



THE IMPACT OF AUGMENTED REALITY (AR) MARKETING ON CUSTOMER ENGAGEMENT THROUGH CUSTOMER EXPERIENCE AND BRAND LOVE

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ARTICLE INFO	ABSTRACT
<p>DOI: 10.52932/jfm.v3i1e.723</p> <p><i>Received:</i> January 08, 2025</p> <p><i>Accepted:</i> March 21, 2025</p> <p><i>Published:</i> March 25, 2025</p> <p>Keywords: Augmented reality, Brand love, Customer engagement, Customer experience.</p> <p>JEL codes: M31, L21, L81, L84</p>	<p>This study was conducted to investigate the effect of Augmented Reality marketing on customer engagement through customer experience and brand love. A 371 valid sample was used in this study from customers in Ho Chi Minh City from 18 to 30 years old through Google Forms. For the multivariate regression test, it is found that entertainment and aesthetic experience exert a positive impact on customer experience, customer experience positively impacts brand love, and brand love has a positive influence on customer engagement. The findings of this study have provided a fresh perspective on AR marketing in a developing country like Vietnam, assisting managers in their efforts to promote customer engagement. Moreover, this study suggests several new and innovative applications of AR in marketing as well.</p>

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1. Introduction

Currently, the Vietnamese market is witnessing fierce competition among brands in many different fields, aiming to retain existing customers and attract new customer market share (Hoang et al., 2023; Linh et al., 2023). In addition, as people's living standards and quality of life increase, their demands for daily products and services also become more stringent. Therefore, customers tend to switch brands if they feel attracted by other brands trying to enter the market. One of the strategies that many brands consider a strategic imperative to establish sustainable competitive advantage because it predicts future business performance is customer engagement (Brodie et al., 2013). Customer engagement has emerged as a prominent element in recent customer management literature, with the potential to positively influence customer behavior (Gambetti & Graffigna, 2010), and brand performance (Brodie et al., 2011). Currently, customer engagement has received considerable attention from academics as well as marketers (Islam & Rahman, 2016). To sustain customer engagement, it is necessary to create an emotional connection that goes beyond satisfaction (Sarkar & Sreejesh, 2014) – brand love. In recent studies, brand love has been considered an important factor influencing customer-brand relationships (Fournier, 1998). Brand managers have been interested in the concept of brand love since it was first proposed by Shimp and Madden (1988). Brands are valued and perceived as irreplaceable due to strong and long-lasting brand love relationships (beyond mere sentiment) (Batra et al., 2012). Businesses can build strong relationships with customers and establish a favorable reputation in a competitive business environment by recognizing the value of customer experience (Yang et al., 2024; Nair, 2023).

Human perception of the real and virtual worlds is evolving due to recent technological

advances (Flavián et al., 2019). Customer experience, defined as “a customer's cognitive, emotional, behavioral, sensory, and social response to a brand's offerings throughout the entire customer purchase process” (Lemon & Verhoef, 2016), can be greatly influenced by information and communication technologies (ICTs), especially augmented reality. As brands can provide their customers with additional value propositions to create the best possible customer experience by combining virtual and physical touchpoints, the integration of technology is particularly important (Bansal, 2023; Ziaie et al., 2021). In the automotive technology industry, the BMW i Visualizer app allows customers to customize and explore a virtual BMW i3 or i8 model using AR. Users can walk around the car, open doors, and change features such as paint color and wheels, creating a personalized and immersive experience. In the fashion industry, Gucci's application has an AR shoe-trying experience. Customers can see how different sneakers look on their feet through their smartphone cameras, enhancing the online shopping experience. Therefore, augmented reality marketing promises to bring a new wave to the customer experience of brands (Dadwal & Hassan, 2016). AR is unique among marketing methods because it can produce highly personalized and engaging experiences. Along with drawing attention, AR marketing increases customer engagement and memorability by enabling customers to interact directly with products in a virtual setting. In addition, unlike traditional advertising, AR pushes customers to take action rather than only consuming information in a passive way. This makes AR marketing a powerful tool that helps brands enhance customer experience and maximize brand strategy.

