



# INFLUENCE OF AUGMENTED REALITY (AR) IN ENHANCING THE CONSUMER BEHAVIOUR AND DECISION MAKING.

## (A STUDY ON CONSUMER'S PERCEPTION IN CHENNAI CITY)

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### ABSTRACT

*Augmented reality is currently emerging as a disruptive technology that is highly influential with its captivating feature of enhancing the real-life environment by overlaying it with digital augmentations. It offers a more sophisticated user experience along with certain ingenious suggestions which ease the process of decision-making for the consumers. Retailers often tend to ignore the deployment of such emerging technologies due to the uncertainties concerned with mass consumer acceptance, their preferences, behaviours, etc. This study majorly focuses on analyzing the influence of augmented reality upon consumer behaviour and their decision making when exposed to such enriched purchase experience. For the purpose of this study, the primary data was collected by employing the questionnaire method. The survey questionnaire was segmented into two portions. The former portion dealt with the demographic profile of the respondents while the latter portion dealt with the respondent's perceptions, expectations, preferences, and behaviour towards the purchase of products marketed through augmented reality and its subsequent influence upon the decisions made by them. The questionnaire was circulated among 162 respondents residing in the city of Chennai. A simple percentage analysis was used to enumerate the demographic profile, perception, and preferences of the respondents. The Chi-square test was applied to observe the association between the family monthly income of the respondents and the amount willing to be spent by them upon purchase of sunglasses or eyeglasses. The collected data were then consolidated and analyzed for the purpose of obtaining and understanding the findings of the study.*

**KEYWORDS:** Digital augmentations, Consumer perception, Decision making, Purchase Experience, Reality.