Consumer Experience With Augmented Reality At Brands’ Events

Ana Javornik, Università della Svizzera Italiana, Switzerland
Andreina Mandelli, SDA Bocconi, Italy

Increasingly popular marketing communication tool of augmented reality has been so far limitedly investigated. This exploratory study assesses the appropriateness of the variables of interactivity, telepresence and vividness for evaluating the customer experience with augmented reality at brands’ events. For this purpose, semi-structured interviews with practitioners and academics are conducted.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1015425/volumes/v41/NA-41

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
17-H: Details to Spare: The Effects of Product Risk Disclosure on Consumer Evaluations of Brands and Product Manufacturers
Cassandra Davis, University of Arkansas, USA

We find that the social contract between consumers and manufacturers is impaired when manufacturers provide inadequate product risk disclosure but that manufacturers receive little reward for copious risk disclosure. We also find that brand perceptions are negatively affected by the inclusion of product risk disclosure. Evoked fear mediates these relationships.

18-A: Consumer Experience with Augmented Reality at Brands’ Events
Ana Javornik, Università della Svizzeria Italiana, Switzerland
Andreina Mandelli, SDA Bocconi, Italy

Increasingly popular marketing communication tool of augmented reality has been so far limitedly investigated. This exploratory study assesses the appropriateness of the variables of interactivity, telepresence and vividness for evaluating the customer experience with augmented reality at brands’ events. For this purpose, semi-structured interviews with practitioners and academics are conducted.

18-B: Online Ordering for Healthier Eating: A Field Experiment
Eric VanEpps, Carnegie Mellon University, USA
Julie Downs, Carnegie Mellon University, USA
George Loewenstein, Carnegie Mellon University, USA

Using an original internet-based food ordering system implemented in a field setting with office workers, we experimentally test the conditions under which consumers can be nudged to order healthier (i.e., lower calorie) lunches by tracking the orders of individuals over multiple weeks.

18-C: Tastes like Freedom: Perceived Choice Improves Taste
Aner Tal, Cornell University, USA

Across three studies, we demonstrate that consumers rate foods as tastier when given the feeling of free choice. Choice enhances experience even when it is enacted not with the tasted food itself, and when no choice at all is given but rather a false feeling of customization.

18-D: Examining Consumers’ Intentions to Purchase Luxury Goods and Counterfeits
Kuang-peng Hung, Ming Chuan University, Taiwan
Annie Chen, University of Westminster, UK
Norman Peng, University of Westminster, UK

This study examines the factors that influence consumers’ intention to purchase luxury goods and counterfeits. Findings confirm product quality, value-expressive attitudes, and social-adjustive attitudes will have significant impact on consumers’ purchase intention. Furthermore, status-consciousness can moderate the relationship between social-adjustive attitudes and purchase intention.

18-E: But I Don't Wanna! How Group Fun Can Increase Consumers' Motivation for the Un-enjoyable
Stefanie M. Tignor, Northeastern University, USA
Paul W. Fombelle, Northeastern University, USA
Nancy J. Sirianni, Northeastern University, USA

Two studies demonstrate how the co-creation of fun may be used to motivate consumers to engage in exercise, and the ways in which fun can impact health and well-being. We show that fun is associated with higher levels of self- and group efficacy, which in turn can increase intrinsic motivation.