Many studies from scholars around the world have mentioned customer experience, brand love, and customer engagement. However, there are still some research gaps

that this paper will try to contribute to. Firstly, when studying customer experience, most previous studies only focus on familiar factors that are mentioned many times such as price or service (Qu, 2017); environment (Vaidyanathan & Henningsson, 2023); and value (Turkson et al., 2022). Therefore, in this study, augmented reality marketing is considered to impact customer experience as an important contribution to brands. Secondly, this study was conducted with a novel and different research sample. Specifically, studies on augmented reality marketing focus on developed markets including Korea (Wang et al., 2022), India (Saleem et al., 2022), China (Yang et al., 2024), while the literature and empirical evidence on augmented reality marketing are still quite scarce in developing markets, especially in Vietnam. Thirdly, there is a gap in the theoretical framework. When studying how brand-related stimuli affect the subject to predict responses, the use of stimulus-organism-response (S-O-R) theory is extremely important (Kumar et al., 2021). However, the mechanism of the relationship must be studied and the impact of brand attributes on customer emotions and behavior is worth studying. Therefore, using S-O-R to explain the mechanism of brand love—where O is brand love—may be meaningful, especially since most previous studies have treated brand love as a “response” within the S-O-R framework (Ali et al., 2021; Kumar et al., 2021). Therefore, this study analyzes brand love as the “object” between augmented reality marketing and customer engagement.

2. Literature Review

2.1. Theoretical Framework

Stimulus – Organism – Response Model

The Stimulus – Organism – Response (SOR) model, developed by Mehrabian and Russell (1974), provides a theoretical framework for examining user behavior. This approach posits that external inputs affect the internal state of the organism, which in turn causes a behavioral response and triggers user behavior. Environmental psychology has widely used this model, in which specific external factors act as stimuli (S), influencing a person's emotions (O), and ultimately leading to behavior (R). Since augmented reality technology in marketing creates stimuli (S) through immersive and engaging interactive experiences, the study considers augmented reality marketing as entertainment and aesthetic experiences, customer experiences as environmental inputs (S), brand love as the object (O) because it represents human emotional states (Batra et al., 2012). Finally, customer engagement is considered as a response (R) because it includes many behaviors such as interaction and sharing. The SOR model was used by Watson et al. (2020) to show the impact of experiential augmented reality applications on purchase intentions in the fashion industry. Furthermore, Attiq et al. (2022) emphasized that brand coolness affects customer satisfaction and customer psychological well-being through brand love and brand attachment based on the SOR model.

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is one of the most significant extensions of the theory of reasoned action (TRA). According to Davis (1989), the most popular model of user acceptance and adoption of technology is TAM. According to this concept, the important factors for technology adoption are

“perceived usefulness” and “perceived ease of use”. Perceived usefulness is defined as “the extent to which a person believes that using a certain system will improve his or her job performance”. It refers to whether a person thinks that a piece of technology is useful for the task at hand. The term “the extent to which a person believes that using a certain system will be effortless” refers to perceived ease of use. If the technology is easy for users to use, the difficulties will be solved, because basically, no one likes something that is difficult to use. Furthermore, perceptions of utility and ease of use are greatly influenced by external factors. Previous research has effectively demonstrated the usefulness of the technology acceptance model as a framework for understanding technology adoption behavior in a variety of situations (Wang et al., 2024). According to this study, the use of augmented reality in beverage marketing has positive effects in many aspects. In addition to demonstrating uniqueness and creativity in the way brands and products are promoted, it also modernizes the way customers interact and experience products. Therefore, TAM has become an attractive theoretical framework for studying augmented reality-based customer experience. Wang et al. (2024) and Zeng et al. (2023) have shown the impact of augmented reality on brand experience and brand relationships.

2.2. Hypothesis Development

In this study, augmented reality marketing is quantified by two variables “Entertainment Experience” and “Aesthetic Experience” (Yang et al., 2024).

