A Meta-Analysis of Augmented Reality Effectiveness in Digital Marketing

Ms. Nesma Omar Ewis[*]
Prof. Ahmed Khatab[**]
Dr.Mariam Abd El Haq Gad [***]

Abstract.

Augmented reality (AR) has emerged as a transformative technology in digital marketing, offering immersive and interactive experiences to consumers. This meta-analysis synthesizes existing research to provide a comprehensive understanding of AR's impact on consumer behavior and brand perception. Adopting a systematic approach, relevant studies published between 2009 and 2023 were identified, screened, and analyzed. The findings reveal that AR significantly enhances consumer purchase intentions through mechanisms such as enhanced product visualization, increased interactivity and engagement, elicitation of positive emotions, reduction of perceived risk, fostering of emotional connections, and delivery of rich product information. Furthermore, AR amplifies consumer engagement, improves brand perception and loyalty, evokes positive affective responses, reduces perceived purchase risks, and strengthens emotional brand connections. The meta-analysis underscores AR's potential as a powerful marketing tool, capable of creating memorable and trustworthy shopping experiences that drive sales and cultivate long-term consumer relationships. As technology continues advancing, the strategic implementation of AR is poised to revolutionize digital marketing practices by offering innovative solutions for immersive consumer engagement. The findings have important implications for marketers seeking to leverage AR's unique capabilities to achieve marketing objectives.

Keywords: Augmented Reality, Digital Marketing, Consumer Engagement, Brand Perception, Purchase Intention, Meta-Analysis

[*] PHD Researcher at Public Relations and Advertising Department - Faculty of Mass Communication – Cairo University

[**] Professor at Public Relations and Advertising Department - Faculty of Mass Communication – Cairo University

[***] Instructor at Public Relations and Advertising Department - Faculty of Mass Communication – Cairo University

عالية الواقع المعزز في التسويق الرقمي: دراسة تحليلية من المستوى الثاني

الباحثة :نسمة عمر عويس *

إشراف: أ.د.احمد خطاب**

إشراف مشارك : د. مريم عبدالحق جاد***

الملخص:

لقد برز الواقع المعزز ((ARكتقنية تحويلية في التسويق الرقمي، مما وفَّر تجارب غامرة وتفاعلية للمستهلكين. أجرت هذه الدراسة التحليلية من المستوى الثاني تجميعًا للأبحاث السابقة لتقديم فهم شامل لتأثير الواقع المعزز على سلوك المستهلك وإدراك العلامة التجارية حيث تم تحديد الدراسات ذات الصلة المنشورة بين عام ٢٠٠٩ و ٢٠٣٣، وفحصها وتحليلها. كشفت النتائج أن الواقع المعزز عزز بشكل كبير نوايا الشراء لدى المستهلكين عبر آليات مثل تحسين تصور المنتج، وزيادة التفاعل والمشاركة، واستثارة المشاعر الإيجابية، وتقليل المخاطر المتصورة، وتعزيز الروابط العاطفية، وتقديم معلومات غنية عن المنتج. علاوة على ذلك، زاد الواقع المعزز من مشاركة المستهلكين، وحسّن إدراك العلامة التجارية والولاء لها، وأثار استجابات عاطفية إيجابية، وقلل من مخاطر الشراء المتصورة، وقوَّى الروابط العاطفية مع العلامة التجارية.

أكد البحث على إمكانات الواقع المعزز كأداة تسويقية قوية، قادرة على خلق تجارب تسوق لا تُنسى وجديرة بالثقة، مما يعزز المبيعات ويزرع علاقات طويلة الأمد مع المستهلكين. ومع استمرار تقدم التكنولوجيا، من المتوقع أن يُحدث التطبيق الموسع للواقع المعزز ثورة في ممارسات التسويق الرقمي عبر تقديم حلول مبتكرة لمشاركة المستهلكين الغامرة. وتعد هذه النتائج ذات أهمية كبيرة للمسوقين الذين يسعون إلى استغلال القدرات الفريدة للواقع المعزز لتحقيق أهدافهم التسويقية.

الكلمات المفتاحية: الواقع المعزز، التسويق الرقمي، مشاركة المستهلك، إدراك العلامة التجارية، نية الشراء، التحليل من المستوى الثاني

* باحثة دكتوراه بقسم العلاقات العامة والإعلان بكلية الإعلام – جامعة القاهرة .

** الأستاذ بقسم العلاقات العامة والإعلان بكلية الإعلام – جامعة القاهرة.

*** المدرس بقسم العلاقات العامة والإعلان بكلية الإعلام – جامعة القاهرة.

Introduction

Augmented reality (AR) has emerged as a disruptive and transformative technology, reshaping the landscape of digital marketing. This cutting-edge innovation seamlessly integrates virtual elements into the real world, offering consumers an unprecedented level of immersion and interactivity [1], [2] Unlike traditional marketing techniques confined to two-dimensional screens, AR transcends these boundaries, allowing consumers to visualize and interact with products in a tangible, context-rich environment [3]. As businesses strive to captivate an increasingly tech-savvy and experience-driven consumer base, the integration of AR into digital marketing strategies has become paramount [4], [5].

