

Actual and perceived interactivity level in AR advertising: consumer immersion, brand responses, and brand familiarity

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Abstract

This paper reports the preliminary results of a study investigating the influence of actual ad interactivity on users' perception of it, along with their subsequent flow and brand responses. Additionally, this study examines whether brand familiarity moderates some of these effects. The findings of this study (a) confirm an association between actual and perceived interactivity, as well as the mediating role of the latter between actual interactivity and flow; (b) reveal the absence of a direct association between flow and brand responses, but identifying a mediating effect of experiential value, particularly utilitarian value; (c) demonstrate the sequential mediation of utilitarian and hedonic value between flow and brand attitude, and (d) show the moderating effect of brand familiarity. These findings suggest that interactivity is a significant factor for consumers and provide new insights into its functioning in the context of advertising.

Keywords: augmented reality, perceived interactivity, flow, experiential value, brand familiarity