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Impact of Augmented Reality (AR) on Consumer Buying Behavior: Indian Consumer Market

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ABSTRACT

This research studied the impact of augmented reality (AR) on the consumer buying behavior of Indian Buyers by studying and analyzing view points of different consumers in Indian market. In this we have talked about Augmented reality or virtual reality and its use and impact on Indian consumers. By the development of artificial and virtual reality in India and people getting used to with advancement of technology, and are becoming tech savvy. The use of online shopping and data from various statistics shows a correlation between influential AR/VR factors the buying experience of online consumers. Young people aged 17–30 is essentially exposed to use AR/VR for buying clothes and accessories, and the majority of the sample shops are available locally through mobile apps. The findings show that AR has a substantial influence on buying decisions and recommend its potential use in marketing communications. The results also reveal that gender, social status, education level, and monthly income have an impact on participants' responses to AR/VR. Clothing and accessories were found to be the most frequently buying products through AR. Participants reported positively about their AR/VR experience, and their apprehensions and anxiety did not affect their buying experience. Based on the main study's results, a number of recommendations can be made: Indian businesses need to use more AR/VR technology in their marketing communication strategies to meet consumer needs and trends. To maximize the benefits of brand awareness, they should use AR/VR techniques and adopt this technology for products that depend on design in their production. When using AR/VR in general, it is important to think about the cultural traits and dimensions of Indian consumers and conduct further study in topic related to this.

Keywords: Virtual Reality, Consumer buying Behavior, Augmented Reality, Consumer Buying Experience.

Introduction:

Augmented reality or virtual reality (AR/VR) is considered to be an evolving technology with considering potential in numerous arenas, such as marketing, education, HR, Retailing and many more. In accumulation, its use is regarded as a new form of technology in modern human–computer interaction, with increased acceptance influencing the use of technological interaction. The leading business-consulting firms and statistical organizations express optimism about the future of AR/VR and predict it to become an industry in its own right, independent of games and movies.

In the field of marketing, AR has only recently gained attention, with companies like BMW being the first to experiment with AR/VR advertising. AR/VR is defined as an interaction with a two-dimensional screen that controls three-dimensional objects and is recognized as one of the most disruptive new technologies in marketing. It proposes infinite prospects to advance marketing by refining company reputation, enhancing consumer interactions, and cumulative sales. It is measured an evolving innovation in marketing and sales. A study concluded that there was a significant difference in gender and generational responses to modern and attractive marketing practices. The study indicated that it also confirmed the existence of impulsive and thoughtful buying of virtual try-ons, a new form of AR application that has emerged, and these apps use motion captioning techniques to display virtual components. AR delivers appropriate advertising experiences to consumers by covering digital content on top of their physical environment. For example, Buyers can visualize how their living room will look with new decor or "try on" clothes before visiting a store. Customizing products or services is becoming a crucial differentiation strategy, with a 26% increase in profitability and a 12% increase in market capitalization.

Preceding research on advertising has revealed that engendering eagerness by advertising a product is a vastly effective method to inspire people to buy it. A study by found that way men and women of different ages and genders respond to modern and appealing marketing practices differs greatly, indicating that people buy things both quickly and carefully.

In India, online shopping is experiencing rapid growth, creating significant opportunities. The number of e-commerce users in India rose from 18.22 million in 2017 to 33.6 million in 2024. Additionally, as per India Vision 2030, the number of businesses offering online shopping experiences to consumers is also growing. Therefore, businesses in India are exploring novel and exciting marketing and advertising experiences to keep up with this growing trend.

1. Statement of the Problem

Augmented reality (AR) technology produces digital prospects by using mobile or other related technologies, such as smartphones or smart glasses, to integrate collaborative and shareable digital content into the user's opinion of the current environment. This digital content can include photos, information, or instructions and highlights the numerous benefits of AR technology from a user's standpoint, AR can be entertaining, while from a marketer's lookout, its originality can boost brand awareness and deliver access to formerly unavailable data.

Modern technologies such as AR attract and persuade consumers. Augmented Reality Marketing (ARM) denotes to the practice of AR in marketing to boost buyer's experiences. Digital implementors, such as digital indications in physical environments, support Buyer behavior. Mobile AR is a hopeful marketing tool for advertising and e-marketing professionals to grasp consumers and rise sales rates. The virtual product experience is a current persuasion method that has replaced the real product experience, leading to the buyer making a buying without previous evaluation. AR, as a technical mediatory, reduces the risk linked with the transaction.

