

The project delves into the phenomenon of the continuous development of digital technologies and factors motivating their acceptance (intention to use) by the consumer. Interactive technologies are transforming retailing by e-commerce development and increasing the competitiveness of local and international companies. Augmented reality (AR) is one of the digital technologies that can be considered impactful in redefining the concept of retail stores. Despite the wide possibilities of AR application and its advantages (e.g. better product selection, fewer online shopping returns) AR is still not widespread in e-commerce. One of the reasons is connected with the costs of AR's implementation, the other is associated with consumers' acceptance of new technologies and the risks connected with them.

The main objective of the project is the identification of factors (motives and risks) affecting the acceptance of AR technologies by young consumers in e-commerce in three countries (South Korea, Poland, and the United States).

To execute the main objective, **detailed objectives** have been formulated:

- theoretical conceptualization and empirical verification of the consumer acceptance model for using AR in e-commerce;
- determining the impact of gender, consumers' experience, and country of origin towards their acceptance of AR usage in e-commerce.

The study will create a young consumer acceptance model for using AR in e-commerce considering the gender, experience, and country of origin. The model will have a great cognitive significance as an input to consumer behavior, motivation theories, and theory of perceived value concerning innovations such as AR. Showing the acceptance of AR's use in selected countries the project may contribute to the development of guidelines for enterprises to be more successful in e-commerce in the international marketplace. Authors plan to publish **papers mainly in English** in reputable journals accessible worldwide, therefore, **the knowledge gathered while working on the project will be internationally disseminated.**