# Article information:

The effects of augmented reality on consumer responses in mobile shopping: The moderating role of task complexity - ScienceDirect  
<https://www.sciencedirect.com/science/article/pii/S2405844023009829>

# Article summary:

1. This study examines the effects of augmented reality (AR) on consumer responses in mobile shopping, investigating the relationships between perceived media richness, interactivity, telepresence, utilitarian and hedonic values, and behavioral intentions.

2. The findings reveal that media richness and interactivity positively influence telepresence, which increases behavioral intentions through perceived utilitarian and hedonic values.

3. The results suggest practical implications for mobile retailers that apply advanced AR technology in retailing.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article “The effects of augmented reality on consumer responses in mobile shopping: The moderating role of task complexity” is a well-researched piece that provides an in-depth analysis of the impact of augmented reality (AR) on consumer responses in mobile shopping. It is written by experts in the field and draws upon relevant literature to support its claims.

The article is reliable as it provides evidence to back up its claims and presents both sides of the argument fairly. It also acknowledges potential biases and sources of error when discussing the results of its research. Furthermore, it does not contain any promotional content or partiality towards any particular viewpoint or opinion.

However, there are some areas where the article could be improved upon. For example, it does not explore counterarguments or present possible risks associated with using AR technology in retailing. Additionally, it does not provide sufficient evidence for some of its claims or discuss how task complexity affects consumers’ perceptions of media richness and interactivity when using AR technology for mobile shopping.

In conclusion, this article is generally reliable but could benefit from further exploration into counterarguments and potential risks associated with using AR technology for mobile shopping as well as providing more evidence to support its claims regarding task complexity’s effect on consumers’ perceptions of media richness and interactivity when using AR technology for mobile shopping.

# Topics for further research:

* Counterarguments to using augmented reality in retailing
* Risks associated with augmented reality in mobile shopping
* Effects of task complexity on media richness and interactivity
* Impact of augmented reality on consumer responses
* Research on augmented reality in mobile shopping
* Studies on the moderating role of task complexity in augmented reality

# Report location:

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