As an evolving technology, there is a shortage of research inspecting the level of the relationship between consumers and AR as a technological intermediary and how this relationship can influence their behavior. This study intent to illuminate this relationship using Ihde's theory of intermediate technology and inspects how the relationship between humans and technology, as well as the affluence and acceptance of it grounded on the Technology Acceptance Model (TAM), affect the consumer's relationship with AR. Moreover, this study intent to inspect the characteristics of Indian consumers with positive attitudes toward AR technology during online purchasing.

The main question of the study is: what is the role of AR technology in persuading or influencing India consumers to make buying? This study's results will validate the effect of AR on buyer's purchasing behavior and highpoint its initiation in the strategic marketing tactics of brands to appeal new Buyers and maintain existing Buyers' purchasing behaviors.

2. Study Objectives

1. Determine India consumers' demographic characteristics and attitudes toward (AR) online buyers.

2. Find out how much online shopping, augmented reality or virtual reality (AR/VR) technology, and the buying decisions of India consumers are connected.

3. Forecasting modern technology's employment in marketing and advertising communications strategies directed at the India consumer.

Literature Review and Assumption:

The literature review section presents references to augmented reality from historical, business and research perspectives. The second part is devoted to a discussion of theory of interactive product experiences and finally leads to our model and hypotheses development.

Overview about Development of Augmented Reality

The initial AR technology was established in 1968 at Harvard after computer scientist Ivan Sutherland (named the "father of computer graphics") shaped an AR head-mounted display system. In the succeeding times, companies, lab universities and national agencies moreover advanced AR for wearables and digital displays. These initial systems covered virtual information on the physical environment and permitted imitations that were used for aeronautics, industrial purposes, and military.

The first commercial AR application appeared in 2008. It was developed for advertising purposes by German agencies in Munich. They created a printed magazine advertisement of a BMW Mini model, which, when seized in face of a computer's camera, also seemed on the screen. Because the virtual model was connected to markers on the physical ad, a user was able to control the car on the screen and move it around to view dissimilar angles, merely by deploying the piece of paper. The submission was one of the primary marketing campaigns that permitted communication with a digital model in real time.

Overview about Augmented Reality in Marketing Research

So far, research in the marketing field focused on the acceptance of the AR technology (Huang & Liao, 2015; Kang, 2014; Olsson & Salo, 2011; Rese, Schreiber, & Baier, 2014), the perception of AR ads (Sung & Cho, 2012; Yaoyuneyong et al., 2016), guidance for the design of the AR experience (Javornik et al., 2017; Scholz & Smith, 2016), the anticipated consumer responses to media characteristics of AR (Javornik, 2016), post-use evaluations of individuals (Kim & Forsythe, 2008), and the influence on buying intention for apparel shopping (Schwartz, 2011). Based on the study by Schwartz (2011), AR has the potential to provide online shoppers with a more direct and engaging product experience, and thus can lead to a decrease in returns and increase in conversions. Furthermore, it has the capability to attract the attention of consumers in advertising (Javornik et al., 2017).

Types of AR/VR in Marketing

AR/VR Advertising In the past years, eye-catching advertisements that used AR at public places evoked media and consumer attention. An example for this would be a Swedish pharmacy using an interactive billboard screen at a public space in Stockholm that utilized a smoke sensor which was directly reacting to smoking individuals who conceded by with an anti-smoke film. Furthermore, Pepsi made travelers believe they were watching through the bus shelter's glass wall, while in reality they were watching a live audiovisual with augmented 3D objects like a walking tiger or attacking robot.

