

How to enhance customer experience via augmented reality across customer journey

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Cite as:

Sun Liling (2023), How to enhance customer experience via augmented reality across customer journey. *Proceedings of the European Marketing Academy*, 52nd, (114024)

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



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Abstract

The emergence of augmented reality represents a real contribution to the marketing and communication strategies of brands. Our research focused on how augmented reality can improve the customer experience across the customer journey. To this end, two exploratory empirical studies were conducted. The first quantitative study was based on the evaluation of 170 augmented reality applications in order to propose the AR typology that was subsequently subjected to a confirmatory analysis through hierarchical cluster analysis. The second exploratory qualitative study mobilized the technique of individual semi-directive interviews obtaining a sample of 38 AR experiences of the respondents. The results first showed that six types of AR experiences constituted the SEO (Self-Space-Object) model: self-actor, self-viewer, space-actor, space-viewer, object-actor and object-viewer and that the optimization of the augmented reality experience during the customer journey should be done differently depending on the nature of the experience: utilitarian, hedonic or balanced.

Subject Areas: *Consumer Services, Diffusion of Innovations, Electronic Commerce and Internet Marketing, Service Marketing*

Track: Services Marketing