να επιλέξω ένα προϊόν ομορφιάς.	☐	☐	☐	☐	☐

Εμπιστεύομαι
περισσότερο
τις μάρκες
(brands) που
χρησιμοποιούν
εργαλεία
τεχνητής
νοημοσύνης σε
σχέση με
εκείνες που δε
διαθέτουν
τέτοια
εργαλεία.

☐☐☐☐☐

Ανησυχώ για τη
χρήση των
προσωπικών
μου δεδομένων
από τα
εργαλεία
τεχνητής
νοημοσύνης.

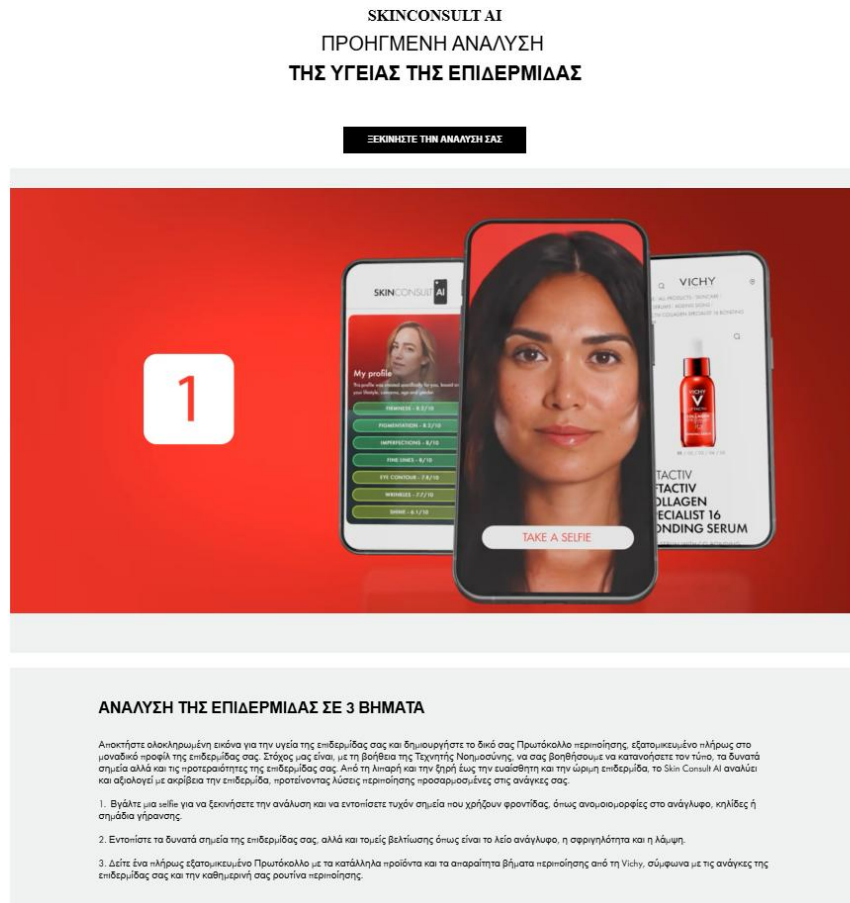
☐☐☐☐☐

Πιστεύω ότι οι
εταιρείες που
χρησιμοποιούν
Τεχνητή
Νοημοσύνη για
λόγους
marketing και
επικοινωνίας
θα πρέπει να
είναι πιο
διαφανείς
σχετικά με τον
τρόπο που
συλλέγουν και
χρησιμοποιούν
δεδομένα
καταναλωτών.

☐☐☐☐☐

Appendix B: “Examples of AI Applications in the Beauty Industry”

1. Selfie for personalized product recommendations: [Link](#), [Link 2](#)



SPOTSCAN+ ΑΝΑΛΥΣΗ ΓΙΑ ΤΟ ΔΕΡΜΑ ΜΕ ΤΑΣΗ ΑΚΜΗΣ

Για αρχική ανάλυση για το δέρμα, που συνδυάζει τη δερματοσκοπική εξέταση του Light-Peaky με την τεχνική κορεσμού, για να διακρίνουμε το δυνάμει πρόταγμα φροντίδας για το δέρμα με τάση ακμής.

Η 1Η ΔΙΑΓΝΩΣΗ ΓΙΑ ΟΣΟΥΣ ΕΧΟΥΝ ΤΑΣΗ ΑΚΜΗΣ.
ΔΟΚΙΜΑΣΜΕΝΟ ΣΕ ΚΑΘΕ ΤΟΝΟ ΔΕΡΜΑΤΟΣ.