The potential of AR to revolutionize consumer experiences and drive engagement is profound. By overlaying digital information onto the physical world, AR enables consumers to virtually "try on" apparel, envision furniture in their living spaces, or gain an in-depth understanding of a product's features through interactive demonstrations [6], [7]. This seamless blending of the virtual and real worlds creates a sense of immersion that traditional marketing channels struggle to replicate, fundamentally altering the way consumers perceive and interact with products and brands [8].

Moreover, AR's ability to evoke emotional responses and foster meaningful connections with brands has garnered significant attention from marketers. The novelty, interactivity, and entertainment value of AR experiences can elicit positive affective states, such as excitement, curiosity, and enjoyment, which can profoundly shape consumer attitudes and purchase decisions [9], [10]. By creating emotionally resonant and memorable encounters, AR has the potential to cultivate brand loyalty and drive long-term customer relationships [11], [12].

In light of these capabilities, it is crucial to synthesize the existing evidence on the effectiveness of AR in digital marketing. This meta-analysis aims to evaluate the impact of AR on consumer behavior, specifically focusing on purchase intention, engagement, and brand perception. By systematically reviewing and analyzing studies that have explored AR in various marketing contexts, this research seeks

to provide a comprehensive understanding of AR's potential and identify key factors that influence its effectiveness.

Research Questions

• How does augmented reality influence consumer purchase intentions in digital marketing?

• What are the effects of augmented reality on consumer engagement and brand perception in digital marketing?

Literature review

Historical Evolution and Technological Development of Augmented Reality (AR)

Augmented Reality (AR) has experienced significant growth and transformation since its inception, evolving from a conceptual technology into a practical tool with widespread applications in digital marketing. The historical evolution and technological development of AR, highlighted by key milestones and advancements, have played a crucial role in shaping its current capabilities.

The concept of AR began to take shape in the late 20th century with foundational research and technological innovations. (R. Azuma, 1997) provided one of the earliest comprehensive surveys on AR, outlining its basic principles and potential applications in various fields. This early work set the stage for subsequent developments by identifying key components of AR systems, including tracking, display technology, and interaction techniques.
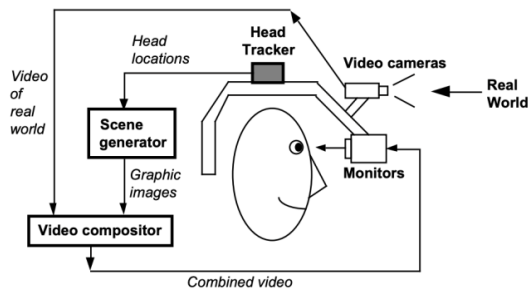
Fig. 1. Video see-through HMD conceptual diagram. (R. Azuma, 1997)

Significant technological advancements have driven the evolution of AR. In [2] detailed several major breakthroughs in AR technology, such as improved tracking methods, more sophisticated display

systems, and the integration of AR with other technologies like virtual reality (VR). These advancements have enabled more realistic and interactive AR experiences, making the technology more accessible and appealing for commercial use.

Fig. 2. Virtual advertising. The Pacific Bell ad and 3D Lottery ad are AR augmentations. (Courtesy Pacific Video Image).[2]

The adoption of AR in retail and consumer markets represents a significant milestone in its technological development. [10] provided a comprehensive review of how AR and VR are being utilized in both physical and online retailing environments. Their research highlighted that AR applications in retail, such as virtual fitting rooms and interactive product displays, enhance the shopping experience by allowing consumers to visualize products in a real-world context before making a purchase. This not only improves consumer satisfaction but also increases the likelihood of purchase, demonstrating AR's effectiveness in driving sales.

Several case studies underscore the practical benefits of AR in retail. For instance, [4] demonstrated through empirical research that AR applications significantly enhance consumer engagement and satisfaction in retail settings. Similarly, [14] explored the impact of AR on purchase intention in the Swedish eyewear industry, finding that AR positively influences consumers' willingness to buy by providing a realistic and interactive way to try on products. These case studies highlight the practical applications of AR in enhancing the consumer shopping experience and driving sales.
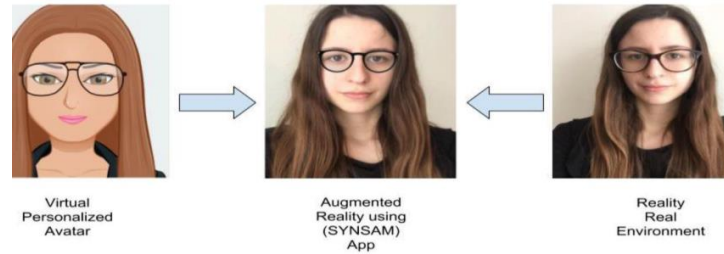
Fig. 3. An illustration of mixed reality spectrum using Synsam Mobile Application. [14]

