The Marketing Potential Of Augmented Reality to Enhance Brand Attitude

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Abstract. The purpose of this study is to examine the impact of Augmented Reality (AR) application usage at IT Telkom Purwokerto on consumer brand attitudes. A total of 200 questionnaires were distributed, with 125 deemed suitable for analysis. The findings reveal that the use of the AR application significantly influences consumer attitudes towards the brand, particularly in terms of user experience, engagement, and perceived realism. The quality of the AR application is shown to have good reliability, and each dimension positively correlates with consumer attitudes. The perceived realism of the AR experience is a crucial factor in shaping positive consumer attitudes towards the brand. The study also identifies a significant relationship between AR application usage, consumer satisfaction, and brand loyalty. Practically, AR can aid IT Telkom Purwokerto in developing more effective marketing models. This study proposes a model to understand the effect of AR applications on positive consumer brand attitudes, assisting marketers in implementing more effective marketing strategies.

Keywords Augmented Reality, Marketing, Brand Attitude, Institut Teknologi Telkom Purwokerto, Marketing,

1. INTRODUCTION

Augmented Reality (AR) is a transformative technology that integrates digital elements with the real world, enabling real-time interaction between users and virtual objects. As AR technology advances, it has become an effective marketing tool, creating engaging experiences and enhancing consumer involvement. The global AR market is projected to reach approximately $198 billion by 2025, growing at a compound annual growth rate (CAGR) of 43.8% from 2021 to 2025. This rapid growth highlights the increasing adoption of AR across various sectors, including retail, education, and entertainment. Research on prospective students at IT Telkom Purwokerto revealed that the brand image of Telkom is a significant factor influencing their decision, with 78% of respondents citing the strong brand reputation as a primary reason for their interest.

The study of AR's impact on consumer behavior shows that AR applications significantly influence brand attitudes by providing engaging and inspiring experiences. Consumers generally perceive AR features as entertaining, inspiring, and useful, resulting in favorable app evaluations, stronger purchase intentions, and enhanced brand perceptions. However, there remains a gap in understanding the experiential value of AR and its influence on emotional and cognitive responses. Existing studies have primarily focused on affective responses and utilitarian aspects, suggesting that emotions play a critical role in decision-making. The study proposes a conceptual model that highlights the mediating role of

inspiration in changing brand attitudes, emphasizing the importance of perceived augmentation quality and the benefits of AR usage.

Despite the growing interest in AR marketing, limited research examines its impact on branding and the factors influencing branded AR usage. The study addresses these challenges by evaluating the effects of utilitarian benefits, hedonic benefits, and perceived augmentation quality on brand attitudes. Using structural equation modeling, the research demonstrates that inspiration derived from AR apps significantly influences brand attitudes, while app attitudes themselves do not have the same effect. This research contributes to the marketing literature by providing empirical evidence of AR's positive impact on brand perception, aligning with practitioner expectations regarding AR's potential.

Future research in AR marketing should explore its impact across broader contexts beyond specific industries to understand how various sectors can effectively leverage AR for brand enhancement. Additionally, investigating how different demographic factors, such as age, gender, and cultural background, influence attitudes toward AR apps and their effectiveness in improving brand perception could provide valuable insights for marketers. This would enable them to tailor AR experiences to diverse consumer segments, enhancing brand perception and engagement. The study emphasizes the relevance of understanding how AR influences consumer behavior and marketing strategies, highlighting the need for a comprehensive branding theory of AR to facilitate its broader adoption.