Entertainment Experience (ENT): refers to the perception of pleasure or enjoyment and the spontaneous moments of intense joy achieved when customers experience augmented reality marketing (Kim et al., 2016).

Nowadays, customers may not want to make rational decisions; instead, they want to have fun

experiences (Kim et al., 2016) and cherish the value they get from such experiences (Vorderer et al., 2003). In the context of digital or modern technology, an enjoyable entertainment experience has a positive impact on the customer experience with the brand, and it is certain that a positive entertainment experience provides customers with the entertainment value they are looking for (Chan et al., 2021). A typical case of how augmented reality marketing can enhance customer experience is Pizza Hut’s PAC-MAN AR campaign. In 2021, Pizza Hut partnered with a studio and an advertising agency to bring the classic 80s video game PAC-MAN to life using augmented reality technology. Customers could use their smartphones to play an augmented reality version of PAC-MAN by scanning the QR code on their pizza boxes. Customers had a fun and memorable experience thanks to the combination of classic and contemporary technology in this campaign. From the perspective of the SOR model, the entertainment aspect of AR marketing serves as a stimulus that enhances the customer experience, making them more interested (O) and receptive to brand messaging (R). Empirically, Banik and Gao (2023) as well as Chan et al. (2021) showed that entertainment experiences have a positive impact on customer experience. Therefore, the hypothesis proposed is:

Hypothesis H1: Entertainment Experience has a positive effect on Customer Experience.

Aesthetic Experience: considers the perception and experience of beauty in works of art or nature (Qu, 2017).

Firstly, as an essential part of information processing, vivid images help customers visualize products and encourage them to support those experiences (Koehler, 1991). In addition, aesthetic values partly reflect the actual, emotional, and message values of products, which can enhance the customer experience (Fiore, 2010). Accordingly, these

elements can help create both in-store and out-of-store experiences in the form of intangible elements (such as enjoyment, aesthetics, and visualization) (Sachdeva & Goel, 2015). Coca-Cola's #TakeATasteNow campaign in the UK is a clear demonstration of how augmented reality marketing can improve the customer experience. Users can interact with augmented reality images via their smartphones thanks to digital out-of-home (DOOH) displays in major cities including Manchester and London. Digital and physical experiences are seamlessly combined as customers scan a QR code to receive a digital Coke Zero bottle and a voucher for a physical bottle at Tesco stores. From the perspective of the SOR model, a well-designed, aesthetically pleasing AR experience (S) increases customer experience that would enhance customers' love (O) and customers' willingness to engage with the technology (R). Empirically, Banik and Gao (2023) and Chan et al. (2021) showed that aesthetic experience has a positive impact on customer experience. Therefore, the hypothesis proposed is:

Hypothesis H2: Aesthetic Experience has a positive effect on Customer Experience.

Customer Experience (EXP): defined as the cumulative impression a customer forms about a brand, influenced by all their interactions with a brand, from the end-to-end purchase process (Vidili et al., 2021). It involves a range of cognitive, emotional, sensory, and behavioral reactions, reflecting how customers perceive the brand through their experiences (Lemon & Verhoef, 2016). Customer experience can enhance emotional connections with a brand, leading to stronger brand love. When customers have positive, memorable experiences with a brand, it builds a sense of trust and affection, making them more likely to develop strong emotional bonds with the brand (Japutra et al., 2018; Chaudhuri & Holbrook, 2001). When customers feel that

a brand consistently meets or exceeds their expectations, they develop stronger positive feelings and an emotional connection. This emotional bond is a key driver of brand love, as it turns routine transactions into meaningful experiences that customers remember. Positive customer experiences, particularly those that evoke emotional responses, are essential in building strong emotional bonds with brands. This emotional attachment forms the foundation of brand love, as it drives customers to develop strong preferences and loyalty toward the brand (Holbrook & Hirschman, 1982). Empirically, Zhang (2019) indicated that customer experience positively affects brand love. Therefore, the hypothesis proposed is:

Hypothesis H3: Customer Experience exerts a positive effect on Brand Love.