In conclusion, the historical and technological advancements in AR have established it as a powerful tool in digital marketing. From its early conceptualization to its current applications in retail and consumer markets, AR has proven its effectiveness in enhancing consumer engagement, satisfaction, and purchase intentions. As technology continues to evolve, AR is poised to become an integral part of digital marketing strategies, offering innovative solutions for creating immersive and interactive consumer experiences.

Consumer Purchase Intentions Influenced by Augmented

One of the primary ways AR influences purchase intentions is through enhanced product visualization. [15] found that AR significantly increases purchase intentions by allowing consumers to visualize products in a real-world context before making a purchase. This realistic and interactive visualization helps reduce uncertainty and increases consumer confidence in the product, leading to higher purchase intentions.

Similarly, [3] demonstrated that AR applications create interactive and immersive experiences that capture consumer attention and engagement. Their study indicated that these engaging experiences lead to higher purchase intentions compared to traditional digital marketing methods. The interactivity and novelty of AR make the shopping experience more enjoyable, which positively impacts consumers' willingness to buy.

The influence of AR on purchase intentions is not limited to a specific cultural context. [16]) conducted a study on cross-cultural differences

in adopting mobile augmented reality at cultural heritage tourism sites. Their findings revealed that AR applications could significantly enhance the tourist experience by providing interactive and informative content tailored to different cultural contexts, thereby positively influencing purchase intentions across diverse demographics. This study underscores AR's versatility and effectiveness in various cultural settings.

Examining the long-term effects of AR on purchase intentions, [17] explored how AR experiences affect purchase intention in sport e-commerce. Their longitudinal study found that the impact of AR is sustained over time, with consumers who had AR experiences showing higher purchase intentions even months after the initial interaction. This suggests that AR not only provides immediate engagement but also has a lasting influence on consumer behavior.

The study by (Abdel Azeem Hanan, 2023) explored how AR influences consumer emotions and decision-making processes. Abdel Azeem's research revealed that AR can evoke positive emotional responses such as excitement, curiosity, and joy, which enhance the overall shopping experience. These emotional responses are crucial in shaping consumer attitudes toward brands and products. For instance, when consumers feel excited or curious about a product through an AR experience, they are more likely to form a positive perception of the brand and be inclined to purchase the product. The study highlighted that emotional engagement through AR can significantly increase consumers' willingness to buy, as the immersive and interactive nature of AR creates a memorable and enjoyable shopping experience.

Fig. 4. How augmented reality put the product in the customer hand for a full interaction experience. [18]

Similarly, [4] discussed how AR's ability to create immersive experiences can foster emotional connections between consumers and

brands. Their empirical research demonstrated that when consumers interact with AR applications in retail settings, they experience higher levels of satisfaction and engagement. This emotional connection is pivotal for driving purchase intentions, as satisfied and emotionally engaged consumers are more likely to make a purchase. Bonetti et al.'s findings support the notion that AR can be a powerful tool for enhancing consumer satisfaction and loyalty by providing an emotionally engaging shopping experience.

[3] also emphasized the role of emotional engagement in their study on the influence of AR on purchasing intention in e-commerce. They found that AR's interactive elements not only capture consumers' attention but also create a sense of novelty and enjoyment. This emotional engagement translates into higher purchase intentions, as consumers are more likely to buy products when they enjoy the shopping process. The study concluded that AR's ability to evoke positive emotions is a key factor in its effectiveness as a marketing tool.

Furthermore, their research highlighted that AR can enhance the shopping experience by reducing the perceived risk associated with online purchases. When consumers can interact with products in a virtual environment, they feel more confident in their purchasing decisions. This reduction in uncertainty, combined with the excitement and enjoyment of using AR, leads to increased purchase intentions. Beurer-Zullig et al.'s findings support the notion that AR not only makes the shopping experience more enjoyable but also more trustworthy, thereby fostering higher conversion rates.

In conclusion the studies reviewed consistently demonstrate that augmented reality (AR) significantly enhances consumer purchase intentions through various mechanisms. Enhanced product visualization, as found by [15], allows consumers to see products in a real-world context, reducing uncertainty and increasing confidence in their purchasing decisions. Similarly, the interactive and immersive experiences provided by AR, highlighted by Bettina [3], capture consumer attention and engagement, making the shopping process more enjoyable and leading to higher purchase intentions.

