

User's Self-Expression in Augmented Reality: An Abstract

Atieh Poushneh

Abstract This empirical study attempts to understand how augmented reality (AR) empowers the users to express themselves by using it. This study developed and tested a conceptual model that explained how augmented reality influences user satisfaction through identification. To test the hypotheses, a lab experiment of 99 college students was used. The results demonstrated that augmented reality significantly influenced identification, which in turn impacted on user satisfaction and purchase intention.

A. Poushneh (✉)
University of Texas Rio Grande Valley, Brownsville, TX, USA
e-mail: atieh.poushneh01@utrgv.edu

© Academy of Marketing Science 2017
M. Stieler (ed.), *Creating Marketing Magic and Innovative Future Marketing Trends*, Developments in Marketing Science: Proceedings of the Academy of Marketing Science, DOI 10.1007/978-3-319-45596-9_212

1153