Impact of Artificial Autonomy Avatar on Consumer Acceptance of Fashion Retail Services

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This study focused on explaining the influence of fashion retail autonomy avatar on consumers' acceptance of fashion retail service; this study also examined the moderating impact of precision toward avatar acceptancy. Based on the extensive literature review, this study formulated five hypotheses to support the arguments. Quantitative methodology with a survey strategy was undertaken, which had an effective sample size of 278 young consumers. Furthermore, analysis was carried out using Smart partial least squares (PLS)-structural equation modelling. The study finds a significant direct relationship between the autonomy characters of avatar (sensing, thought, action) and consumer novel experience. Other than that, it also finds significant relationships between consumers' novel experience and avatar acceptance. It was further revealed that precision toward avatar significantly moderates impact on fashion retail avatar acceptance. The findings shed the light on improving fashion retail service with avatar-based applications.

Keywords: *avatar, autonomy, novel experience, avatar acceptance, precision*