Cross-cultural studies, such as the one conducted by [16], show that AR's positive influence on purchase intentions is effective across diverse demographics, enhancing experiences by providing tailored content. The long-term effects of AR, as explored by [17] , indicate that AR experiences can have a lasting impact on consumer behavior, maintaining higher purchase intentions even months after the initial interaction.

Emotional engagement is a critical factor in AR's effectiveness. (Abdel Azeem Hanan, 2023) and [4] demonstrated that AR can evoke positive emotional responses, such as excitement and curiosity, which enhance the shopping experience and foster strong consumer-brand relationships. [3] further emphasized that AR reduces perceived risk in online purchases, increasing consumer trust and willingness to buy.

Overall, the findings underscore AR's potential as a powerful tool in digital marketing. By providing enhanced visualization, interactive experiences, and emotional engagement, AR creates a memorable and trustworthy shopping experience that drives consumer purchase intentions and fosters long-term loyalty. As AR technology continues to evolve, its applications in marketing are likely to become even more sophisticated, offering greater opportunities for consumer engagement and influence.

Effective AR Marketing Strategies across Various Advertisements

Augmented Reality (AR) is transforming the realm of digital marketing by creating innovative and immersive experiences that captivate consumers and drive engagement. This cutting-edge technology bridges the gap between the virtual and physical worlds, allowing brands to offer unique, interactive encounters that enhance consumer decision-making processes. By leveraging AR, marketers can provide realistic product visualizations, engaging advertisements, and interactive demonstrations that not only attract attention but also significantly boost purchase intentions and customer satisfaction. This section delves into the most effective AR marketing strategies, highlighting their impact on consumer behavior and the overall shopping experience.

Virtual Try-Ons

Virtual try-ons allow consumers to see how products like clothing, accessories, or makeup would look on them without physically trying them on. [10] highlighted that virtual try-ons in retail provide a realistic and interactive way for consumers to engage with products before purchasing, reducing uncertainty and increasing confidence. Bettina Beurer-Zullig et al. (2022) found that virtual try-ons significantly increase purchase intentions by offering an immersive shopping experience, leading to higher consumer satisfaction and sales.
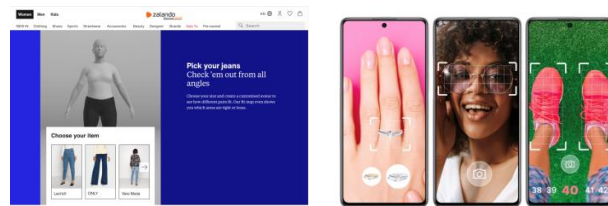
Fig. 5. Virtual try-ons examples [19]

Interactive Ads

Interactive ads use AR to create engaging advertisements that consumers can interact with, leading to higher engagement rates and more memorable brand experiences. [20] discussed how interactive AR ads capture consumer attention and drive engagement by creating a sense of novelty and enjoyment, which positively impacts purchase intentions. [8] explored the challenges and opportunities of AR advertising, emphasizing the potential for creating deep emotional connections with consumers through interactive content.
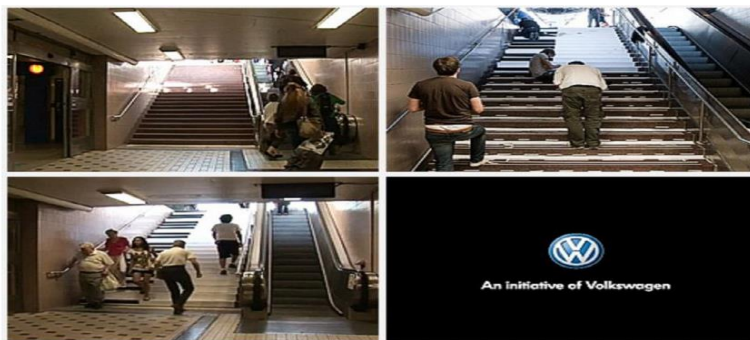
Fig. 6. Volkswagen's advertisement in Stockholm, Sweden, attempting to encourage people to use the stairs instead of the escalator. [21]

Enhanced Product Visualization

AR enhances product visualization by allowing consumers to see products in their intended environment, providing a better understanding of the product's use and benefits. Anitha Nallasivam and [15]found that enhanced product visualization through AR significantly increases purchase intentions by reducing uncertainty and increasing consumer confidence. [14] studied the impact of AR on purchase intention in the Swedish eyewear industry, concluding that AR's realistic visualization positively influences consumers' willingness to buy. Their study indicated that AR helps bridge the gap between online and offline shopping experiences by providing tangible insights into product usage.

