

The visual automated engine: Exploring Visual Search with Augmented Reality for creative Customer Decision-Making

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Abstract

Companies witness new technological integrations, for instance automated recommendation systems (AE) and augmented reality (AR), changing how consumers and companies co-create value. In our online studies, we employ a between-subject, either AR or automated recommendation engine (AE) and a 2 (AR versus AR-AE) x 2 (no vs. peer review) factorial design on creativity. While we observe that the combination influences creativity, we find a social dimension influencing this process. People using AE's advice and AR feel more socially empowered to build creative designs. However, we show that creativity levels diminish in the AR-AE condition when we access an anonymous peer review feedback on the participants design and essay recommendation for a friend. On the one side, the AE draws from a richer set of designs, generating creative solutions autonomously and positively supporting the customer decision process (Augmentation). On the other side, people feel their solution is not creative because they just copied the suggestions in the generation process when others evaluate (Automation). Keywords: Automated engine, Augmented reality, Customer creativity

Subject Areas: *Decision-Making, Marketing Strategy, New Product Development and Launch, Recommendation Systems, Retailing*

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