

## **Too Close to Let Go: Psychological Distance and Consumers' Tendency to Perceive Ownership for Products Presented in Augmented Reality**

In in this research, we propose that presenting products in AR (vs. alternative forms of presentation) increases consumers' feeling of ownership for a product (i.e., feeling of mine). Based on construal level theory, we argue that AR's unique characteristic to superimpose one's own environment with virtual products in real time reduces the psychological distance between a consumer and a product, increasing felt ownership for the product. Several online-experiments conducted on mobile devices across multiple products provide support for this expectation. We identify an important boundary condition: AR only increases ownership of products in congruent (vs. incongruent) use-contexts, which we explain with AR's reciprocal benefit of use-contexts. The results support e-tailers' interests in implementing AR for their product presentation.