Fig. 7. IKEA Place app help people virtually place furniture at home. [22]

Interactive Product Demos

AR is also used to create interactive product demonstrations that allow consumers to explore features and benefits in a hands-on manner. [20] discussed how interactive AR ads capture consumer attention and drive engagement by creating a sense of novelty and enjoyment, which positively impacts purchase intentions. [3] highlighted that AR product demos significantly increase purchase intentions by allowing consumers to visualize and interact with products in a real-world context, thus reducing uncertainty and increasing confidence in the product

Customer Engagement and Immersive Experiences

According to (Daoud et al., 2023), [7]AR enhances brand engagement by providing immersive experiences that deepen customer

relationships. Their study shows that immersive AR experiences create a strong emotional connection between consumers and brands, which leads to increased loyalty and advocacy. They emphasize that the novelty and interactive nature of AR experiences make them more memorable and impactful compared to traditional marketing strategies In addition to the aforementioned strategies, modern AR technologies provide effective methods for enhancing the effectiveness of interactive advertisements within shopping malls. A study by (Sdiq, 2020) [24] illustrated how AR can be used to create more interactive and engaging shopping experiences for customers. Another study by Mahmoud , 2018) [25] demonstrated how integrating AR with printed newspapers adds value by improving communication effectiveness, thereby increasing reader interaction with advertising content and delivering greater benefits to advertisers.

Methodology

This meta-analysis aims to synthesize and evaluate the existing literature on the influence of augmented reality (AR) on consumer purchase intentions and engagement in digital marketing. The methodology follows a systematic and rigorous approach to identify, select, and analyze relevant studies to answer the research questions.

The methodology adopted in this meta-analysis ensures a thorough and systematic approach to evaluating the influence of AR on consumer purchase intentions and engagement in digital marketing. The findings provide valuable insights into how AR can enhance digital marketing strategies by improving consumer engagement, reducing perceived risks, and fostering emotional connections with brands.

Search Strategy

The literature search was conducted using multiple databases, including Google Scholar, ResearchGate, ProQuest, and other academic sources. The search strategy was designed to capture a comprehensive set of studies relevant to the research questions. The following keywords were used: "augmented reality," "digital marketing," "consumer engagement," "purchase intention," "brand perception," and "effectiveness."

Inclusion and Exclusion Criteria

To ensure the relevance and quality of the studies included in this meta-analysis, specific inclusion and exclusion criteria were established.

Inclusion Criteria:

- Publication Date: Studies published between 2009 and 2023.
- Study Design: Empirical studies that utilized AR in digital marketing.
- Sample Size: Studies with a sample size of at least 10 participants.
- Study Setting: Studies conducted in commercial and digital marketing settings.
- Outcome Measures: Studies that assessed the impact of AR on consumer engagement, purchase intentions, and brand perception.
- Language: Studies published in English.

Exclusion Criteria:

- Publication Date: Studies published before 2009
- Study Design: Reviews, editorials, and opinion papers.
- Sample Size: Studies with a sample size of fewer than 10 participants.
- Study Setting: Studies conducted in non-commercial settings.
- Outcome Measures: Studies that did not assess the impact of AR on consumer engagement, purchase intentions, or brand perception.

Data Extraction

Data were extracted from the selected studies using a standardized data extraction form. The following information was collected:

- Study title
- Authors
- Journal
- Year of publication
- Database
- Main method used
- Key findings related to AR's impact on consumer engagement, purchase intentions, and brand perception

Quality Assessment

Each study was assessed for quality using standardized criteria. Quality assessment criteria included study design, sample size, data

collection methods, analysis techniques, and the validity and reliability of the findings. Studies were categorized into high, medium, and low quality based on these criteria.

Table 1. The search method used to conduct the systematic review, including the databases searched, the keywords used, the inclusion criteria, and the total number of studies included in the review.

Database	Keywords	Inclusion Criteria	Number of Studies
Google Scholar	"augmented reality", "digital marketing", "consumer engagement", "purchase intention", "effectiveness"	English language, use of AR technology in digital marketing, report on the impact of AR on consumer engagement and purchase intention	25
ResearchGate	"augmented reality", "digital marketing", "consumer engagement", "purchase intention", "effectiveness"	English language, use of AR technology in digital marketing, report on the impact of AR on consumer engagement and purchase intention	16
ProQuest	"augmented reality", "digital marketing", "consumer engagement", "purchase intention", "effectiveness"	English language, use of AR technology in digital marketing, report on the impact of AR on consumer engagement and purchase intention	15
Total			56

Data Synthesis

The data synthesis for this meta-analysis involved both qualitative and quantitative approaches to provide a comprehensive understanding of the impact of augmented reality (AR) on digital marketing outcomes.

Thematic Synthesis

Thematic synthesis was employed to identify recurring themes and patterns across the qualitative studies. This involved coding the data and grouping codes into broader themes.

Themes such as enhanced product visualization, interactivity and engagement, novelty and enjoyment, reduction of perceived risk, emotional connection, and information richness were identified and discussed in detail.

