

The effect of augmented reality smartphone applications on brand interaction

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May, 2022

Abstract

Augmented reality is a type of virtual reality, based on, integrating the real environment with virtual elements by the computer, meaning that the augmented reality creates a presentation for the user in mixing the real scene with the virtual scene. Augmented reality aims to create a system where the user cannot differentiate between the real world and the virtual world.

The current study aims to examine the effect of using augmented reality smart phone applications, dimensions, namely (utilitarian benefit, hedonic benefit, perceived ease of use) on customer interaction with the brand among Jordanian private university students.

Data were collected using Google forms from 352 students who study in Jordanian private universities using convenience sampling only of students who use augmented reality applications or who have experience and knowledge of augmented reality, the results reveal the utilitarian

benefit ,hedonic benefit and ease of use impact significantly and positively on customer's brand interaction.

key words: Augmented reality, brand interaction, smartphone applications, utilitarian utility and hedonic utility.