# Impact of quality of AR apps on customer brand engagement, word-of-mouth and purchase intention: moderating role of perceived brand value

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**Abstract:** Augmented reality (AR) apps are rapidly gaining attention from both users and retailers in India. The purpose of the paper is to examine how quality of AR apps affect consumer brand engagement, which eventually leads to a positive word of mouth and purchase intention, as well as moderating role of perceived brand value among consumers in India – an emerging market in Asian region. An online survey was used to collect data from 428 respondents having experience of AR apps to test the path model. The analysis confirmed five dimensions of quality of AR apps, and they have a positive impact on customer brand engagement. Results also suggest the moderating effect of perceived brand value over customer brand engagement in positive WoM and purchase intent. The paper provides new insights for retailers on the implementation of AR apps at the point of sale.

**Keywords:** AR apps; quality dimensions; customer brand engagement; CBE; perceived value of brand; moderation; emerging market; India.