

Cross-cultural and individual differences in satisfaction with mobile AR shopping apps

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Abstract

This study examines how cultural and individual differences shape satisfaction with mobile augmented reality (AR) apps, using data from 187 users in 27 countries. Country-level intellectual autonomy, need for cognition and faith in intuition are used as predictors in regression models that control for age, gender, prior AR experience and country economy status. Intellectual autonomy shows a significant negative effect, indicating that consumers in more intellectually autonomous cultures are less satisfied with these AR apps that guide decisions. Faith in intuition is positively associated with satisfaction, suggesting that more intuitive users derive greater value from AR content. Need for cognition is unrelated to satisfaction. Overall, the results show that satisfaction with mobile augmented reality applications depends on both cultural values and intuitive processing and is not uniform across cultures.

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