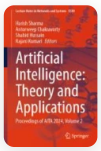
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Noor Firdoos Jahan, K. Abhilash & Aaron Goes

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Abstract

The impact of Augmented Reality on sales has been a subject of growing interest, particularly in the retail sector. Augmented Reality technology offers immersive and interactive experiences that can positively influence consumer behavior and purchasing decisions. This study investigates the effects of Augmented Reality (AR) technology on consumer perceptions, engagement, and purchasing behavior at Lenskart stores in Bangalore. The study looks into how augmented reality effects the evaluation of product attributes such as fit, appearance, and suitability, improves the shopping experience, and impacts customer engagement and brand loyalty. The study uses a cross-sectional survey to examine the association between AR usage and shopping behaviors. The findings show that AR dramatically enhances customer perceptions of eyeglass goods, increases interaction, and influences purchase decisions and brand loyalty. The findings demonstrate the expanding role of augmented reality in improving the customer experience in the eyeglasses retail industry.

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