

Immersive Retail: The Role of Augmented Reality in Online Shopping

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Abstract: Augmented Reality (AR) provides users with immersive and interactive experiences in an online retail setting, blurring the line between physical and digital experiences. This study investigates the impact of AR on consumer behavior, particularly on purchase intentions and satisfaction. Adopting a positivistic philosophy and a deductive approach, an online survey was conducted with 300 respondents using convenience sampling. Quantitative analysis using IBM SPSS revealed a significant positive relationship between AR usage and consumer purchase intentions, explaining 70.1% of the variation ($R = 0.837$, $p = 0.000$). However, AR usage also accounts for 60.7% of consumer satisfaction ($R = 0.779$, $p = 0.000$). These results validate that AR predictably increases purchase confidence and satisfaction by offering virtual product interactions and creating personal experiences. Future research must identify long-term consumer behavioral trends of AR, comparative analysis across multiple retail sectors and its potential in integrating with industry-specific applications and emerging technologies.

Keywords: Augmented Reality (AR), Consumer Behavior, Immersive Retail, Digital Consumer Experience, Purchase Intentions

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