

Value Dimensions of Augmented Reality

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Abstract

The availability of cameras and processing power in smartphones creates a vast potential for augmented reality. Augmented reality applications provide a mobile opportunity to integrate virtual elements into the physical environment. The present study integrates the consumption value theory into the framework of the technology acceptance model and answers the question of which consumer value dimensions drive the use of such augmented reality applications. Based on a final sample of 250 online participants, the study uncovers the importance of convenience value as well as inspirational and informational value, whereas emotional hedonic value was only significant for female consumers. Monetary value and social value found no statistical support in the present study.

Keywords: *Augmented Reality; Consumer Value Dimensions; Mobile Marketing*