Augmented Reality vs. Virtual Reality

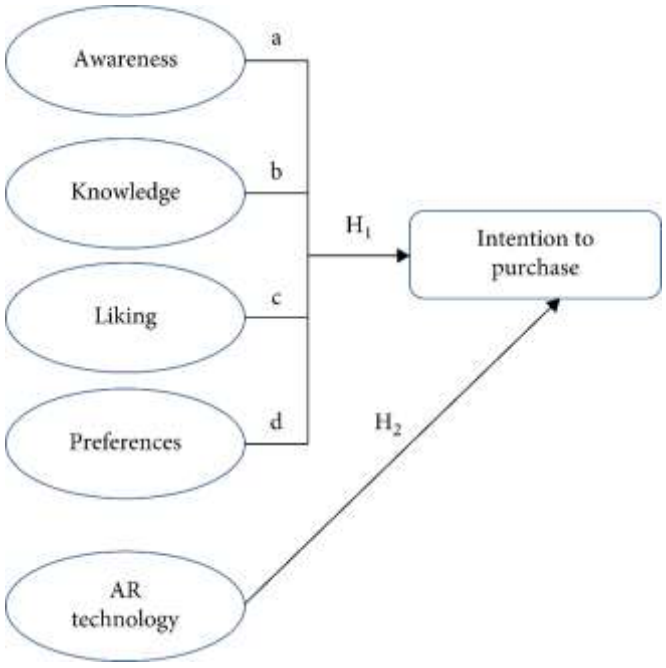
Sometimes these two are used interchangeably and sometimes both have different perceptions. Augmented reality (AR), is a digital network in which data is overlay in both sequential and three-dimensional forms in real - time, inside the real world. Thus, the user of augmented reality experiences virtual or simulated objects laid over the physical world. For example, an application that allows AR users to scan a prominent building through their smartphones is a form of AR reality. It then automatically includes adequate and relevant information from Wikipedia on the screen. Contrariwise, VR changes the attitude by intensifying the buyer's experience, suggestively foremost to enjoyment. As against VR, AR does not detach from reality but syndicates both the virtual and the real worlds together. Social media marketing is alike an example, where social systems as a intermediate or medium are different from social media advertising. We precedingly discriminate between VR marketing and AR marketing. AR describes graphical incorporation amid electronic material with real - world environments, having been labelled as a place where digital information overlaps the physical world, both physical and relative, and is fetching in time. It is possible to differentiate VR from AR. Companies may utilize this type of advertising to offer consumers with additional benefits that depend on their product experience stage. It depends on specific processes in decision making, for instance, pre - buying purchasing scheduling and post - buying service delivery. Eventually, augmented reality (AR) advertisements could reach various audiences, including Buyers, workers, and the community.

Virtual (Product) Experience

To have a positive effect on Buyer behavior such as increasing product knowledge and positively influencing the attitude toward the product, a more direct experience with the product needs to be evoked by the technology (Schwartz, 2011). Product experiences can be categorized as either direct (e.g. trying a product in-store) or indirect (e.g. watching an ad), with the virtual experience (telepresence) being between direct and indirect on the experience spectrum (Schwartz, 2011).

Behavioral Attitude and Buying Purpose

Referring to the discussion of literature above, this study would like to prove whether the 4 proportions of hierarchy response (knowledge, liking, awareness, and preferences) have a substantial influence on the intent of buying, and whether the use of AR technology as a promotion tool has an impact on intention to buying among the potential house buyers. The research conceptual model of this study is shown in Figure 3.



Methodology of the study:

The current study adopted a descriptive and analytical approach with a quantitative research philosophy to examine the augmented reality (AR) factors and dimensions that impact online purchasing behavior in India. Since an epistemic and an onto rational point of view, the quantitative research approach perceives human behavior as an entity that can be controlled. Data were collected over a survey questionnaire that was based on preceding studies and a theoretical background that was derived from Ihde's theory and the Technology Acceptance Model. The sample consisted of Augmented Reality users who joined in the online buying process. The study used a snowball sampling technique to collect data, which takes benefit of existing contacts and can focus on detailed actions or activities in particular frameworks. This method is cost-effective, efficient, and can be completed quickly.

Sampling

This study aimed to explore the experiences of online Buyers in India with a previous history of purchasing products using augmented reality (AR). The sample group consisted of 100 AR users who participated in online purchases.

Research Strategy

A research strategy is a proposed the methods, approaches and techniques used in this study. The selection of research strategy depends on various factors, such as the type of research question, available resources, and time constraints. A quantitative research design assisted as a means for this study's research strategy.