Brand Love (LOVE): is defined as the level of love, satisfaction, and attachment that customers have for a brand (Martiyanti et al., 2021). A strong emotional connection established through brand love encourages lasting loyalty, as customers tend to stay devoted to brands, they feel emotionally connected to (Batra et al., 2012). When a customer loves a brand, the brand becomes personally meaningful to them, often intertwining with their identity, values, or lifestyle. This sense of relevance makes the brand indispensable in their daily lives, driving consistent loyalty. On the other hand, customers who feel love toward a brand are more forgiving when errors occur, such as product defects or service issues. This tolerance strengthens their loyalty and sustains their relationship with the brand (Batra et al., 2012). Brand love creates a strong attachment that makes customers less susceptible to competitive offers. It is found that when customers develop strong emotional attachments to a brand, they are more likely to engage in behaviors such as repeat purchases, brand advocacy, and active participation in brand-related activities (Ahmadi, A., & Ataei,

2024). From TAM, the perceived utility and enjoyment of brand-related experiences by customers could boost brand love. Long-term brand loyalty is fostered when augmented reality marketing provides customers with emotional fulfillment and value. Islam &

Rahman (2016), and Sarkar and Sreejesh (2014) demonstrated that brand love has a positive effect on customer engagement. Therefore, the hypothesis proposed is:

Hypothesis H4: Brand Love exerts a positive effect on Customer Engagement.

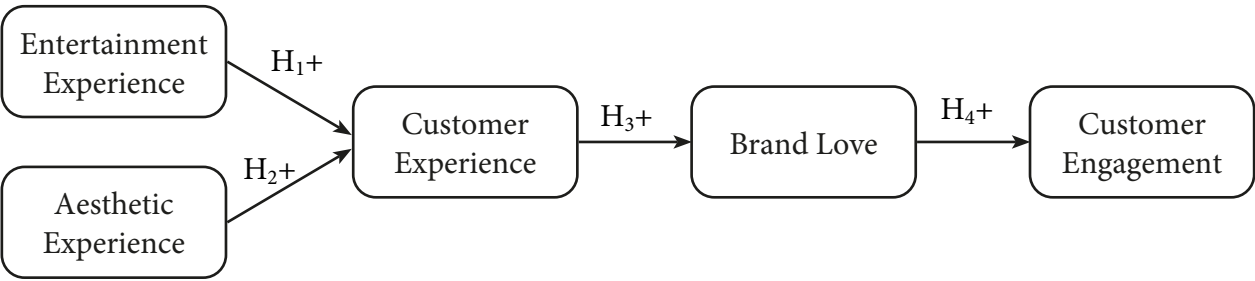


Figure 1. Research Model

3. Research Methodology

3.1. Data analysis and process

Qualitative research methods were used in this study to test the suitability of the scales and variables in the model. Specifically, the author conducted in-depth direct interviews with 8 customers. The research questions were translated into Vietnamese with strict verification from experts, helping interviewees easily understand the content of the research model. The author adjusted the questionnaire with survey content based on the collected information. Based on the feedback collected, the author identified ambiguities, refined the wording, and adjusted the questionnaire to enhance its clarity and relevance. Key modifications included simplifying technical terms related to AR marketing and aesthetic experience and rephrasing ambiguous questions. For example, before qualitative research, a survey question was “AR marketing provides entertainment value to me”, however, customers suggested “AR marketing provides entertainment value including AR gamification, AR filter and so on to me” for further understanding.