2. LITERATURE REVIEW

Utilitarian Benefits

Utilitarian benefits refer to the functional, instrumental, and practical advantages that consumers derive from using Augmented Reality (AR) applications (Rauschnabel et al., 2019). The utilitarian shopping style emphasizes the practical purposes of the shopping process, such as purchasing essential items or fulfilling daily needs (Amin et al., 2021). Fundamentally, consumers prioritize utilitarian benefits over hedonic ones, as they believe they are entitled to fully receive the utility offered by a commodity (Chitturi et al., 2007). Utilitarian benefits refer to the functional or practical purposes of a product or service. In the context of AR retail applications, these benefits may include ease of use, quality of information, and effectiveness in assisting customers with purchase decisions (Wells & Daunt, 2014). Previous research by Nikhashemi (2021) revealed that utilitarian benefits can influence customers' intentions to use AR retail applications and their purchasing behavior. However, the study also found that the relationship between utilitarian benefits and customer engagement in AR retail applications is

non-linear. In other words, the effect of utilitarian benefits on customer engagement is only significant when customers have a moderate to high perception of the benefits gained from their utilitarian experience.

Hedonic Benefits

Hedonic benefits refer to the emotional and sensory experiences that provide pleasure or satisfy a person's desire for curiosity and enjoyment (Zhu & Lin, 2019). According to Hirschman and Holbrook (1982:100), hedonic benefits are non-instrumental in nature, providing experiences, emotions, and feelings. Nikhasemi et al. (2021) explain that hedonic benefits can influence customers' intentions to use AR retail applications and their purchasing behavior. The study also found that hedonic benefits have a positive impact on customer engagement with AR retail applications. Hedonic benefits tend to evoke stronger positive emotions, enhancing consumer engagement in recommendations. When consumers feel joy, they are more likely to share their experiences with others (Zhu and Lin 2019). Consumers tend to favor hedonic premiums when making choices in promotional offers, even when other characteristics of the premiums, such as attractiveness, are equal (Palazon and Delgado-Ballester 2013). Hedonic value demonstrates a consistently positive and statistically significant influence on behavioral intention, indicating that the emotional satisfaction and pleasure derived from a product play a pivotal role in shaping consumers' intentions to engage with or purchase the product (Ekawati et al. 2021).

Augmententation Quality

In this study, the quality of augmentation refers to how real and authentic users perceive the content to be within their Augmented Reality (AR) experience. At high levels of perceived augmentation quality, users feel that they are experiencing an authentic encounter, as if they are in a real-world setting where physical reality and virtual content seamlessly merge. Therefore, the indicator of augmentation quality is how realistic the AR experience feels to users, with physical reality and virtual content blending harmoniously. The advantage of augmented reality lies in its ability to deliver a flawless interaction between users and specific products or services. It provides visualization and interaction that engage users, making the product or service more appealing or helping users better understand the product or service being offered (López et al., 2019). In contrast, the virtual overlay and reality are inconsistent when augmentation quality is low, leading to an unrealistic experience that consumers perceive negatively (Rauschnabel et al., 2019), perceived augmentation quality affects brand attitude

through inspiration. High-quality AR experiences enhance realism, allowing users to visualize new possibilities, which increases their inspiration. This inspiration motivates consumers to pursue consumption-related goals, leading to more positive attitudes toward the brand (Rauschnabel et al. 2019). more specifically, our research proposes that perceived augmentation quality, in addition to utilitarian and hedonic benefits, leads to positive evaluations of the app and triggers inspiration.

Attitide Toward the AR-App

Attitude Toward the AR-App refers to the consumers overall evaluation and feelings about the Augmented Reality application they are using. This attitude is crucial as it influences how users perceive the app's utility and enjoyment, which can subsequently affect their engagement with the app and their overall experience (Rauschnabel et al. 2019). In the research, the statement "Overall, this app is good" is utilized in the questionnaire to gauge the "Attitude Toward the AR-App," prompting respondents to reflect on their entire experience with the application. This straightforward and clear statement allows users to evaluate various aspects of the app, including usability, functionality, and enjoyment, leading to a holistic assessment of their perceptions. By quantifying this overall attitude, the researchers can analyze its influence on other variables, such as inspiration and brand attitude, which are central to the study's conceptual model. Thus, this statement serves as a critical measure for understanding how user attitudes toward the AR app impact brand-related outcomes. Attitude toward AR" influences brand attitude by shaping how consumers perceive and engage with the brand through augmented reality experiences. Positive experiences with AR can lead to enhanced enjoyment and inspiration, which in turn foster a more favorable attitude toward the brand. This relationship is supported by the findings that enjoyment from AR experiences can trigger positive cognitive responses, ultimately enhancing brand attitudes and influencing purchase intentions (Zanger, Meißner, and Rauschnabel 2022).

