

Augmented Reality in Marketing: Propositions for Future Research

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Resumo

Recent progress in the field of human-computer interaction stimulates consumers to engage with products and become more connected with their environments. An example is the Augmented Reality (AR), the practice of displaying digital information over people's real-time view of objects, people, or spaces in the physical world. Although innovative marketers can now leverage AR to craft immersive brand experiences, create more interactive advertising, and enable consumers to experience products and environment in unique ways, little is known about the mechanisms that AR affect consumers to make better decisions. We address this gap by developing a set of propositions to encourage further studies on understanding the effectiveness of the use of AR in the marketing sector. We discuss the crossmodal transfers, mental imagery, vividness and imagery processing, manipulation of abstraction level through AR and AR effects on cognitive retrieve and elaboration.