Four factors of the variable “Entertainment Experience” applied to ENT are referenced from (Yang et al., 2024); three factors of the variable “Aesthetic Experience” applied to AES are referenced from (Yang et al., 2024); five factors of the variable “Customer Experience” applied to EXP are referenced from (Khan et al., 2021; Wibowo et al., 2020); The five factors of the variable “Brand Love” applied to LOVE are referenced from (Khan et al., 2021; Attiq et al., 2022); the five factors of the variable “Customer Engagement” applied to ENG are referenced from (Vo et al., 2022; Xi & Hamari, 2021). The author uses quantitative research methods, specifically structural equation modeling (PLS-SEM) to test the research hypotheses. Responses in the survey are measured using a 5-point Likert scale from “Strongly disagree” to “Strongly agree” (see Appendix 1 online).

3.2. Data Collection

The author used Google Forms to collect data from customers aged 18 to under 30, living and working in Ho Chi Minh City, in a variety of occupations, income levels, and social status. The reason for choosing this age group as a survey target is because this is the young generation, they have understanding and experience

related to high technology in general and AR marketing in particular, thereby improving the research results. The survey was conducted from September to December. Chou et al. (1991) provided the parameters used to calculate the sample size. For the study analysis, a total of 371 valid responses were applied to meet the requirements of an appropriate sample size.

4. Research Finding

4.1. Demographic Findings

Appendix 2 (see Appendix 1 online) displays the research sample. The fact that there are

more female respondents (54.1%) than male respondents is one of the noteworthy features. 51.4% are students. Workers and others make up just 14.3%. Of the sample's respondents, 42.8% are between the ages of 22 and 25, with 23.9% being between the ages of 18 and 22. Approximately 34% of the remaining people are 25 years old and older. The majority of sample respondents (48.2%) earn between 6 and 10 million VND. Next, 26.1% of participants earn under 6 million VND. The remaining individuals with high incomes make up almost 26%.

4.2. Reliability Scale and Convergence Scale

Table 1. Reliability Scale and Convergence Scale

	Outer Loadings	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
AES1	0.866	0.862	0.916	0.784
AES2	0.898			
AES3	0.892			
ENG1	0.686	0.777	0.848	0.528
ENG2	0.763			
ENG3	0.765			
ENG4	0.736			
ENG5	0.678			
ENT1	0.767	0.813	0.877	0.642
ENT2	0.750			
ENT3	0.774			
ENT4	0.904			
EXP1	0.858	0.856	0.903	0.699
EXP2	0.827			
EXP3	0.833			
EXP4	0.824			
LOVE1	0.835	0.884	0.920	0.743
LOVE2	0.847			
LOVE3	0.857			
LOVE4	0.907			

Using Cronbach's Alpha and composite reliability coefficients, this study assesses the scale's reliability. The outer loadings must be more than 0.4 for the convergence scale, and the AVE coefficient must be above 0.5. The scale of factors employed in this study all meet the requirements, as Table 1 demonstrates. The scales' Cronbach's alpha coefficient is between 0.777 to 0.884 (higher than 0.7). Furthermore,

the composite reliability coefficients are higher than 0.7, from 0.848 to 0.920. The scale's AVE coefficient ranges from 0.528 to 0.784, meaning it is bigger than 0.5. The outer loadings of the observed variables are greater than 0.7 although only ENG1 and ENG5 are less than 0.7 but still greater than 0.4, hence the study accepts the finding.

4.3. Discriminant Validity

Table 2. Fornell-Larcker Criterion

	AES	ENG	ENT	EXP	LOVE
AES	0.886				
ENG	0.083	0.727			
ENT	0.721	0.054	0.801		
EXP	0.476	0.086	0.461	0.836	
LOVE	0.033	0.630	0.054	0.494	0.862

Table 3. Heterotrait - monotrait ratio (HTMT)

	AES	ENG	ENT	EXP	LOVE
AES					
ENG	0.096				
ENT	0.857	0.112			
EXP	0.552	0.104	0.541		
LOVE	0.048	0.748	0.087	0.569	

Every discriminant validity result satisfies the requirements. According to the results in Table 3, the scale achieves discriminant validity for the Fornell-Larcker coefficient criterion as the square root of the AVE indicators is higher than the inter-construct correlations (Fornell & Lacker, 1981). Additionally, table 3 shows that all of the scales' HTMT values between pairs of concepts are from 0.048 to

0.857 (both less than 0.9). The scales therefore satisfy the criteria for discriminant validity as well. The adjusted R-square of ENG is 0.395, EXP is 0.251, and LOVE is 0.242. To be more detailed, the variable "customer engagement" is explained by 39.5% by brand love, brand love is explained by 24.2% by customer experience, and customer experience is explained by 25.1% by entertainment and aesthetic experience.