Limitations of the study:

This research has numerous hindrances for businesses and marketers seeking to incorporate augmented reality (AR) technology in their products, with the following:

1. This study's implications suggest that businesses should focus on delivering enjoyable and creative augmented reality (AR) experiences to consumers to enhance their purchase experience.

2. his study highlights the influence of AR technology on consumers' perceptions, emotions, and relationships with the product.

3. The positive correlation between AR factors and purchase experience emphasizes the importance of considering various AR factors when designing AR experiences for consumers.

4. The lack of impact of consumers' concerns and anxiety regarding AR on their purchase experience implies that AR technology is becoming more mainstream and widely accepted by consumers. The optimistic word-of-mouth from contributors recommends that providing a optimistic Augmented reality experience which can point to optimistic consumer recommendations.

5. The demographic differences found in participants' responses indicate that businesses should consider demographic factors when designing and marketing AR products, especially targeting female and married consumers.

Research Framework

The relation between AR factors and its dimensions can be seen in Figure 1 below

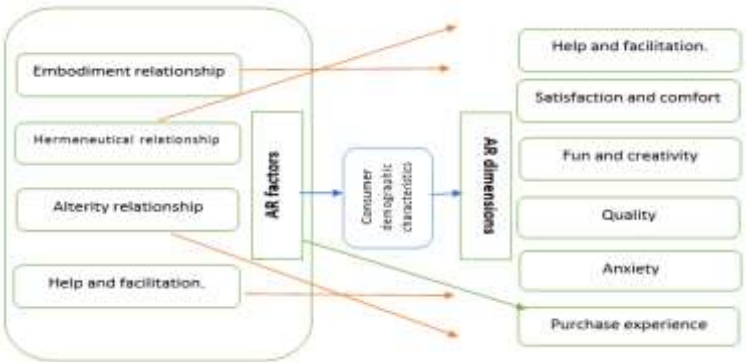


Figure 1. The framework of the study. Independent variable: AR factors. Dependent variable: Augmented Reality proportions for the choice to buy.

Research Hypotheses

Grounded on the hypotheses and questions discussed in the preceding literature, the present study's hypotheses are as follows:

Hypothesis 1: There is a significant positive effect of AR dimensions on the purchase experience.

Hypothesis 2: There is a significant positive effect of AR factors on the purchase experience.

Hypothesis 3: There is a significant positive relationship between the AR factor and AR dimensions.

Hypothesis 4: Among average participants, there are statistically significant differences in the positive impacts of AR on making purchasing decisions for India consumers.

Data Analysis

Table 1 shows that there are statistically significant differences between how participants responded to AR factors and AR dimensions, with a significance level of 0.05 or less. Gender and social status variances occur, preferring youth (age b/w 17-30) , women and married people.

Figure 2 indicates the characteristics of the sample in terms of gender, social status, education level, age, monthly income, and number of family members.

Figure 3 outlines optimal online shopping methods including preferred purchase times, recommended stores and products, the benefits of online shopping, and monthly spending.

Table 1. Below are the results of the independent sample *t*-test that tested for significant differences between respondents, according to gender and social status.

Variable	Domain	Category	N	Mean	Std. Error Mean	Std. Deviation	*t*-Test	DF	*p*-Value
Gender	AR factors	Male	315	3.50	0.033	0.59	−3.06	810	0.00
		Female	497	3.63	0.026	0.58			
	AR dimensions	Male	315	3.64	0.030	0.54	−4.63	810	0.00
		Female	497	3.82	0.029	0.65			
Social status	AR factors	Single	616	3.54	0.022	0.55	−3.46	810	0.00
		Married	196	3.71	0.049	0.69			
	AR dimensions	Single	616	3.73	0.024	0.59	−2.79	810	0.01
		Married	196	3.88	0.049	0.68			

