

# Let's go 'phygital' - The impact of in-store augmented reality on patronage intentions and store purchase

**Waldemar Toporowski**

University of Goettingen

**Denise Pape**

University of Goettingen, Chair of Marketing and Retail Management

Cite as:

Toporowski Waldemar, Pape Denise (2023), Let's go 'phygital' - The impact of in-store augmented reality on patronage intentions and store purchase. *Proceedings of the European Marketing Academy*, 52nd, (113309)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



# Let's go 'phygital' - The impact of in-store augmented reality on patronage intentions and store purchase

## **Abstract**

The integration of digital capabilities into the physical retail environment, as well as an increased focus on creating an experiential edge, are increasingly becoming differentiators in brick-and-mortar retail. One technology, that has the potential to transform the retail experience is augmented reality (AR). This paper aims to investigate whether in-store AR technologies can motivate patronage intentions and incentivize customers to return to the store. A field study was conducted to investigate the proposed relationships. Hedonic and utilitarian values perceptions were found to increase patronage intentions, while ethical values perceptions were found to be decreasing. A high level of customer innovativeness was able to counteract this negative effect. We were also able to show that the presence of in-store AR is increasing actual store purchases, not only for consumers who pursue specific shopping goals but also for consumers who visit the store more leisurely.

**Subject Areas:** *Channels, Retailing*

**Track:** Retailing & Omni-Channel Management