

The mobile augmented reality app experience in retail: a systematic literature review

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Abstract

Augmented reality has emerged as a key smart technology in retail, allowing virtual product try-ons and improving online shopping by merging digital and offline experiences to support omnichannel marketing. However, market forecasts indicate significant growth in AR in the upcoming years, research gaps exist, including AR's impact on CX. Therefore, this study aims to collect state-of-the-art studies on the topic of mobile augmented reality (MAR) apps and customer experience (CX) in retail with the aid of a systematic literature review to identify research gaps and provide a collection of CX dimensions related to AR-enabled shopping apps. As a result, this paper provides a list of the main CX factors categorised based on the strategic experiential modules (SEMs) and highlights the need for further qualitative studies to deepen understanding and support MAR CX management in retail.

Subject Areas: *Consumer Behavior; Diffusion of Innovations; Digital & Mobile Marketing; Retailing*