

THE APPLICATION AND PROSPECT OF METAVERSE: UNDERSTANDING CONSUMER EXPERIENCE IN THE E-COMMERCE FIELD COMBINED WITH AUGMENTED REALITY

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BBA-ISEM

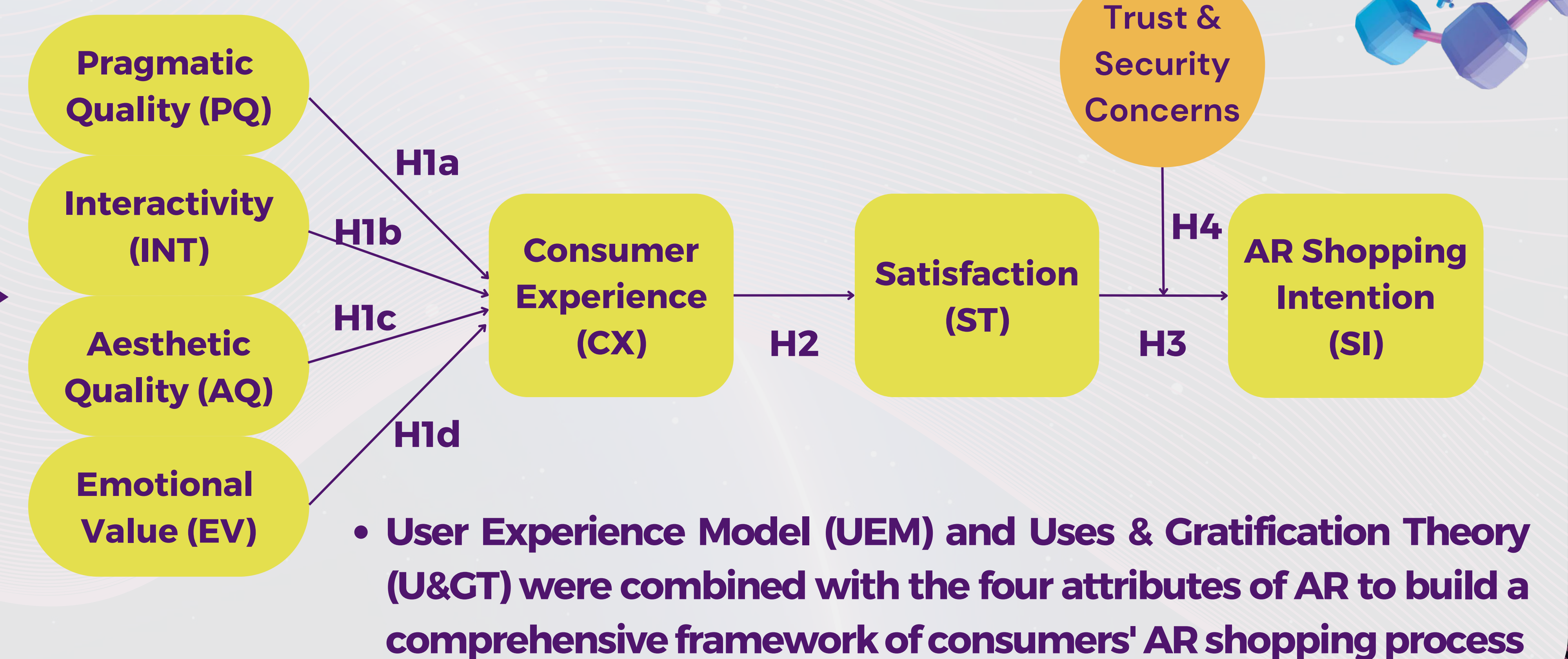
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BACKGROUND

- **Immersive technologies** such as VR and AR, which concretely present the **Metaverse**, have recently emerged as the latest significant wave of technological innovation
- The listing of Roblox on the NYSE and the renaming of Facebook have brought more attention to the concept of Metaverse
- **Augmented Reality (AR)** was chosen as the starting point because it was a key component of the Metaverse and has fewer device limitations and a wider range of shopping applications than VR
- Aimed to provide theoretical and practical insights for future development of AR and Metaverse, and help consumers obtain better consumption experience using AR

FRAMEWORK



RESULTS

- Interactivity ($\beta = 0.342$, $p < 0.001$), Emotional Value ($\beta = 0.29$, $p < 0.001$), and Pragmatic Quality ($\beta = 0.173$, $p < 0.05$) **significantly** influence Consumer Experience, while H1c (Aesthetic Quality) is rejected
- Consumer Experience **significantly** influences Satisfaction, and Satisfaction also significantly affects AR shopping intention
- **No significant** moderating effect of Trust and Security Concerns on the relationship between Satisfaction and AR Shopping Intention

IMPLICATIONS

- **Four attributes of AR (PQ, AQ, INT, EV)** are concluded in this research, stressing both hedonic and pragmatic qualities when measuring user experience, satisfaction, and purchase intention, which provides reference value for businesses
- Despite the results showing no significant effect of **trust and security concerns** as a moderator, it is necessary to attach importance to it as it may become crucial in the future, which reveals potential risks and calls attention

RESEARCH DESIGN

- A **cross-sectional study** was conducted by distributing a 50-item online questionnaire
- The items were measured on a 7-point Likert scale
- Millennials and Gen Z who have engaged in or frequently engaged in online shopping were the target respondents
- The AR online shopping introductory video and several screening questions were added for better understanding and data validity
- **302 valid cases** were collected
- Hypotheses and other possible insights were analyzed with partial least squares-structural equation modeling (PLS-SEM)