

A segmentation of consumer attitudes toward augmented reality as a shopping tool

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Abstract

Retailers increasingly seek to deploy technology to enhance the customer experience. Augmented Reality (AR) is one such technology that, while still emerging, is typically assumed to positively influence consumer attitudes and perceptions. However, little is known about the heterogeneity that exists in consumer attitudes towards AR, and resultant choice behaviour. We propose that a better understanding of these differences is important for retailers to effectively consider whether to introduce AR technology or not. We provide insights into consumer behaviour when faced with engaging AR across the customer journey. The results identify four distinct segments that vary in their attitude toward AR as a shopping tool – AR Averse, AR Hesitant, AR Open, and AR Enthusiastic. Covariate analysis shows the factors which drive membership in these segments including perceived ease of use, perceived usefulness, and psychographic characteristics, such as innovativeness, time pressure, and shopping enjoyment.

Keywords: *Augmented reality; Customer experience; Segmentation*

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