3. METHODS

This study employs a quantitative research design to examine the influence of Augmented Reality (AR) applications on consumer attitudes toward the brand. The research aims to test specific hypotheses related to the perceived benefits and quality of AR applications. The research is grounded in a positivist paradigm, which emphasizes objective measurement and the use of statistical analysis to understand relationships between variables. A deductive approach is utilized, where existing theories and models are tested through empirical data

collection and analysis. The methodology employed in this research is primarily quantitative, utilizing structured questionnaires to gather data from respondents. The data collected will be analyzed using statistical techniques, including Structural Equation Modeling (SEM). The research strategy combines experimental and survey methods. An experimental design is used to assess the impact of AR applications, while surveys are conducted to gather perceptions and attitudes from participants. The unit of analysis for this study is individual respondents, specifically prospective students considering IT Telkom Purwokerto. The target population consists of prospective students who are potential users of AR applications in the educational context. A sample will be drawn using a non-probability sampling technique, ensuring a diverse representation of respondents. Data will be collected through a structured questionnaire distributed online. The questionnaire will include items measuring perceived utilitarian and hedonic benefits, inspiration, quality of AR applications, and attitudes toward the brand. Statistical tests will be applied to confirm the reliability of the scales used in the survey. The collected was analyzed using Structural Equation Modeling (SEM) to test the proposed hypotheses. This technique allows for the examination of complex relationships between multiple variables. Ethical considerations will be taken into account, including informed consent from participants, confidentiality of responses, and the right to withdraw from the study at any time.

Data collection process

This study utilized a structured questionnaire as the primary data collection tool, employing convenience sampling due to the lack of a specific sampling frame. Respondents engaged with the AR prototype of IT Telkom Purwokerto before evaluating their experience through the questionnaire. Control and filter questions ensured participants met specific criteria, such as being over 17, having used the AR application, and consenting to data confidentiality. Interviewers explained the study's purpose before obtaining participants' agreement to complete the survey.

Conducted in Banyumas Regency between November and December 2024, the survey included only local residents familiar with the IT Telkom Purwokerto brand. The study aimed to assess changes in brand attitude following interaction with the AR application. The education sector was chosen for its significance in the region's development. An online survey method was used to ensure a high response rate.

Questionnaires design

This study examined three antecedent variables—utilitarian benefits, hedonic benefits, and augmentation quality—adapted from Rauschnabel et al. (2019), along with two mechanism variables: attitude toward the AR app and inspiration. Changes in brand attitude served as the consequential variable. To ensure validity and reliability, a pre-test was conducted by distributing 30 questionnaires around the IT Telkom Purwokerto campus, followed by statistical tests to confirm the reliability of the scales. The final questionnaire, written in Indonesian, used a 5-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (5).

A total of 200 questionnaires were distributed, with 139 returned and used for analysis, exceeding the minimum required sample size of 125. The sample size followed the guideline of at least five times the number of estimated parameters, aligning with SEM recommendations of 100–200 respondents (Hair et al., 2021). The majority of respondents were male (53.24%), while 46.76% were female. Most participants were aged 18–34 (63.31%), indicating that younger individuals are more likely to engage with AR applications and provide feedback, reflecting their dominant presence among mobile device and internet users.

