Augmented Reality in Retail and E-commerce

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ABSTRACT:

Academic study has recently expanded quickly, driven by the unique potential of augmented reality (AR) to add virtual content in a highly contextual and controllable manner, as well as the technology's rapid expansion in retail and e-commerce. With the development of augmented reality (AR) technology, marketers have a wealth of chances to interact with consumers and change their perception of a brand. Businesses are eager to invest in augmented reality (AR), but there is a dearth of data demonstrating its practical application. This study, which is a systematic evaluation of the literature, offers a comprehensive assessment of the state of the research as well as the variables influencing customer reactions, as well as the present understanding of augmented reality in retail and e-commerce. Our research revealed that the subject is still sporadically covered by several literature streams that concentrate on distinct marketing phenomena, including consumer decision-making, consumer experience, connection to one's own brand, and adverse impacts. To determine the current areas of focus for academic study in this emerging field, this paper synthesizes peer-reviewed published journal articles on augmented reality in retail contexts. It also develops a conceptual framework that will serve as the foundation for future research agendas.

Introduction:

A collection of technologies known as augmented reality (AR) overlay digital data and visuals on the user's physical reality, establishing a new interface between the digital and physical worlds (Javornik, 2016b; Porter & Heppelmann, 2017; Yim, Chu, and Sauer 2017). When it comes to retail, augmented reality (AR) frees customers from the hassle of picturing how items would seem in the real world by letting them see how they suit them individually or in their surroundings (Heller et al. 2019a; Hilken et al. 2017; Verhagen et al. 2014). Apart from the increased convenience of reduced travel and shopping times, augmented reality also assists customers with the difficult effort of mentally converting two-dimensional information into three-dimensional reality by offering an interface that complements users' innate ability to digest information (Hilken et al. 2017; Porter & Heppelmann 2017). As a result, AR has the potential to increase consumers' capacity to assimilate product information more quickly, make wiser decisions when making purchases, and take pleasure in improved shopping experiences (Dacko 2017; Huang & Liao 2015).

Objectives of the study:

To understand the level of study is being done on augmented reality in retail right now.

To study the major trends in customer behavior that are connected to augmented reality in retailing.

To understand the effects does the use of AR have on the beliefs and actions of consumers.

Methodology:

Sample Design :

In research, Thematic analysis was employed. A thorough and detailed analysis of the research is provided by a systematic and structured descriptive technique.

Sample size:

Sample size taken for the study is 76 respondents.

Sources of data:

There are two methods used to gather the data:

Primary Data:

Questionnaires were used to collect most of the study's data.

An online survey with a structured questionnaire was utilized to get primary data directly from the respondents. With the use of specialized software known as "Google Forms," anyone may create a custom question format and promptly publish it online.

Secondary Data:

Research papers, news stories, blogs on social sales forces, sales force reports, Internet content, journals, books, etc. will be used to collect the secondary data.
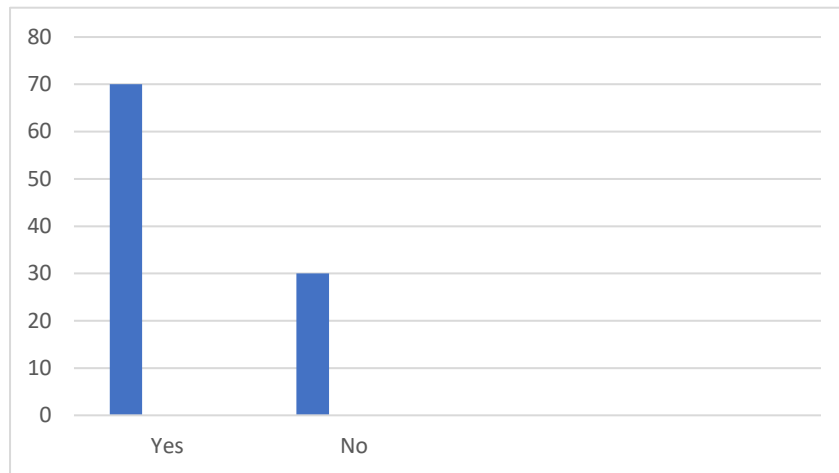
Data analysis & interpretation:

