

The human element in AR: how consumers' personal value orientations affect the Augmented Reality customer experience in online beauty retail

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Abstract

This study focuses on how personal values (self-enhancement, openness to change) influence the way consumers perceive (hedonic and utilitarian) benefits, and respond to Augmented Reality attributes in online beauty retail. An online survey was conducted among female consumers aged 18-59, who purchase skincare every 6 months. The collected data was analysed using multi-group structural equation modelling. For respondents with higher self-enhancement, interactivity increased the utilitarian and hedonic value of the technology. Conversely, vividness led to decreased hedonic value compared to low self-enhancement consumers. Openness to change positively moderated the impact of novelty on utilitarian and hedonic benefits. Both higher resultant self-enhancement and openness to change boosted utilitarian effects and reduced the impact of hedonic benefits on continued use of technology.

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