

## CALL FOR PAPERS FOR A SPECIAL ISSUE OF *PSYCHOLOGY & MARKETING*

*Disrupting marketing realities: The sensory, emotional and cognitive mechanisms transforming customer experiences with reality-enhancing technologies*

Consumers and firms have recently witnessed the emergence of a veritable ecosystem of reality-enhancing technologies. Most notably, Augmented (AR) and Virtual Reality (VR), as well as the developing Mixed Reality (MR), are being embraced as disruptive consumer-facing technologies. Whether on readily available devices (e.g., smartphones, tablets) or futuristic headsets, AR, VR, and MR applications that promise to enhance customer experiences are emerging at a frenetic pace. For instance, consumers can now visualize product holograms in AR (IKEA), feel the precarious circumstances in refugee camps firsthand through VR (UNICEF), or immerse themselves in digitally-physically blended dining experiences with MR (Le Petit Chef). At same time, social media platforms are increasingly relying on reality-enhancing technology to further bridge gaps between firms, consumers, and other consumers (e.g., Snapchat AR lenses or Facebook VR).

Despite these promising developments, many firms struggle to effectively leverage (a combination of) these disruptive technologies to engage consumers in novel experiences, empower them in decision making, strengthen brand relations, and connect consumers with each other. This, in part, is due to a critical blind spot on the psychological mechanisms that underlie consumer experiences with such reality-enhancing technologies. There is a compelling need for better conceptualization of the psychological mechanisms that can distinguish AR, VR and MR, and the way each of these technologies uniquely reshapes sensory perceptions of reality, with concomitant effects on customer cognitions and emotions, and ultimately behaviors. At this stage, marketers need clear guidance on these mechanisms that set reality-enhancing technologies apart from traditional marketing tools and practices, and from each other.

An emerging literature stream is starting to shed light on these issues, but there is much to be learned from applying novel theory-driven approaches in this area. In light of the emergent nature of this research stream, the objective of this special issue is to provide a more comprehensive understanding—and shape the research agenda —of the psychological mechanisms underpinning consumer experiences with reality-enhancing technologies and the transformative application of these technologies in marketing.

This special issue aims for a broad approach to understanding the psychological mechanisms and consequences of using reality-enhancing technologies in marketing. Topics of interest may include, but are not limited to:

- How AR, VR, and MR reshape our understanding and conceptualizations of consumer behavior and decision making in the marketplace.
- How the transformative potential or boundaries of marketing with reality-enhancing technologies can be determined by identifying each technology's unique psychological mechanisms.
- Unique styles of decision-making enabled by reality-enhancing technologies (e.g., contextualized in AR vs. escapist in VR) and resulting impact on consumer choice.
- AR, VR, and MR's potential to support consumer goals and self-control in increasingly hedonic and impulse-driven decision contexts.
- The suitability of using AR, VR, and MR in different experience and decision contexts (e.g., reliving memories with VR vs. looking into the future with AR).
- Consumer responses to the use of reality-enhancing technology for non-profit goals (e.g., as in the

UK's NHS AR campaign for donating blood)

- The presence or influence of sensory overload from using reality-enhancing technologies
- (In-) congruence effects between different sensory modalities (e.g., gestures, voice-commands, haptics, audio, smell) when using AR, VR, and MR.
- Reality-enhancing technologies as drivers for consumer well-being (physical, economic, social, emotional, psychological)

All manuscripts that address these and related questions will be considered by the Special Issue Guest Editors, Mathew Chylinski (m.chylinski@unsw.edu.au), Tim Hilken (t.hilken@maastrichtuniversity.nl), and Debbie Isobel Keeling (d.i.keeling@sussex.ac.uk).

To submit a manuscript, please follow the manuscript submission guidelines as detailed under “Instructions to Authors” on the Wiley Psychology & Marketing website (<https://onlinelibrary.wiley.com/page/journal/15206793/homepage/forauthors.html>). Address your cover letter to Richard J. Harnish (rjh27@psu.edu), Psychology & Marketing Special Issues Editor, and note in your cover letter that your manuscript is being submitted for publication consideration in the “Reality-Enhancing Technologies” Special Issue. The deadline for submitting manuscripts for this Special Issue is March 15, 2021.