

Investigating consumer resistance to adopt Augmented Reality (AR) in online retail

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Abstract

Augmented Reality (AR) has the potential to revolutionize consumer engagement in online retail through immersive experiences. Researchers and industry experts emphasize AR's potential to bridge the sensory gap of online shopping through real-time product interaction. However, limited consumer adoption contradicts this potential. To explore this, the study investigates consumer resistance to AR adoption using a mixed-method approach. Seventeen barriers were identified, including five new ones: privacy risk, concerns about excessive consumption, reduced social interaction, perceived inauthenticity, and consumer-technology identification. This study highlights resistance as a key mediator between these barriers and AR adoption intentions, emphasizing intrusiveness's role in amplifying privacy risk through moderated mediation.

Keywords: *Augmented Reality (AR), adoption, consumer resistance*

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