

Transforming Furniture E-Commerce: The Impact of Augmented Reality on Purchase Intentions

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Abstract:

This study investigates the impact of augmented reality (AR) characteristics on purchase intention in the context of furniture e-commerce, employing the stimulus-organism-response (S-O-R) framework. Using a convenience sampling method, data were gathered from 202 respondents in Hong Kong. A quantitative approach utilizing partial least square-structural equation modeling (PLS-SEM) was applied to analyze the relationships among the constructs. The findings reveal that all AR characteristics—interactivity, informativeness, novelty, and aesthetics—significantly enhance hedonic value, while only interactivity and informativeness influence utilitarian value. Interestingly, novelty and aesthetics showed no significant effect on utilitarian value. Both hedonic and utilitarian values were found to have a positive impact on satisfaction and attitude, which, in turn, strongly influence purchase intention. This study provides valuable theoretical and practical implications. For practitioners, the results underline the importance of leveraging AR features to enhance customer experience by focusing on interactivity and informativeness to drive both emotional engagement and functional utility. Additionally, recommendations are offered for furniture e-commerce businesses aiming to integrate AR into their platforms to improve customer satisfaction, foster positive attitudes, and ultimately boost purchase intention.