

Understanding Consumer Responses to Augmented Reality in e-Commerce: A Comparative Study

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Abstract

Augmented Reality (AR) is an interactive technology that projects computer-generated objects into the real world. Various retailers like IKEA use AR to create a symbiosis between online and offline shopping experience. Due to their increasing relevance for retailing, understanding how consumers evaluate AR technologies is important for enhancing diffusion and development of these tools. Therefore, we develop a model containing affective, cognitive, and behavioral consumer responses to AR technologies. We use structural equation modeling to test our hypotheses and compare results for AR apps and standard mobile websites on data collected from 99 (web) and 129 (app) participants in an experimental study. We substantiate that the characteristics of innovative AR technologies (immersion, interactivity, product informativeness, augmented reality congruence, system quality, media usefulness) lead to affective (product liking, enjoyment), cognitive (product choice confidence), and behavioral (purchase intention, reuse intention) consumer responses. Our findings provide implications for researchers and practitioners alike.

Keywords: *Consumer Behavior; Augmented Reality; Experimental Research*

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