

The effect of self-augmentation using AR digital technologies: The Moderating Role of Narcissism

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Cite as:

Choi Han Na, Lee Eun-Ju (2021), The effect of self-augmentation using AR digital technologies: The Moderating Role of Narcissism. *Proceedings of the European Marketing Academy*, 50th, (104127)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



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Abstract

This research concept is based on the latest marketing methods, AR (Augmented Reality) marketing. Currently, AR marketing is widely used for increasing consumers' purchase intention. Especially a number of cosmetic and fashion leading companies are using the AR self-simulating system for enhancing consumers' desire to buy. This study demonstrates the correlation between both self-images and impulsiveness consumption and then verify an effect of the moderating role of narcissism. We set up the experiments that synthesize the travel photographs with test subjects' physical photographs for study stimulation. Based on Qualtrics surveys about narcissism and impulsiveness, we make the experiments for capturing directly the subjects' biological reactions by using the Eye-tracker equipment. Finally, we anticipate that this research will contribute to future high-tech marketing by proving an effect of particular personality such as narcissism called one of MZ generations' certain characters. Keywords: self-augmentation, narcissism, impulsiveness consumption, eye-tracker, personality

Keywords:

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