

Can't wait to use it- the role of time convenience and anticipated emotions in augmented reality application usage intention

**Gaukhar Chekembayeva**  
Modul University Vienna  
**Marion Garaus**  
MODUL University Vienna  
**Orsolya Schmidt**  
Modul University Vienna

Cite as:

Chekembayeva Gaukhar, Garaus Marion, Schmidt Orsolya (2022), Can't wait to use it- the role of time convenience and anticipated emotions in augmented reality application usage intention. *Proceedings of the European Marketing Academy*, 51st, (106554)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



# Can't wait to use it- the role of time convenience and anticipated emotions in augmented reality application usage intention

## **Abstract**

Augmented reality applications allow marketers to create novel and exciting experiences, which prompt favourable consumer responses. The current study explores how two specific aspects of AR mobile apps, namely time convenience perceptions and anticipated emotions impact attitude toward the app and consequently, app usage intention. Results of an online experiment reveal that the interactivity associated with AR apps (vs. non-AR apps) prompt time convenience perceptions, which in turn elicit favourable anticipated emotions and attitudes towards using the app. The three constructs fully mediate the impact of AR apps (vs. non-AR apps) on app usage intention.

**Keywords:** *augmented reality; anticipated emotions; time convenience*

**Track:** Digital Marketing & Social Media