



## **Digital Shopping Behaviour: Influence of Augmented Reality in Social Media for Online Shopping**

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### **Abstract**

What started as fun while sharing pictures with friends wearing a cap or sunglasses using Apps future of Augmented Reality (Augmented Reality) has opened doors for new world of enhanced experience using Augmented Reality. The concept of AR gained popularity with Snap chat but Pokemon Go took it to all together at a new level. AR is popularly growing its market from use of social media filters to surgical procedures. This is bridging the gap in virtual and real world. It's rather lies somewhere in between the real and the virtual world. This paper aims to understand influence of AR in social media for online shopping. The paper analyzed the influence of the social networks, situation, product, and reference group on shoppers' intentions; and identified how Sociocultural environment work over the doubt in Augmented Reality. Survey of 100 respondents included students of different college and salaried people and indicates the 70% of the sample out of which mostly were younger generation has an influence of AR in Social media and resulted that there could be some contrast drawn between online and offline consumer shopping behaviour.

***Keywords: Augmented Reality, Online shopping, Offline shopping, Consumer behaviour, Social Networks, Young Consumers***

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## **1. INTRODUCTION**

Augmented reality is a path breaking technology that combines digital elements into the actual line of sight. AR therefore is an effort towards enhancing reality with the help of digitally generated images and features. It's often considered similar to VR (virtual Reality) but AR does not replace the reality itself with a digital or virtual space. Instead, augmented reality lets you transform the current environment to provide a more stimulated and enhanced experience.

With 37% of world's total population now on social media marketers are relying to advertise through AR on social media. This way, potential customers can try out different products before making a purchase an act that will result in more informed decisions, loyal customers and increased sales.

People have been using online shopping from more than past two decades. It has grown in popularity significantly because of Smartphone and Internet revolution from past decade. Today, online shopping has increasingly become popular. Consumers can buy anything from e-commerce website from their home. Convenience; Low price and product, which cannot found traditionally, make a different approach for online shopping for consumers. Many experts suggest that online shopping is the next big thing. The reason for huge turnaround is due to ability to buy items anytime and goods being delivered at doorsteps. Traditional Shopping – It is one of the oldest ways of shopping in which one has to go to the market, scan shops and choose the suitable product from there and buy it. In traditional shopping enables consumer can touch and feel the actual product before paying the money. Consumer can know about the quality, size and solve many more other issues at the spot. Buying fashion stuff online requires customer to be sure that clothes or shoes are in the right colour or in the right size. Younger generation is inclined towards online shopping because of the modern busy lifestyle. Also, the beauty of linking business with technology merges world of technology and business is what AR is doing with social.

### **1.1 Evolution of Augmented Reality**

A Simple Explanation of Augmented Reality (AR)

The origin of the word augmented is augment, which means to add or enhance something. In the case of Augmented Reality (also called AR), graphics, sounds, and touch feedback are added into our natural world to create an enhanced user experience. There are several categories of augmented reality technology each vary in their objectives and uses. Various types of AR

are Marker Based Augmented Reality, Marker less Augmented Reality, Projection Based Augmented Reality, and Superimposition Based Augmented Reality.

## **1.2 Literature Review**

Smink, A. R., Frowijn, S., van Reijmersdal, E. A., van Noort, G., & Neijens, P. C. (2019) explained shopping with Augmented Reality (AR) offers a 'try before you buy' experience. Augmented Reality enhances the perceived informativeness and enjoyment. Purchase intentions and willingness increases because of informativeness to share data. Consumers' enjoyment leads to an affective process yielding a more positive brand attitude while AR raises perceived intrusiveness.

Hohlbaum M.F., Huber S., Huber F., Baumann T.C., Schürmann K., Haas M. (2019) explored between virtual reality (VR) and 2D display of an online shop. In result founded that 2D display of an online shop reduces the perceived product risk. Thereby the role of the sense of presence (SoP) will be analyzed whether the SoP can be predicted by the possibility to interact with the virtual environment as well as by the social connectivity with a friend while shopping online. The results of three empirical studies verify the significance of a VR display to reduce uncertainties regarding the products in online shops.