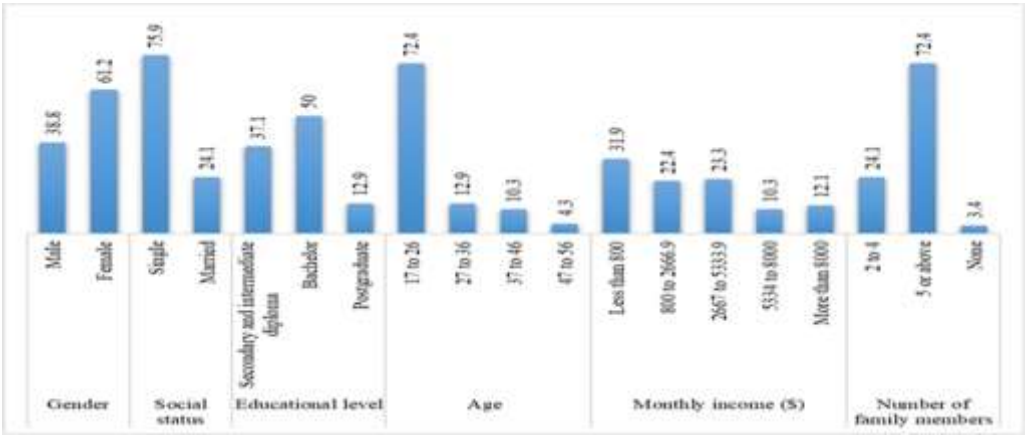


Figure 2. Percentage of demographic information (N = 812).

Table 2 demonstrates the outcomes of a one-way ANOVA test to find out relevant variances between the means of collected responses according to education-level, age, monthly-income, and no. of family members in family.

There are no statistically significant differences, at a significance level of 0.05 or less, between participants' responses to AR factors and AR dimensions by age or the age of multiple family members. At a important level of (0.05) or fewer, there are statistically important variances between how contributors answered questions about Augmented Reality influences and proportions constructed on their education-level or monthly-income.

In Table 3, the overall mean score for the AR factors across all domains was 3.58, with a standard deviation of 0.59; participants responded "agree" for the AR factors. The "Embodiment of Relationships" domain ranked first, with a mean of 3.72 and a standard deviation of 0.79; the "Change in Relationships" domain ranked last, with a mean of 3.45 and a standard deviation of 0.69. The total mean score for all areas for the proportions of

Augmented Reality was 3.77, and SD was 0.62; contributors answered "agree" for the proportions of AR. The area "quality" classified first with a mean of 3.97 and SD of 0.76. The area "fear" classified last, with a mean of 3.36 and SD of 0.97. There is a important optimistic relationship between embodiment, altering, hermeneutics, and background factors, as well as augmented reality proportions, for the choice to buy.

