

## How to Induce Engagement With and Within Mixed Reality Applications?

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Engagement can be defined as a psychological state, customer engagement occurs by virtue of interactive, co-creative experiences with a focal object such as a company or a brand, and is manifested as emotional, cognitive and/or behavioral engagement (Brodie et al. 2011). Technological applications referred to as mixed reality (MR) enable the immersive demonstration of offerings. This paper presents the results of 12 field trials using MR to facilitate producer-user interactions in different contexts encompassing educational, fitness, B2B e-commerce and industrial training applications. The paper details the different kinds of engagement MR is particularly good at inducing. For each type of engagement, antecedents, detailed signs and outcomes are given. The paper discusses such mechanisms as enchantment, dialogue elicitation, discussion stimuli, focusing and priming, lowered communication barriers, reciprocity cues, group-participatory cues and different demonstration of value-in-use rationale. Similarly, major obstacles to MR application-induced experiences converting to engagement benefits are discussed.