

THE IMPACT OF AUGMENTED REALITY MOBILE APPS ON EXHIBITION VISITOR SATISFACTION

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Abstract

Today, exhibition display has become more diverse with emergence of interactive media, multimedia arts and other high-tech by technologies advancement (Wang, 2011). In particular, the multimedia tools by technologies development, such as touch screen systems, Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR), provide users a sense of immersion experience (Wang, 2011; Jung et al., 2015; Kassahun, M. et al., 2018). Among them, Augmented Reality (AR) is a visualization technique that combines the virtual information and the real-world information to the real world in real time, typically on top of video by using computer graphics (Siltanen, 2017; Blanco-Pons et al., 2018).

Recently, one of the trends on exhibition is the using Augmented Reality (AR) mobile applications (hereafter “AR mobile apps”) through portable devices (Siltanen, 2017; Blanco-Pons et al., 2018). It is because smartphones or tablets are possible to show any virtual information on top of the screen by the device's camera in its real world on site (Siltanen, 2017; Blanco-Pons et al., 2018).

Previous researchers have paid attention to emphasize on provision of technical information, such as the AR software development or the effective usage of AR technologies. However, there are limited information of visitor’s reactions by using AR mobile apps, for instance, preferred AR mobile app’s experience or the satisfaction level depending on AR mobile app’s experience. Therefore, this study pursues to investigate exhibition visitor's perceptions of using AR mobile apps on exhibition and its individual impact on visitor’s overall satisfaction.