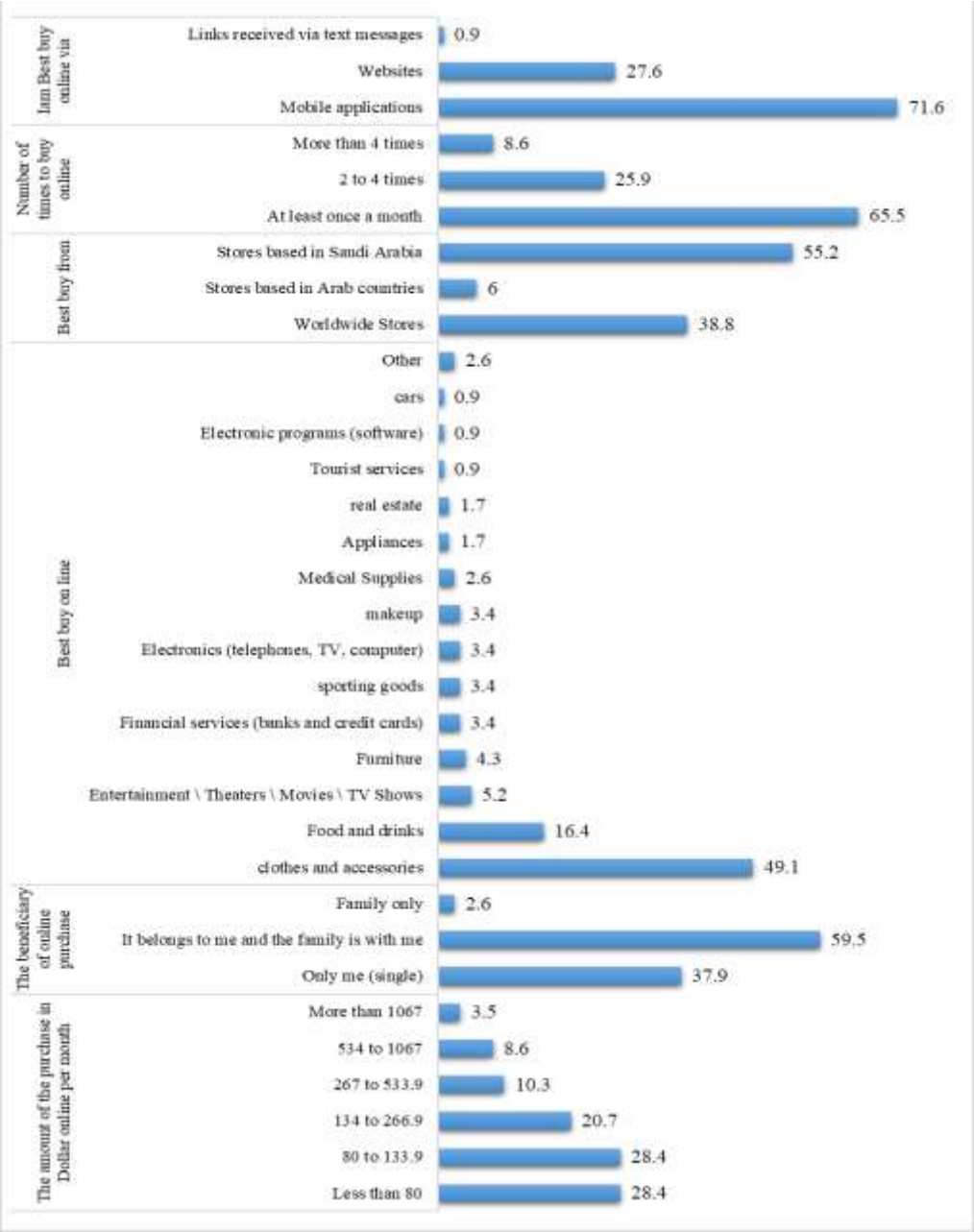


Figure 3. Percentage of products and purchase way.

In Table 4, the correlation matrix is revealed using the personal correlation between areas. There is a optimistic relationship at a level of relevance of 0.05 or less between augmented reality influences and AR areas.

The model summary has been existing in Table 5, which highlights the relevant influence of critical relationships, embodiment relationships, and background relationships on the buying experience. The rate of impact differs from 36% to 47%, as showed in the adjusted R-squared. The AR-areas effect is important in the buying decision.

From Table 6, the following can be resolute: there is a optimistic effect at a important level of 0.05 or fewer from critical relationships, embodiment relationships, and background relationships on the dependent variable (buying experience).

Table 2. Shows the results of a one-way ANOVA test.

Variable	Domain	Category	N	Mean	Std. Error Mean	Std. Deviation	F	*p*-Value
Age	AR factors	17 to 26	588	3.59	0.024	0.58	0.82	0.48
		27 to 36	105	3.52	0.061	0.63		
		37 to 46	84	3.64	0.074	0.68		
		47 to 56	35	3.50	0.034	0.20		
	AR dimensions	17 to 26	588	3.79	0.025	0.60	1.73	0.16
		27 to 36	105	3.69	0.061	0.62		
		37 to 46	84	3.81	0.079	0.73		
		47 to 56	35	3.60	0.087	0.51		
Education level		Secondary and	301	3.56	0.036	0.62	11.92	0.00
		intermediate diploma	406	3.53	0.027	0.54		
		Bachelor	105	3.84	0.060	0.61		
		Postgraduate	301	3.63	0.035	0.62	22.56	0.00
	AR dimensions	Secondary and intermediate diploma	406	3.79	0.029	0.57		
		Bachelor	105	4.08	0.064	0.65		
		Postgraduate	259	3.62	0.032	0.52	5.80	0.00
		Less than 3000	182	3.55	0.044	0.59		
	AR factors	3001 to 10,000	189	3.60	0.044	0.61		
		10,001 to 20,000	84	3.33	0.074	0.68		
		20,000 to 30,000	98	3.72	0.058	0.58		
Monthly income (SR)		More than 30,000	259	3.71	0.031	0.51	7.30	0.00
		Less than 3000	182	3.63	0.048	0.65		
	AR dimensions	3001 to 10,000	189	3.88	0.051	0.70		
		10,001 to 20,000	84	3.77	0.063	0.57		
		20,000 to 30,000	98	3.97	0.061	0.60		
		More than 30,000	196	3.59	0.036	0.50	0.04	0.96
		2 to 4	588	3.58	0.026	0.63		
	AR factors	Five or above	28	3.57	0.053	0.28		
Several family members		None	196	3.83	0.036	0.51	3.09	0.04
		2 to 4	588	3.76	0.027	0.66		
	AR dimensions	Five or above	28	3.53	0.027	0.14		
		None						

Table 3. Descriptive statistics for domains' AR factors and AR dimensions.

