

Cognitive Styles in Augmented Reality Shopping: Analysing Customer Experience through Eastern and Western AR Retail App Reviews

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Abstract:

In today's hyper-connected world, augmented reality (AR) apps have emerged as powerful tools for enhancing customer experience (CX). This study explores how cognitive styles, analytic and holistic, influence the AR CX through the analysis of 495 user reviews of the Wanna Kicks app from Eastern and Western countries. Nine core themes were identified, including Product Assortment, Functionality, AR, Hedonic, and Social Experience. Analytic thinkers emphasized decision-support features and a streamlined buying process, while holistic thinkers focused on realism and were more critical, citing issues like clipping and lack of realism. Star ratings and sentiment analysis revealed significant differences, with analytic users providing higher ratings and more positive feedback. The findings indicate that individuals with different cognitive styles perceive and experience AR in fundamentally distinct ways.

Keywords: *Customer Experience, Augmented Reality, Cognitive Styles*

Track: *International Marketing*