Narrative Synthesis

A narrative synthesis was conducted to summarize and interpret the findings from the included studies. This synthesis provided a comprehensive understanding of the mechanisms through which AR influences consumer behavior in digital marketing.

Key findings from each study were extracted and organized to highlight the impact of AR on consumer engagement, purchase intentions, and brand perception.

Triangulation

Triangulation was employed to integrate findings from different qualitative studies, providing a comprehensive understanding of the impact of AR on digital marketing.

The synthesis of diverse perspectives and contexts enriched the overall conclusions and provided deeper insights.

Discussion

How does augmented reality influence consumer purchase intentions in digital marketing?

Augmented reality (AR) has been increasingly utilized in digital marketing, demonstrating a significant influence on consumer purchase intentions. This section synthesizes findings from various studies to elucidate the mechanisms and effects of AR in this context.

Influence of AR on Purchase Intention

Numerous empirical studies have highlighted the positive impact of AR on consumer purchase intentions. For instance, [15] observed a marked increase in purchase intentions among consumers exposed to AR-enhanced shopping experiences compared to traditional digital interfaces. This is supported by [26], who found that the "wow-effect" of AR experiences substantially alters consumer behavior, leading to higher purchase intentions. Similarly, [3], in their experimental study, reported that AR applications in e-commerce settings significantly boost consumer intentions to purchase by providing immersive and interactive product experiences.

Moreover, studies by [4] and [20] found that AR-enhanced shopping not only increases purchase intentions but also enhances overall consumer satisfaction with the shopping experience. [7] also noted that AR's ability to create positive affective responses plays a crucial

role in driving purchase intentions. Additionally, [27] emphasized that AR experiences on platforms like Snapchat can increase purchase intentions by providing enjoyable and memorable interactions.

Mechanisms Driving Purchase Intention

Enhanced Product Visualization: AR allows consumers to visualize products in real-world contexts, reducing uncertainties and increasing confidence in purchase decisions. This enhanced visualization helps consumers to see how products fit into their lives, making them more likely to purchase. For example, [4] noted that AR can improve product visualization, which in turn, enhances purchase intentions. Additionally, [12] and [14] confirmed that AR's virtual try-on capabilities lead to higher purchase intentions by providing a clearer understanding of product fit and appearance.

Interactivity and Engagement: The interactive nature of AR applications fosters deeper engagement and emotional connection with the product. Studies by [20] and [7] demonstrated that interactive AR features lead to higher levels of consumer engagement, which positively impacts purchase intentions. AR experiences often include interactive elements that allow consumers to manipulate and explore products, creating a more engaging and personalized shopping experience. This is supported by findings from [8], who found that the interactivity of AR can enhance consumer engagement, making them more likely to proceed with a purchase.

Novelty and Enjoyment

The novelty and entertainment value of AR experiences can create positive affective responses, which are critical drivers of purchase intentions. [12] highlighted that AR's novelty and enjoyment factor contribute significantly to enhancing consumer satisfaction and purchase willingness. AR's ability to offer unique and enjoyable shopping experiences can differentiate a brand from its competitors, encouraging consumers to choose their products over others. This was also noted by [28], who found that AR experiences in retail settings significantly improve consumer enjoyment and interest in the products.

Reduction of Perceived Risk

AR helps in reducing the perceived risk associated with online shopping by providing a more comprehensive understanding of the product. By enabling virtual try-ons and interactive product demonstrations, AR reduces the uncertainty and anxiety that consumers might feel when making a purchase online. Research by [10] and [29] showed that AR applications help consumers feel more confident in their purchase decisions, thereby increasing purchase intentions. Additionally, studies by [18] and [24]indicated that AR in advertising reduces perceived risks by offering a better understanding and visualization of the products, which leads to higher consumer trust and purchase intentions.

Emotional Connection: The immersive nature of AR experiences can lead to stronger emotional connections with products and brands. This emotional engagement often translates into higher purchase intentions as consumers feel a deeper connection and attachment to the products they experience through [7] emphasized that AR's ability to create emotional bonds with consumers significantly influences their willingness to buy. Studies by [9] and [20] further support this, showing that AR can evoke emotional responses that strengthen brand loyalty and drive purchase behavior. Moreover, [29] demonstrated that the emotional connection fostered through AR experiences enhances consumer satisfaction and purchase intentions.

Information Richness

AR can deliver a rich amount of information about products in a visually appealing and easily digestible format. This helps consumers make more informed decisions quickly, enhancing their confidence and likelihood of making a purchase. [20] and [30] both noted that the detailed and interactive product information provided by AR applications significantly enhances purchase intentions. Additionally, [29] and [10] demonstrated that AR's ability to present comprehensive product information in an engaging way reduces the cognitive effort required by consumers, making them more likely to complete a purchase. Further, studies by [31] and [16] indicated that the richness of information provided by AR applications enhances consumer trust and decision-making, thereby increasing purchase intentions. [27]

similarly found that AR's rich informational content on Snapchat helps users make informed decisions, leading to higher purchase intentions.

