
Informative vs. immersive: An exploratory study of augmented reality on packaging labels

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Abstract

Augmented Reality is a technology adopted by brands to innovate packaging and improve communication with consumers, creating more engagement with the product. Companies integrate augmented reality features into their packaging, choosing between immersive or informational approaches. However, it is still unclear how these different modes of interaction can influence consumers' purchase decisions. This exploratory study aims to analyze the differences between the two types of augmented reality applied to packaging, evaluating their effectiveness and impact on decision-making. Using neuroscientific techniques (electroencephalography, heart rate, and skin conductance) as well as self-report measures (Perceived Informativeness, Augmented Reality Immersion) will be explored the emotional and cognitive correlates of purchase intention based on the type of augmented reality interaction. The experimental study will be conducted on a sample of 20 participants between the ages of 20 and 60 to evaluate the effectiveness of immersive augmented reality versus informational augmented reality. It is expected that immersive augmented reality will generate greater psychophysiological engagement than informational augmented reality and lead to higher purchase intention. Furthermore, Technophobia is hypothesized to moderate the results of the study. The study's findings will provide a deeper understanding of how consumers interact with a product that integrates augmented reality. This will provide useful insights for companies to direct their investments toward augmented reality applications, choosing between informational or immersive approaches based on their effectiveness.

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