14 Using Augmented Reality to Promote a Terroir at the Point of Purchase

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The objectives of this chapter are to:

- ☐ Understand the contribution of augmented reality to a consumer's phygital behavior,
- ☐ Measuring the intention to use a mobile application to help purchase a food product with a strong regional context,
- ☐ Propose a reflection on the use of a mobile application to advise on food purchases, offering different levels of information.

Introduction

The objective of this research is to assess the extent to which the informational load delivered by an augmented reality (AR) application influences the intention to use the application during the process of wine selection. This study is situated within the broader field of research on Self-Service Information Technologies (SSIT), specifically in the context of the phygitalization of retail environments. Feenstra and Glérant-Glikson (2017) indicate that the value generated by AR is not always readily perceived by consumers, with cognitive costs representing the main obstacle to SSIT adoption. Chung et al. (2015) establish that the implementation of AR significantly impacts the intention to visit a destination. Similarly, Chen et al. (2022) offer an examination of consumer purchasing behavior via an AR application. Anchored in the Elaboration Likelihood Model proposed by Petty and Cacioppo (1986), this research underlines the affective dimension associated with application usage. Building on these three contributions, this study proposes a more integrative conceptual framework. The model is empirically tested through an original and, to the best of our knowledge, previously unexplored experimental design: the use of a wine selection advice application. This employs AR in a retail purchasing context, offering three distinct levels of information during its use.