Table 4. R-square

	R-square adjusted
ENG	0.395
EXP	0.251
LOVE	0.242

4.4. PLS – SEM Results

Table 5. PLS – SEM estimate results

	Original Sample (O)	Sample Mean (M)	P-value	Conclusion
ENT -> EXP	0.246	0.249	0.000	H1: Accepted
AES -> EXP	0.299	0.297	0.000	H2: Accepted
EXP -> LOVE	0.494	0.496	0.000	H3: Accepted
LOVE -> ENG	0.630	0.632	0.000	H4: Accepted

It can be seen that all hypotheses are accepted with a statistical significance of 5%. To be more detailed, H1, H2, H3, and H4 are accepted, which means that Entertainment and Aesthetic Experience have a positive effect on Customer Experience, Customer Experience positively impacts Brand Love, and there is a positive influence of Brand Love on Customer Engagement.

Entertainment Experience exerts a positive impact on Customer Experience, which is consistent with (McKee et al., 2014; Sheng & Teo, 2012). Entertainment experience can enhance the customer experience in three ways including escapism, mood management, and achievement. To be more detailed, according to Katz and Foulkes (1962), people seek entertainment because they want to escape the social environment in which they truly live. The second one is mood control. The motivation for altering one's own sensory environment is the desire to control one's own emotions. Individual choice is a suitable and evident method to boost or maintain an already high or negative mood since entertainment experiences are a component of such settings. The third motivation is achievement. According to Vorderer et al. (2003), the primary motivation for engaging in interactive entertainment is likely the desire for challenge, whether that is competing with others, a program, or even one's own prior accomplishments.

Aesthetic Experience exerts a positive impact on Customer Experience (Sheng & Teo, 2012;

Lee, 2020). The aesthetics dimension involves a more intense or close-up experience of sensory inputs than the entertainment dimension, according to Pine and Gilmore (2014). A complete aesthetic experience, according to Fiore (2010), involves appreciating the formal, expressive, and symbolic qualities of a thing, appearance, or setting. A product's symbolic quality fulfills the relationship between the customers and the cognitive experience in addition to the cognitive experience itself. The use of aesthetics as a differentiator is analogous to similarly crowded marketplaces, where aesthetics is frequently the only method to make a product stand out and improve the customer experience, according to Lee (2020).

Customer Experience exerts a positive impact on Brand Love (Syamsuddin & Fadhillah, 2024). Positive feelings like brand love—a strong emotional bond with a brand—can be evoked by a positive experience (Jelinek, 2021). Brand love is largely influenced by enjoyable and fulfilling experiences, such as those produced by creative marketing strategies and innovative product design (Batra et al., 2012). It can be said that customer experience is a key factor in building positive emotions and attachment to a brand.

Brand Love exerts a positive impact on Customer Engagement (Islam & Rahman, 2016; Sarkar & Sreejesh, 2014). When customers have intense feelings for a brand, they are more likely to want to engage with it and keep a relationship with it (Bowden & Mirzaei, 2021). Strong

positive emotions like pride, trust, or delight are frequently associated with brand love, and these feelings encourage customers to express their loyalty by sharing their experiences, shopping frequently, or standing up for the brand on social media. Following this, brand-loyal customers frequently feel like they belong to the community the company builds, which motivates them to take part in events, product reviews, and debates. Customers are more inclined to devote time, energy, and even money to support a brand they adore, which fosters loyalty (Jelinek, 2021). They have the option to freely participate in media campaigns, produce material associated with the brand, or share content that the brand has uploaded. In addition to fostering a closer bond between customers and brands, all of these initiatives support customer engagement on both an individual and group level by disseminating brand values across the community (Bowden & Mirzaei, 2021).

