

# **Evaluating the Effectiveness on AR Filters: The Mediating Role of Technology Acceptance, Customer Satisfaction, Loyalty, and Behavioral Intention**

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## **Abstract**

With the ubiquity of Augmented Reality (AR) technology, the behavior of mobile social media users is changed, and more users tend to use it daily. The trend of using AR filters is emerging, and the value of the AR market has kept increasing in recent years. Along with the growth of social commerce, marketing managers have started investing in AR technology like AR Filter to achieve the company's marketing goals and objectives. Hence, this research study the factors affecting the behavioral intention of AR Filter users in the Hong Kong catering industry to provide implications for marketing managers and AR Filter developers. A hypothesis model is formulated to investigate the relationship between the perceived value of the Technology Acceptance Model (TAM) and the Satisfaction-Loyalty Model and the effect on the behavioral intention of AR Filter users. The determinants of the perceived value of TAM are also studied to find out the factors affecting AR Filter users' behavioral intention to provide implications for the developers to create a better AR experience for the users. Questionnaire research is conducted, and the Structural Equation Model (SEM) approach is adopted to investigate the relationship between the constructs.

## **Keywords**

Augmented Reality, Structural Equation Model, Technology Acceptance Model, Behavioural Intention, Customer Satisfaction

## **Biography**

**Young Tsz Ting Angela**, is a final year undergraduate student studying BSc (Hons) Enterprise Engineering with Management at The Hong Kong Polytechnic University.

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