90 %
ΑΚΡΙΒΕΙΑ
ΔΙΑΓΝΩΣΜΟΥ

Shang Y, Jiang H, Quast A, Karami A, Elmaghrabi A, Zhang X, He Z, Jia H, Q. (2020) Accuracy of Smartphone-Based Skin Analysis Using a Polarized Light Source. J. Clin. Med. 9(10):2020. doi:10.3390/jcm9102020. PMID: 33000000

ΠΡΟΣΦΕΡΕΙ ΕΞΑΤΟΜΙΚΕΥΜΕΝΗ ΑΝΑΛΥΣΗ
ΤΗΣ ΕΠΙΔΕΡΜΙΔΑΣ ΚΑΙ ΠΡΟΤΙΝΕΙ ΕΝΑ
ΑΠΟΤΕΛΕΣΜΑΤΙΚΟ ΠΡΟΓΡΑΜΜΑ
ΦΡΟΝΤΙΔΑΣ ΜΕΣΑ ΑΠΟ ΜΟΛΙΣ ΤΡΙΑ ΑΠΛΑ
ΒΗΜΑΤΑ

* Μπορείτε με CosmeoScan+ να 24/7 κορυφαία και καλύτερη δερματολογική κλινική, να ελεγχθεί με ευαίσθητο δέρμα, 4 εβδομάδες 2 εβδομάδες ή και περισσότερο.

Σκάνετε το πρόσωπό σας για να πραγματοποιηθεί ανάλυση της ακμής σας.

Δείτε τη βαθμολογία σας στην κλίμακα CEA.

Λάβετε ένα εξατομικευμένο πρόγραμμα φροντίδας για την επιδερμίδα με τάση ακμής.

2. Virtual try-ons: [Link](#), [Link 2](#), [Link 3](#), [Link 4](#)



MAC

SPECIAL OFFER -50%

ΔΕΠΤΟΜΕΡΕΙΕΣ ΠΡΟΣΦΟΡΩΝ

ΑΝΑΖΗΤΗΣΗ

👤 🛒

SPECIAL OFFER -50% NEW BEST-SELLERS ΧΕΙΛΗ ΜΑΤΙΑ ΠΡΟΣΩΠΟ SKIN SHADE FINDER ΠΙΝΕΛΑ + ΕΡΓΑΛΕΙΑ SERVICES

ΔΟΚΙΜΑΣΕ 800+ ΑΠΟΧΡΩΣΕΙΣ ΑΠΟ ΤΟ ΣΠΙΤΙ ΣΟΥ ΤΩΡΑ!

Βρες το επόμενο αγαπημένο σου χρώμα για μάτια ή χείλη online πιο εύκολα από ποτέ. Δοκίμασε πάνω από 800 αποχρώσεις με το virtual try-on, σε τρία απλά βήματα:

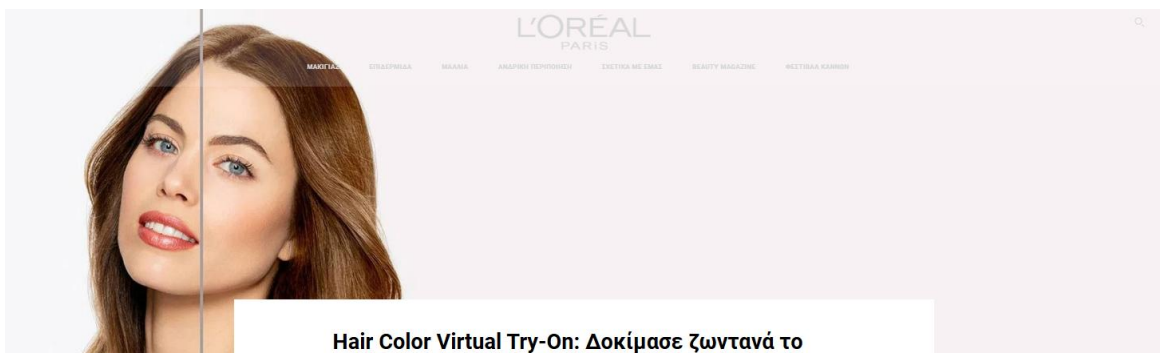
1. Διάλεξε ένα προϊόν και πάτα «TRY IT ON» στη σελίδα του προϊόντος.
2. Άνοιξε την κάμερα σου, ανέβασε μια photo από τη συσκευή σου ή διάλεξε ένα μοντέλο.
3. Κάνε κλικ πάνω στις αποχρώσεις που σε ενδιαφέρουν για να δεις αμέσως πώς σου πάνε.

