

AR experience in industrial marketing: Understanding and measuring its perceived value

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Abstract

This study aims to develop an instrument to measure the perceived value of augmented reality experiences in B2B. Following an exhaustive examination of the existing literature on B2B and AR experiences, and a preliminary qualitative study, this study introduces a scale that encapsulates seven values (playfulness, 'WOW' effect, information, innovation, business benefits, quality, and relational) categorized into three dimensions: affective, cognitive, and relational. The instrument was validated using an online survey administered to 126 Canadian industrial buyers. EFA and CFA analyses, along with SEM, were used to test and validate the convergent, discriminant, and nomological validities of the 27-item scale. Despite the growth of AR technology within the B2B sector, this research is the first to focus on AR experiences in a B2B context. Consequently, it provides both researchers and practitioners with a measurement tool tailored to the unique values of AR experiences in B2B.

Subject Areas: *Business-to-Business Marketing, Sales Force*

Track: Business-To-Business Marketing & Supply Chain Management