Table I. Sample characteristics

	Construct	Classification	Number	%
	Gender	Male	74	53
		Female	65	47
	Age	18-24 year old	44	32
		25-34 year old	44	32
		35-44 year old	31	22
		45-54 year old	17	12
		55-64 year old	3	2
	Education	High school	18	13
		Diploma	13	9
		Degree	75	54
		Master	19	14
	Occupation	Student	24	17
		Government employee/ Police/Military	13	9
		Private employee/ Police/Military	39	28
		Businessman	21	15
		Teacher/Lecturer	8	6
Table I. Sample characteristics		State-Owned Enterprise employee	15	11
		Doctor	1	1
		Other	18	13
	Note: *n* =139			

Measurement Model

      The purpose of the measurement model in this study is to evaluate how effectively the observed indicators function as measurement instruments for the latent variables related to the use of Augmented Reality (AR) applications and their impact on consumer attitudes towards brands. To assess the measurement model, a two-step analysis process was employed. First, a Confirmatory Factor Analysis (CFA) was conducted to specify the relationships between each observed measure and its corresponding latent factor (Anderson and Gerbing, 1988; Byrne, 2013; Hair et al., 2010). This analysis was performed using Smart PLS 4.0, which is well-suited for structural equation modeling in this context.

Table 2. Standardized factor loadings, AVE, CR

	Variables	Item	Standardized Factor Loading	AVE	CR
	Utilitarian Benefits	This app is useful (MU1)	0.953	0.902	0.894
		This app helped me to better understand the [OBJECT] (MU2)	0.947		
	Hedonic Benefis	This app is entertaining (MH1)	0.947	0.865	0.925
		Using this app is fun (MH2)	0.946		
		This app is a good time killer. (MH3)	0.901		
	Perceived Augmentation Quality	I felt like the [OBJECT] was actually there in the real world. (KA1)	0.908	0.839	0.906
		It seemed as if the [OBJECT] had shifted from the gadget into the room. (KA2)	0.930		
		It seemed that everything I saw on the display was real (KA3)	0.910		
	Inspiration	This app has inspired me in a way. (I1)	0.918	0.888	0.938
		This app stimulated my thinking (I2)	0.957		
		This app gave me new ideas and views (I3)	0.951		
	Attitude toward using the App	Overall, this app is good (SA1)	0.953	0.892	0.940
Table II. Standardized factor loadings, AVE, CR		My attitude toward this app is positive (SA2)	0.941		
		The app met my expectations (SA3)	0.939		
	Changes in Brand Attitude	I like [BRAND] (Post – Pre Measures) (SM1)	0.948	0.893	0.882
		Overall, I find the brand [BRAND] very good (Post – Pre Measures) (SM1)	0.941		

The table presents standardized factor loadings, Average Variance Extracted (AVE), and Composite Reliability (CR) for the study's constructs. All factor loadings exceed the 0.7 threshold, indicating strong measurement reliability. AVE values surpass 0.5, confirming construct validity, while CR values above 0.8 demonstrate high reliability. The constructs—Utilitarian Benefits, Hedonic Benefits, Perceived Augmentation Quality, Inspiration, Attitude toward Using the App, and Changes in Brand Attitude—exhibit strong internal consistency, affirming the robustness of the measurement model. Factor loadings for reflective indicators range from 0.901 to 0.957, surpassing the recommended 0.50 threshold and ensuring convergent validity. AVE values between 0.839 and 0.902 confirm that each construct captures a significant portion of variance. Discriminant validity was assessed by comparing the square root of AVE with inter-construct correlations, with results indicating that all constructs met the required validity criteria.

