The Effects of Using Augmented Reality as Promotion Tool
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E-retailing gains in importance. Therefore, new ways to present products “online” are explored. One new approach “shows” products from the e-retailing setting in one’s personal and real environment by using augmented reality. Stores like Ikea or Magnolia already implemented this opportunity in their applications. How this new approach, however, effects consumers’ attitude towards a product presented in a common online shop compared to an online shop shall be investigated.

The master thesis will focus on possible effects of using augmented reality for product presentation (e.g. products that are placed within a room). The student will do a literature review on relevant research findings to identify possible effects and derive hypotheses. Based on those, an empirical study is required. This study shall help to find relevant new insights of using augmented reality as promotion tool.

References:

