Augment your brand's reality - The impact of branded augmented reality filters on social media on consumer-based brand equity and purchase intention

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Abstract

Capturing consumer attention is becoming increasingly difficult as all platforms are inundated with more and more ads. An increasing number of companies are currently integrating branded augmented reality (AR) filters into their social media presence to subtly attract consumers with advertising and differentiate themselves from the competition. Branded AR filters offer a nuanced way to convey an advertising message and provide a unique experience for consumers. Our research examines the effect of branded AR filters on consumer-based brand equity as a long-term business goal and purchase intent as a short-term business goal. In addition, this study pays particular attention to the mediating effect of the consumer's flow state. Our results reveal a flow dilemma that can lead to conflicting goals in advertising. The results show a positive influence of flow on consumer-based brand equity, while, contrary to expectations, consumer purchase intention is negatively affected.

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