5. Conclusion and Implication

5.1. Conclusion

This study was conducted to investigate the impact of AR marketing through two scales including entertainment and aesthetic experience on customer engagement through customer experience and brand love. The study was conducted in Ho Chi Minh City with 371 respondents from 18 to 30 years old. The authors used the PLS-SEM model to analyze the data. The results showed that AR marketing has a positive impact on customer experience, customer experience increases brand love and from there, brand love has a positive impact on customer engagement. However, when brands adopt AR in marketing, they may face issues such as high implementation costs, technology infrastructure requirements, and the complexity of designing AR content. Furthermore, customer acceptance is still uneven, especially among those with little exposure to technology.

A lack of analysis of these challenges may prevent businesses from fully understanding the feasibility of applying AR to their marketing strategies.

5.2. Theoretical Implication

This study made certain contributions in terms of theoretical implications. Firstly, this study strengthened the SOR model by demonstrating that AR marketing has a positive impact on customer engagement through the positive impacts of customer experience and brand love. It means that when customers experience AR marketing, which is considered a stimulus, customers have a big preference for the brand and tend to interact with the brand, which is considered their response. Besides, this study also strengthens the TAM by showing that customers tend to accept new types of technology as long as they bring new values and experiences that are beneficial to them. Therefore, the research results contribute to and strengthen the TAM, laying the foundation for future research.

5.3. Managerial Implication

Brands should use augmented reality (AR) marketing in their marketing plans, emphasizing the development of high-end entertainment and visual experiences to improve customer satisfaction. According to research, utilizing augmented reality (AR) to provide customers with visual and entertaining experiences boosts their level of happiness and fosters a deep affection for the brand, which in turn encourages further brand engagement. Using augmented reality (AR) marketing might be revolutionary for a particular brand. Immersive features like virtual try-ons, gamified interactions, and interactive storytelling could assist marketers in building strong emotional bonds with their customers by producing memorable and captivating customer experiences. AR marketing is essential for building brand love since pleasant brand interactions create stronger emotional ties as

well. In order to strengthen this relationship, marketers could use storytelling elements that arouse excitement and nostalgia, personalize AR experiences according to customer preferences, and promote social sharing through AR-integrated social media capabilities. Beyond brand loyalty, AR marketing could make a big difference in customer delight. This is accomplished by brands incorporating aspects of surprise and novelty through outdoor events that use augmented reality (AR) to promote products, such as AR filters or augmented glasses. Ultimately, using augmented reality (AR) marketing as a differentiation approach enables brands to develop lasting relationships, boost loyalty, and preserve a competitive edge in the digital age in addition to improving the short-term customer experience. By skillfully utilizing augmented reality technology, brands could improve customer experience, strengthen emotional bonds, and stimulate increased advocacy, all of which contribute to long-term customer delight.

5.4. Limitation and Orientation

Although the authors made efforts to conduct this research, however, several limitations of

the research paper are ineluctable. Firstly, the analysis “The impact of Augmented Reality marketing on customer engagement through customer experience and brand love” was analyzed based on data collected from the young generation living in Ho Chi Minh City. For that reason, the most serious limitation is the scope of the study, which leads to the inability to generalize the research results. Secondly, the survey participants are not diverse, still focusing mainly on people who are under 30 years old. Thirdly, this study is not limited to the products and services that were surveyed, because augmented reality marketing will have different importance for different types of products and services. Fourthly, the research exclusively focuses on the positive effects of AR marketing while overlooking potential drawbacks, such as implementation costs, accessibility challenges for older customers, and data security concerns. Hence, in the following research, the scope of the study should be expanded to generalize research results. In addition, the research related to AR marketing should be customized to a particular industry to enhance the research findings, and authors ought to analyze the two-side effects of AR marketing.

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