Δεν ξέρεις ακόμα ποιο χρώμα να διαλέξεις; Δοκίμασε το Lip Colour Finder ή το Eye Shadow Finder για να συγκρίνεις αποχρώσεις και υφές σε διαφορετικούς τόνους δέρματος.
ΣΥΓΚΡΙΝΕ ΧΡΩΜΑΤΑ ΧΕΙΛΙΩΝ ή ΣΥΓΚΡΙΝΕ ΣΚΙΕΣ ΜΑΤΙΩΝ

Ζωντανή Δοκιμή Χρώματος

Δοκίμασε πριν αγοράσεις με την εξελιγμένη μας τεχνολογία! Ανακάλυψε τα virtual εργαλεία μας, τον εύκολο και ασφαλή τρόπο δοκιμής χρώματος χωρίς κάποια δέσμευση.

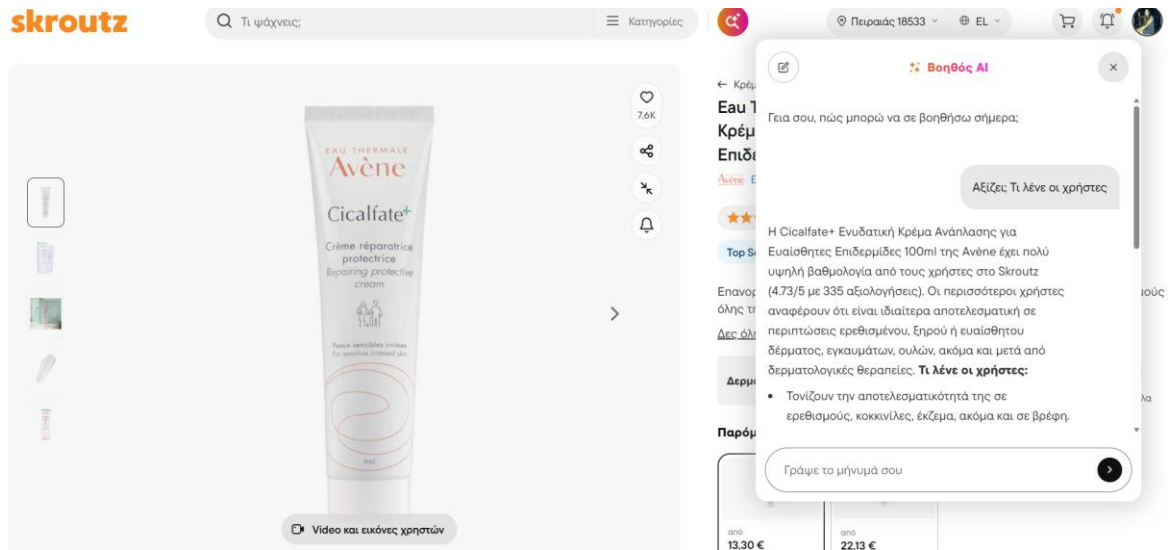
ΔΟΚΙΜΑΣΕ ΤΟ



Hair Color Virtual Try-On: Δοκίμασε ζωντανά το χρώμα μαλλιών σου

Ξανθά, Καστανά, Κόκκινα, Ποια απόχρωση είναι αυτή που σας ταιριάζει περισσότερο; Επιλέξτε το επόμενο χρώμα των μαλλιών σας με το Virtual Try-on Εργαλείο της L'Oréal Paris. Χρησιμοποιήστε την κάμερα του κινητού ή του υπολογιστή σας και δοκιμάστε όποια απόχρωση σας αρέσει. Εναλλακτικά ανεβάζετε μια φωτογραφία σας και δείτε ζωντανά το αποτέλεσμα. Είναι θα μπορείτε να είστε σίγουρες για το αποτέλεσμα του επόμενου χρώματός σας. Και πού έχετε, μπορεί το ξανθό να σας ταιριάζει περισσότερο απ' όση πιστεύατε έως τώρα! Μην περιμένετε άλλο, ξεκινήστε τώρα τις δοκιμές για το επόμενο χρώμα των μαλλιών σας με τη βοήθεια του Virtual Try On Εργαλείου της L'Oréal Paris! 📱 Συνεργαστήκαμε με το Modiface - πρωτοπόρο στην τεχνητή νοημοσύνη- για τη δημιουργία του συγκεκριμένου εργαλείου. Όλες οι αποχρώσεις έχουν βαθμονομηθεί με βάση 6 κριτήρια: την απόχρωση, τη χρωματική απόδοση, το βάθος, τη λάμψη, την αντίθεση και την ένταση του χρώματος. Με περισσότερες από 30 αποχρώσεις, ακόμα να ξεκινήσετε τις δοκιμές.

3. Chat with AI virtual assistant & Product reviews created by AI: [Link](#)



Author’s Statement:

I hereby declare that, in accordance with article 8 of Law 1599/1986 and article 2.4.6 par. 3 of Law 1256/1982, this thesis/dissertation is solely a product of personal work and does not infringe any intellectual property rights of third parties and is not the product of a partial or total plagiarism, and the sources used are strictly limited to the bibliographic references.