Table 3. Discriminat validity

|	Utilitarian Benefits	Hedonic Benefis	Perceived Augmentation Quality	Inspiration	Attitude toward using the App	Changes in Brand Attitude
MU1	0,953	0,776	0,858	0,827	0,884	0,813
MU2	0,947	0,724	0,821	0,803	0,823	0,797
MH1	0,773	0,942	0,794	0,809	0,836	0,755
MH2	0,787	0,946	0,806	0,835	0,841	0,802
MH3	0,635	0,901	0,625	0,740	0,757	0,672
KA1	0,783	0,713	0,908	0,700	0,791	0.730
KA2	0,768	0,762	0,903	0,768	0,845	0,775
KA3	0,853	0,726	0,910	0,791	0,843	0,792
I1	0,781	0,789	0,748	0,918	0,829	0,748
I2	0,835	0,789	0,748	0,918	0,829	0,748
I3	0,809	0,804	0,774	0,951	0,800	0,818
SA1	0,869	0,836	0,885	0,817	0,953	0,838
SA2	0,860	0,794	0,855	0,820	0,941	0,790
SA3	0,818	0,846	0,818	0,853	0,939	0,780
SM1	0,793	0,790	0,805	0,831	0,821	0.948
SM2	0,809	0,721	0,775	0,762	0,785	0,941

The table presents the correlation values between indicators of various constructs: Utilitarian Benefits (MU), Hedonic Benefits (MH), Perceived Augmentation Quality (KA), Inspiration (I), Attitude toward using the App (SA), and Changes in Brand Attitude (SM). For good discriminant validity, an indicator's loading on its own construct (shown on the diagonal) must be higher than its cross-loadings on other constructs. For instance, the indicator I1 has a loading of 0.918 on the Inspiration construct, which is significantly higher compared to its loading on other constructs like Perceived Augmentation Quality (0.748) or Hedonic Benefits (0.789). This demonstrates that I1 is more strongly associated with Inspiration than with other constructs, indicating good discriminant validity. The table shows that each indicator's cross-loading with its primary construct is higher than its loading with other constructs, suggesting that the indicators used in this study measure their intended variables more strongly than other variables. This condition indicates that the indicators meet the necessary criteria for

discriminant validity, and it can be concluded that the discriminant validity test has been successfully achieved according to the expected standards. Overall, this cross-loading test reinforces that the measurement model used accurately and precisely maps the relationships between indicators and variables in the study, thereby demonstrating strong discriminant validity for the model.

Structural equation modeling

A structural equation modeling of Utilitarian Benefits, Hedonic Benefits, Perceived Augmentation Quality, Inspiration, Attitude toward using the App, and Changes in Brand Attitude was conducted to estimate the parameters. The model, as shown in Figure 1, demonstrates the relationships between these constructs, with significant effects observed ($p <$ 0.001). This model begins with the first-order constructs measuring each variable, such as Utilitarian Benefits, Hedonic Benefits, and others, to assess their impact on the overall brand attitude and user experience.
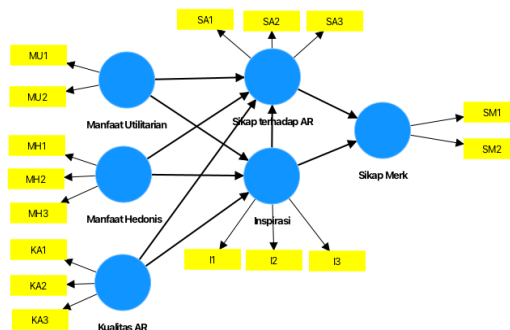
Figure 1,Structural equation modeling

The utilitarian benefits variable is represented by two dimensions, each measured through two indicators: Usefulness and Goodness, which are operationalized into two corresponding statements in the questionnaire. Similarly, the hedonic benefits variable comprises three dimensions, translated into three indicators: Entertaining, Pleasantness, and Diversion. Furthermore, the perceived augmented quality variable encompasses three dimensions, articulated into three respondent statement indicators: Immersiveness, Interactivity, and Realism. Meanwhile, the attitude toward AR-app variable is divided into two dimensions: Satisfaction and Positive Attitude, which are further operationalized into three indicators: Satisfaction, Fulfillment, and Positive Response. Subsequently, the Inspiration variable is comprised of two dimensions: Inspiring and Stimulating. All of these dimensions and indicators are derived from the prior research conducted by (Rauschnabel et al. 2019) which this study replicates.