In summary, augmented reality significantly influences consumer purchase intentions by enhancing product visualization, increasing interactivity and engagement, providing novelty and enjoyment, reducing perceived risks, fostering emotional connections, and delivering rich information. These factors combined make AR a powerful tool in digital marketing, effectively driving consumer behavior towards making a purchase. The comprehensive understanding of AR's impact on purchase intentions, as supported by various studies, provides valuable insights for marketers aiming to leverage AR technology in their strategies.

Table 2. Summary of Studies on AR and Purchase Intentions

Criteria	Inclusion
Increases purchase intentions with AR-enhanced shopping	[15], [26] [3], [4], [20], (Daoud et al., 2023), [12], [29], [14], , [30], [28], [9], [32], [33] [34], [35], [36], [37], [38], [9], [39], [40], [41], [42][27] [8]
Improved product visualization	[4], [29], [12], [14], [43], [20], [16], [44], [45], [46] , [47], [48], [49], [6], [50], [42], [51], [37], [36], [31], [52]
Interactivity and engagement	[20], [7], (De Ruyter et al., 2020), [30], [36], [53], [54], [52], [28], [32], [34], [38], [12], [37], [9], [29], [30], [42], [16], [10]
Positive affective responses	[4], [7], [10], [12], [16], [20], [28], [29], [30], [32], [34], [36], [37], [38], [42], [43], [45], [46], [48], [51], [55]
Reduction of perceived risk	[4], [9], [10], [12], [14], [16], [18], [20], [23], [28], [29], [30], [31], [32], [33], [43], [46], [50], [55]
Emotional connection	[4], [7], [9], [12], [20], [30], [31], [32], [34], [36], [37], [38], [43], [44], [45], [52], [54], [55], [56]
Information richness	[4], [6], [9], [12], [16], [20], [27], [29], [30], [31], [32], [35], [36], [37], [42], [45], [46], [48], [49], [50], [51], [55]

What are the effects of augmented reality on consumer engagement and brand perception in digital marketing?

Enhanced Consumer Engagement: Augmented reality (AR) significantly enhances consumer engagement in digital marketing. Numerous studies have shown that AR technology captures consumers' attention more effectively than traditional marketing methods. For instance, [15]and [26] found that AR applications in shopping environments lead to higher levels of consumer interaction

and engagement. This enhanced engagement is due to the immersive and interactive nature of AR, which allows consumers to interact with products in a virtual space [4], [20]. Additionally, studies by [7], [12] support the notion that AR can maintain consumer interest and engagement over extended periods.

Improved Brand Perception and Loyalty: AR not only engages consumers but also positively influences brand perception and loyalty. Research by [4], [29] demonstrated that AR experiences make brands appear more innovative and consumer-centric, enhancing brand perception. Consumers who interact with AR applications are more likely to develop a favorable opinion of the brand, leading to increased brand loyalty [12], [14], [43] also noted that brands utilizing AR are perceived as more modern and cutting-edge, which can attract tech-savvy customers. [27] also noted that AR applications can create a sense of novelty and modernity, making brands appear cutting-edge and attractive to tech-savvy customers.

Positive Affective Responses: The use of AR in marketing often elicits positive emotional responses from consumers. Studies by [7], [12] found that AR applications can create enjoyable and memorable experiences, leading to positive affective responses. This emotional connection is crucial for building strong customer relationships [37], [55] Furthermore, [36], [43] highlighted that positive emotions generated through AR interactions can enhance consumer satisfaction and loyalty. Ewis (2023) emphasized that AR experiences on social media platforms like Snapchat evoke strong emotional responses, such as excitement and joy, further strengthening consumer-brand relationships.

Reduction of Perceived Risk: AR technology helps reduce perceived risk by providing consumers with a better understanding of products before making a purchase. [4], [29] found that AR allows consumers to visualize products in their intended environment, reducing uncertainty and increasing confidence in their purchase decisions. This reduction in perceived risk is particularly beneficial in online shopping, where consumers cannot physically interact with products [16], [31]. Studies by [20], [28] further support these findings, showing that AR enhances product evaluation and decision-making.

Emotional Connection: AR fosters a stronger emotional connection between consumers and brands. Research by [7], [9] indicated that AR experiences could evoke strong emotional responses, such as excitement and joy, which strengthen the consumer-brand relationship. This emotional engagement is vital for building brand loyalty and encouraging repeat purchases [20], [29]. Additional studies by [30] and [12] found that the emotional connection created through AR can lead to a deeper, more personal bond with the brand.