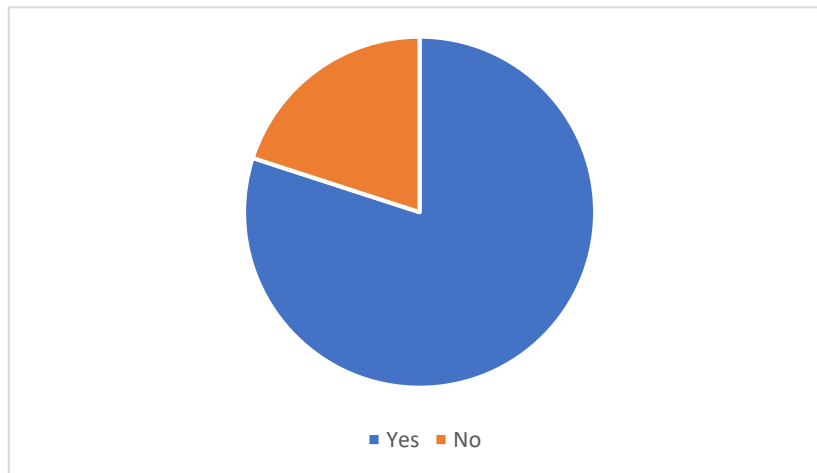1.Do you think AR will help the customers to adopt positive brand outcomes.
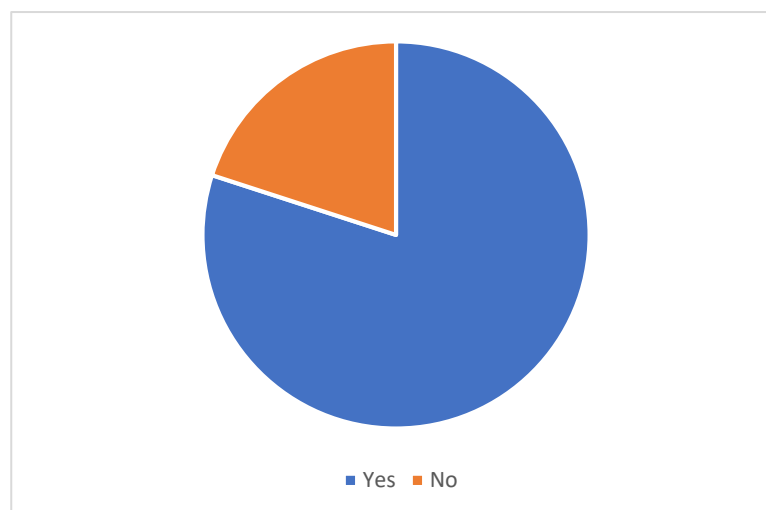
■ Yes ■ No

According to the Pie Chart, 80% of the respondents agree that AR helps the customers to adopt positive brand outcomes.20% of the respondents did not agree.

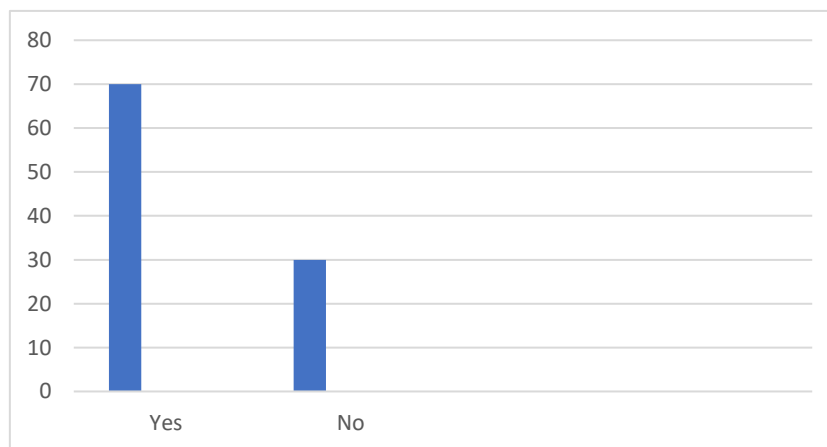2.Do you think AR technologies helps to enhance imagination.

According to the Graph, 70% of the respondents agree that AR technologies helps to enhance imagination,30% of the respondents did not agree.

3.Do you think AR technologies helps to build consumer-brand relationship.

According to the Pie Chart, 80% of the respondents agree that AR technologies helps to build consumer-brand relationship,20% of the respondents did not agree.

4.Do you think AR technologies helps in decision-making.

According to the Graph,70% of the respondents agree AR technologies helps in decision making, 30% of the respondents did not agree.

Finding:

Majority of the respondents agree that AR helps the customers to adopt positive brand outcomes.

Majority of the respondents agree that AR technologies helps to enhance imagination.

Majority of the respondents agree that AR technologies helps to build consumer-brand relationship.

Majority of the respondents agree AR technologies helps in decision making.

Conclusion:

According to the research, augmented reality (AR) applications can improve learning effectiveness, motivation, and process. Because of a number of significant societal and technological obstacles, augmented reality might be viewed as a new communication medium or tool in its early stages. In terms of technology, virtual and augmented reality offer enormous potential. You can use your senses to interact with the virtual world through virtual reality, which is an artificial reality. A computer-generated version of either direct or indirect reality, augmented reality serves as a link between reality and life

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