Domain	No	Sub-Domain	Mean	Std. Error of Mean	Standard Deviation	Ranking	Interpretation
(AR) dimensions_(AR) factors	1	The embodiment relationship	3.72	0.028	0.78	1	Agree
	3	The hermeneutical relationship	3.63	0.033	0.95	2	Agree
	2	The background relationship	3.52	0.023	0.65	3	Agree
	4	The alterity relationship	3.45	0.024	0.68	4	Agree
		Overall mean AR factors	3.58	0.021	0.59	-	Agree
	4	The quality	3.98	0.026	0.75	1	Agree
	3	Fun and creativity	3.91	0.025	0.71	2	Agree
	1	Help and facilitation	3.89	0.024	0.67	3	Agree
	2	Satisfaction and comfort	3.89	0.026	0.75	4	Agree
	6	Purchase experience	3.58	0.023	0.65	5	Agree
	5	Anxiety AR	3.36	0.034	0.97	6	Neutral
		Overall mean AR dimensions	3.77	0.022	0.62	-	Agree

From Table 7, the following can be single-minded: there is an optimistic influence at a important level of 0.05 or fewer of quality, creativity and fun on the dependent variable (buying experience).

Table 4. Correlation matrix using Pearson's correlation between domains.

Domains	Overall AR Factors	Embodiment Relationship	Background Relationship	Hermeneutical Relationship	Alterity Relationship	Overall AR Dimensions	Help and Facilitation	Satisfaction and Comfort	Fun and Creativity	Quality	Anxiety AR	Purchase Experience
Overall AR factors	1.000											
embodiment relationship	0.798 **	1.000										
background relationship	0.734 **	0.430 **	1.000									
hermeneutical relationship	0.787 **	0.519 **	0.397 **	1.000								
alterity relationship	0.728 **	0.461 **	0.522 **	0.343 **	1.000							
Overall AR dimensions	0.810 **	0.650 **	0.523 **	0.748 **	0.498 **	1.000						
Help and facilitation	0.714 **	0.560 **	0.519 **	0.651 **	0.413 **	0.884 **	1.000					
Satisfaction and comfort	0.682 **	0.570 **	0.406 **	0.673 **	0.366 **	0.895 **	0.769 **	1.000				
Fun and creativity	0.777 **	0.595 **	0.535 **	0.718 **	0.479 **	0.903 **	0.792 **	0.836 **	1.000			
Quality	0.709 **	0.585 **	0.466 **	0.677 **	0.379 **	0.892 **	0.747 **	0.802 **	0.821 **	1.000		
Anxiety AR	0.493 **	0.386 **	0.239 **	0.427 **	0.430 **	0.629 **	0.494 **	0.398 **	0.397 **	0.389 **	1.000	
Purchase experience	0.677 **	0.561 **	0.486 **	0.602 **	0.381 **	0.788 **	0.641 **	0.710 **	0.721 **	0.741 **	0.539 **	1.000

** Significance of 0.05.

Table 5. Model summary for AR factors and purchase decision.

Model Summary [d]							
Model	R	R Square	Adjusted R Square	Std. the Error in the Estimate	Durbin–Watson	F	Sig.
1	0.60 [a]	0.36	0.36	0.52		460.29	0.00
2	0.67 [b]	0.45	0.44	0.49		326.86	0.00
3	0.70 [c]	0.49	0.47	0.47	2.01	253.22	0.00
Critical value range of Durban–Watson (1.809–2.191)							

a. Predictors: (Constant), hermeneutical relationship; b. Predictors: (Constant), hermeneutical relationship, embod- iment relationship; c. Predictors: (Constant), hermeneutical relationship, embodiment relationship, background relationship; d. Dependent Variable: purchase experience.