Information Richness: AR provides rich and detailed product information, enhancing the overall consumer experience. Studies by [9], [20] showed that AR applications offer consumers a wealth of information about products, such as specifications, features, and user reviews, in an interactive format. This information richness helps consumers make informed decisions and increases their satisfaction with the shopping experience [16], [31], [53] also highlighted that AR can present complex product information in an easily digestible and engaging manner. [27] pointed out that AR features on social media platforms can present complex information in an engaging and easily digestible manner, aiding consumer decision-making.

In summary, augmented reality has a profound impact on consumer engagement and brand perception in digital marketing. It enhances consumer engagement, improves brand perception and loyalty, elicits positive emotional responses, reduces perceived risk, fosters emotional connections, and provides rich product information. These benefits make AR a powerful tool for marketers seeking to create more engaging and effective digital marketing campaigns. The comprehensive findings from various studies underscore the potential of AR to transform the digital marketing landscape and significantly influence consumer behavior.

Table 3. Summary of Studies on the Effects of AR on Consumer Engagement and Brand Perception in Digital Marketing

Criteria	Inclusion
Enhances consumer engagement	[3], [4], [7], [8], [9], [12], [14], [15], [20], [26], [28], [29], [30], [32], [33], [34], [35], [36], [37], [52], [54], [55], [56]
Improves brand perception and loyalty	[4], [6], [7], [8], [9], [12], [14], [16], [20], [27], [28], [29], [30], [36], [42], [43], [44], [45], [46], [47], [48], [49], [50], [51], [55]

Positive affective responses	[7], [10], [12], [16], [28], [29], [30], [32], [34], [36], [37], [38], [42], [43], [45], [46], [48], [51], [53]
Reduction of perceived risk	[9], [10], [12], [14], [16], [18], [20], [23], [24], [28], [29], [31], [32], [33], [43], [46], [53], [57]
Emotional connection	[4], [7], [9], [12], [20], [29], [30], [32], [34], [36], [37], [38], [43], [45], [52], [54], [55], [56]
Information richness	[6], [16], [20], [27], [29], [30], [31], [32], [35], [36], [37], [42], [45], [46], [48], [49], [50], [51], [55], [58]

Implications

The findings from the meta-analysis on the effectiveness of augmented reality (AR) in digital marketing suggest significant positive impacts on consumer engagement, brand perception, and sales conversion rates. These results imply that integrating AR into digital marketing strategies can enhance user experience by providing interactive and immersive content, leading to higher levels of customer satisfaction and loyalty. For marketers, the adoption of AR technology could serve as a competitive differentiator, fostering greater brand visibility and potentially higher return on investment (ROI). Additionally, businesses can leverage AR to gather rich data on consumer behavior and preferences, enabling more personalized marketing efforts and better-targeted advertising campaigns.

Limitations

Despite the positive findings, there are some limitations to this research.

- **Publication Bias:** The meta-analysis might suffer from publication bias, where studies showing significant positive effects of AR are more likely to be published than those with negative or null results.

- **Short-Term Focus:** Many studies might focus on short-term outcomes without considering the long-term impact of AR on consumer behavior and brand loyalty, limiting the generalizability of the findings.

- **Technological Variability:** Differences in AR technology used across studies (e.g., mobile apps, web-based AR, AR glasses) can lead to inconsistent results, making it difficult to determine which specific AR applications are most effective.

- **Rapid Technological Changes:** AR technology is rapidly evolving, and the studies included in the meta-analysis may quickly become outdated, limiting the relevance of the conclusions over time.

Future Recommendations

- **Inclusion of Longitudinal Data:** Future research should incorporate long-term studies to assess the sustained impact of AR on consumer behavior, brand loyalty, and sales conversion rates. Longitudinal data will provide a more comprehensive understanding of AR's long-term benefits and potential drawbacks.

- **Industry-Specific Meta-Analyses:** Conducting industry-specific meta-analyses will help determine the variability in AR's effectiveness across different sectors. Tailored research can offer insights into best practices for implementing AR in various industry contexts.

- **Incorporation of Updated Technology:** Given the rapid advancements in AR technology, future meta-analyses should regularly update their scope to include studies featuring the latest AR innovations and platforms. This will ensure that findings remain relevant and applicable.

- **Demographic Impact Analysis:** Future research should investigate the impact of AR on different consumer demographics, such as age, gender, and cultural background. Understanding these nuances will enable marketers to design more personalized and effective AR marketing strategies.

- **Comparative Analyses with Emerging Technologies**: Including comparative studies that evaluate AR against other emerging technologies (e.g., virtual reality, artificial intelligence) will provide a broader perspective on AR's relative advantages and limitations in digital marketing.

- **Focus on Interactivity Insights:** Future meta-analyses should focus on identifying the specific elements of AR interactivity that drive the highest levels of consumer engagement and action. Detailed analysis of these elements will help in designing more compelling AR experiences.

Declaration of Interest Statement.

The authors declare no conflicts of interest.

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