

# I Have Seen Enough?: Augmented Reality Can Suppress Search Behavior and Negatively Affect Decision Outcomes

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## **Abstract**

Firms in e-commerce are increasingly adopting augmented reality (AR) to enhance consumers' online shopping experiences. AR allows consumers to virtually embed products in their personal space or on themselves. Prior research has shown that AR of a single product (vs. video; 3D) can increase the likelihood of buying that product, improve brand attitudes, and increase mental imagery. However, less is known about how AR affects consumer search and choice between products. We investigate the effects of AR on consumer search behavior both between and within products and on decision outcomes. Across four experiments that compare AR to different control groups (video, 3D), we find that AR reduces consumer search for product information external to the presentation format (e.g., safety features, material, etc.). This reduced search negatively impacts decision quality (i.e., choice of lower-quality options) and satisfaction with the choice.

*Keywords: augmented reality, decision-making process, e-commerce*

*Track: Digital Marketing & Social Media*