Table 6. Coefficients of multiple regression using the stepwise method for AR factors and pur- chase decisions.

Coefficients							
Model		Unstandardized Coefficients	Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta		Tolerance	F [b]
1	(Constant)	2.09	0.19		10.94	0.00	
	The hermeneutical relationship	0.41	0.05	0.60	8.05	0.00	1.00
2	(Constant)	1.49	0.23		6.43	0.00	
	The hermeneutical relationship	0.29	0.06	0.43	5.19	0.00	0.73
	The embodiment relationship	0.28	0.07	0.34	4.16	0.00	0.73
3	(Constant)	1.05	0.27		3.90	0.00	
	The hermeneutical relationship	0.25	0.06	0.37	4.57	0.00	0.69
	The embodiment relationship	0.23	0.07	0.27	3.29	0.00	0.67
	The background relationship	0.22	0.08	0.22	2.86	0.01	0.77

a. Dependent Variable: purchase experience; b. If it is a value of VIF less than 10, it is acceptable.

From Table 8, at a significance level of 0.05 or less, quality, fun, and creativity positively affect the dependent variable (purchase experience).

Table 7. Model summary for AR dimensions and purchase decisions.

Model Summary							
Model	R	R Square	Adjusted R Square	Std. the Error in the Estimate	Durbin-Watson	F	Sig.
1	0.74	0.55	0.55	0.44		987.74	0.00
2	0.77	0.59	0.58	0.42	1.987	577.17	0.00
Critical value range of Durban–Watson (1.789–2.211)							

a. Predictors: (Constant), Quality; b. Predictors: (Constant), Quality, fun, and creativity; c. Dependent Variable: purchase experience.

Table 8. Coefficients of multiple regression using the stepwise method for AR dimensions and purchase decisions.

Coefficients							
		Unstandardized Coefficients	Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	T	Sig.	Tolerance	F [b]
1	(Constant)	1.06	0.08		12.89	0.00		
	Quality	0.64	0.02	0.74	31.43	0.00	1.00	1.00
2	(Constant)	0.80	0.08		9.48	0.00		
	Quality	0.39	0.03	0.46	11.62	0.00	0.33	3.07
	Fun and creativity	0.31	0.04	0.34	8.70	0.00	0.33	3.07

a. Dependent Variable: purchase experience; b. If VIF is less than 10, the value is acceptable.

Findings of the study

This study's results favor the 1st hypothesis, which states that there is a importance optimistic correlation (r = 0.788 **) between augmented reality (AR) proportions and buying experience. This finding aligns with the preceding research by Saleem et al, using the Technology Acceptance Model (TAM), who also institute a correlation between Augment reality and buying experience. The regression coefficient test further indicates that two AR dimensions, quality, and fun and creativity, have the most impact on the buying experience of Indian consumers. This is consistent with the findings of Saprikis et al and Nachar, which propose that seeming performance (quality) has an influence on buying purpose. Moreover, the study proposes the results of Chee et al, who found that perceived performance (quality) affects purchase intention, and Miell, who institute that apparent benefits support to intent to buying decisions.

Conclusions

As per this study, Augmented Reality supports consumers visualize the product through a critical relationship. The embodiment relationship also makes Buyers sense like they are a part of the product. The "partial-coexistence" allows Augmented Reality to submerge itself in the product contribution. AR has features and functions that enable India consumers to learn about a product without physically looking at it, bringing consumers and manufacturers closer together. Augmented Reality is simple to utilize, and when integrated with creativity, it creates shopping more stimulating and fun. This study institute that Augmented reality has converted into a cultural spectacle in Indian society, as all contributors of the sample practice it. This might help brands practice Augmented Reality in marketing communications to deliver the best shopping experience. However, this study also institute that Augmented Reality has downsides, together with producing impetuous, unplanned buying. The fame of Augmented Reality is predominantly strong for accessories and clothing, in link with existing design trends. This study displays that Augmented Reality is an influential marketing method or tool and the most common interactive forum or platform for consumers. It also highpoints that Augmented Reality-friendly products support to youth or women buyers. In total, the study settles that Augmented Reality is an important cultural phenomenon in Indian society that can be played by brands to boost the shopping experience for Buyer.

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