4. RESULTS

Table 4. Hypothesis Test Results.

Hypothesis	Path Coefficient (β)	P Values	f Square	Result
H1. Utilitarian benefits -> attitude toward the AR app.	0.276	0,010	0.131	Accepted
H2. Hedonic benefits -> attitude toward the AR app.	0.283	0,002	0.199	Accepted
H3. Perceived augmentation -> attitude toward the AR app	0.322	0,003	0.204	Accepted
H4. Utilitarian benefits -> inspiration.	0.426	0,001	0.204	Accepted
H5. Hedonic benefits -> inspiration	0.450	0,000	0.372	Accepted
H6. Perceived augmentation quality -> inspiration	0.087	0,450	0.008	Rejected
H7. Inspiration -> toward the AR app.	0.322	0,189	0.034	Rejected
H8. Attitude toward the app -> changes in brand attitude	0.476	0,000	0.220	Accepted
H9. Inspiration -> changes in brand attitude.	0.426	0,001	0.176	Accepted

The hypothesis testing results confirm significant relationships between several variables. Hypotheses H1, H2, and H3, which examine the effects of utilitarian benefits, hedonic benefits, and perceived augmentation quality on attitudes toward the AR app, are supported with positive path coefficients and significant p-values. Similarly, H4 and H5, which explore the influence of utilitarian and hedonic benefits on inspiration, are also accepted. However, H6 (the effect of perceived augmentation quality on inspiration) and H7 (the effect of inspiration on AR app attitude) are rejected due to non-significant p-values. Meanwhile, H8 and H9, which assess the effects of AR app attitude and inspiration on brand attitude, are both supported, highlighting their impact on brand perception.

The study demonstrates that utilitarian and hedonic benefits, AR quality, inspiration, and user attitudes collectively shape perceptions of AR technology and the IT Telkom Purwokerto brand. Utilitarian benefits improve AR attitudes by enhancing functionality, while hedonic benefits contribute to enjoyment and emotional satisfaction. AR's technical quality further strengthens user acceptance through realism and smooth interaction. Although inspiration has limited direct influence on AR attitudes, it significantly impacts brand perception, reinforcing emotional connections. The findings suggest that IT Telkom

Purwokerto should enhance AR's hedonic and utilitarian aspects while leveraging inspiration to strengthen brand perception, ensuring a more immersive experience and fostering long-term brand loyalty.

5. CONCLUSION

This study highlights the significant role of utilitarian benefits, hedonic benefits, and perceived augmentation quality in shaping user attitudes toward the AR application of IT Telkom Purwokerto. The findings confirm that both utilitarian and hedonic benefits positively influence user attitudes and inspiration, while the perceived augmentation quality significantly enhances AR acceptance but does not directly affect inspiration. Furthermore, the study reveals that user attitudes toward the AR app and inspiration significantly contribute to changes in brand attitude, reinforcing the importance of AR technology in brand perception.

The results suggest that a well-designed AR application can enhance user engagement and positively impact brand perception by delivering both functional and enjoyable experiences. While inspiration plays a key role in shaping brand attitudes, its direct influence on AR attitudes is limited. To maximize the effectiveness of AR applications, institutions should optimize their utilitarian features for practicality, enhance hedonic elements for enjoyment, and strategically leverage inspiration to strengthen brand loyalty. By doing so, IT Telkom Purwokerto can further establish itself as an innovative educational institution, providing meaningful and immersive digital experiences to its users.

In this section, the author presents brief conclusions derived from the research results, along with suggestions for advanced researchers or general readers. The conclusion may review the main points of the paper but should not replicate the abstract. Additionally, the author should identify the major flaws and limitations of the study, which may affect the validity of the findings and raise questions from readers. These limitations require critical judgment and interpretation of their impact. The author should address the question: Is this a problem related to error, method, validity, or other factors?

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