

# Acceptance of Augmented Reality Retail Apps: A Cross-Country Comparison

**Carolin Siepmann**

University of Duisburg-Essen

**Pascal Kowalczyk**

University of Duisburg-Essen

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## **Abstract**

Augmented reality (AR) allows consumers to interactively experience virtual goods that are superimposed on the real environment. Due to its growing relevance, there is need to understand the underlying mechanisms driving AR acceptance to enhance adoption and diffusion. Prior research was mainly concerned with identifying the drivers of AR acceptance, thereby disregarding cross-cultural differences. Drawing on the notion that culture affects consumer innovativeness, we contribute to current literature by cross-culturally examining hedonic and utilitarian antecedents of AR reuse intention. We use structural equation modelling and multigroup analysis to test the proposed hypotheses on data collected from 427 participants from Germany and China. Our study provides evidence that consumer perceptions differ in terms of AR acceptance factors indicating that retailers and developers should consider this variability and adjust marketing efforts and technological aspects accordingly.

**Keywords:** *Augmented Reality; Technology Acceptance Model (TAM); Cultural Differences*

**Track:** International Marketing & Marketing in Emerging Countries