

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

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## Appendix 1. Factors and measurement items

Variable	Questionnaire	Resources
Entertainment Experience	<p>I find satisfaction through AR experiences.</p> <p>AR marketing provides entertainment value including AR gamification, AR filter and so on to me.</p> <p>AR marketing helps me relax</p> <p>AR marketing is enjoyable to me</p>	Yang et al. (2024).
Aesthetic Experience	<p>AR marketing has aesthetic allure</p> <p>AR marketing has appeal and visual effects</p> <p>I perceive uniqueness in AR experiences, distinguishing them from conventional marketing communications</p>	Yang et al. (2024).
Customer Experience	<p>I have a strong emotion for the brand</p> <p>I engage in physical actions and behaviors when I experience the brand</p> <p>The brand results in lively experiences</p> <p>The brand stimulates my curiosity</p>	<p>Khan et al. (2021)</p> <p>Wibowo et al. (2020)</p>
Brand Love	<p>I feel emotionally close to this brand</p> <p>I cannot imagine another brand making me as happy as this brand</p> <p>I am committed to maintaining my relationship with this brand.</p> <p>I adore this brand</p>	<p>Khan et al. (2021)</p> <p>Attiq et al. (2022).</p>
Customer Engagement	<p>I follow this brand on social media sites</p> <p>I share my experience using this brand as a part of my life</p> <p>I like to recommend this brand to others</p> <p>I love taking and using the products of this brand with my friends</p> <p>I feel fellowship with other people who use the products of this brand</p>	<p>Vo Minh et al. (2022).</p> <p>Xi &amp; Hamari (2021)</p>

**Appendix 2. Demographic Findings**

<b>Sample</b>		<b>Frequency</b>	<b>Percentage (%)</b>
Gender	Female	201	54.1
	Male	170	45.9
Job	Student	191	51.4
	Office Staff	127	34.3
	Workers and Others	53	14.3
Age	18 - 22	89	23.9
	22 - 25	159	42.8
	25 - 28	76	20.7
	28 - 30	47	12.6
Income	Under 6 mils VND	97	26.1
	6 – 10 mils VND	179	48.2
	10 – 15 mils VND	80	21.5
	Over 15 mils VND	15	4.2