Augmented Reality and Consumer Perception: A Comprehensive Study Based on Secondary Data Analysis

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Abstract

In today's ever-evolving market landscape, businesses grapple with the challenge of capturing consumer attention amidst a myriad of marketing strategies. Augmented Reality (AR) is emerging as a game-changer, transforming traditional methods and presenting innovative opportunities for business-to-consumer (B2C) interactions. By allowing consumers to virtually engage with products in real-time, AR technology redefines the dynamics of product engagement and advertising, promising to reshape brand-consumer relationships. This paper embarks on a comprehensive exploration of AR's pivotal role in shaping consumer perception, with a specific focus on non-physical product interactions. It investigates the impact of AR on customer brand engagement and purchase intent while also addressing concerns related to accessibility and affordability. Drawing upon a systematic literature review spanning from 2010 to 2023, this study synthesizes insights from a multitude of sources to provide a nuanced understanding of AR implementation across various sectors. The articles reviewed are meticulously categorized based on independent variables, offering a holistic perspective on current practices and challenges. By shedding light on the landscape of AR adoption, this paper contributes to the advancement of augmented reality as a transformative force in both consumer perception and market dynamics.

Keywords

Augmented Reality, AR, Retailing, Technology, Consumer Attitudes, TAM, Attitude Components, Customer Experience