Flavián, C., Ibáñez-Sánchez, S., & Orús, C. (2018) analyzed that the arrival of Virtual-Reality, Augmented-Reality, and Mixed-Reality technologies is shaping a new environment where physical and virtual objects are integrated at different levels. Managers to classify all technologies, current and potential, which might support or empower customer experiences, but can also, produce new experiences along the customer journey. Scholz, J., & Smith, A.N. (2016) explained that innovative marketers can now leverage augmented reality to craft immersive brand experience, create more interactive advertising, and make consumers experience more informative. Augmented reality is the displaying digital information over consumer's real time view of objects in the physical world. In this study author described user brand engagement, user-user engagement.

Rashid, Z., Pous, R., & Norrie, C. S. (2017) explained that browsing in a store and interacting with products located beyond an arm's length may be impossible without the enabling intervention of a human assistant. This research article describes a study undertaken how Augmented reality help to design, develop, and evaluate potential interaction methods for motor-impaired individuals, specifically those who use wheelchairs.

Pantano, E., Rese, A., & Baier, D. (2017) investigate that the effect of augmented reality technologies on consumer behaviour within the online retail environments. Comparing two different cultural settings authors develop a new conceptual model, estimated in the case of a new technology for virtual try-on. Findings support a better channel for online retailers.

Huang, T.-L., & Liao, S. (2014) integrates the (TAM) technology acceptance model and concepts of experiential value to investigate factors that affect sustainable relationship behavior toward using augmented-reality interactive technology (ARIT). Online consumers those have high cognitive innovativeness put more emphasis on usefulness, aesthetics, and service excellence presented by ARIT; in contrast, those who have low cognitive innovativeness focus on playfulness and ease of use presented by ARIT.

### **1.3 Objectives of study**

The below are the objectives of the research:

- To analyse effect of AR on online shopping behaviour
- To study impact of AR on social media
- To analyse use of AR on social media for online purchase

### **1.4 Methods & Methodology**

Data Source-

Primary Data: Questionnaire method where survey took place with the students of different college and salaried person of different corporate offices.

Secondary Data: Online data and survey reports for change in sales from offline to online.

Sample Size-

The study included the sample of 100 people on the basis of convenience sampling.

Sampling Techniques-

For the study convenience sampling technique has been applied on the basis of suitability for the availability of information who are more updated about the technology give more accurate picture of the impact of online shopping and role of AR in social media.

Survey instrument-

The data for the study has been collected through Questionnaire Method.

Data Analysis

Data is appropriately analysed with Statistical tool like SPSS.

Data Representation Tools-

The data collected are classified, tabulated and represented through chart and bar diagram.

### 1.5 Importance of the study

AR, social media and online behaviour of young generation is an important area of research in this era where technology has taken giant leap and changed the landscape of marketing by changing parameters of consumer behaviour. As the technology advancement is going up youth across the globe is adapting is rapidly and this has created lot of dynamism in their shopping behaviour.

Progressing from supper market to online mode of purchase now advancement in technology is experimenting with AR to enhance customer experience and engross customer in the aura created by the marketer. This study wants to study the scenario for acceptance and role of AR in promoting sales through social media for online purchase behaviour.

### 1.6 Periodicity of the study

The data was collected over a period of 2 months from December 2019 to January 2020.

## 2 DATA PRESENTATION, SURVEY ANALYSIS & RESULTS

### 2.1 Demographic Profile of Respondents

Demographic profile comprises of the gender, expenditure etc. of the respondents helped us to know their social status. Details are as below:

Table 1: Demographic Profile of the Respondents

Characteristics	Frequency
Gender	
Male	50
Female	50
Age	
15-19	10
20-28	40
29-38	50

Characteristics	Frequency
Marital Status	
Married	43
Single	57
Occupation	
Business	13
Salaried Person	26
Student	34
Home-Maker	27
Buying Mode	
Online	18
Traditional	32
AR influenced Online Shopping	50
Total	100

## 2.2 Variables Studied

There are 10 questions in this section about variables that studied about AR (Augmented Reality) and influence of social media on purchase from online mode of shopping. Based on these questions influence of social media and augmented reality of the consumers buying behaviour was determined.

Table 2: Variable differentiation data

Variables Code	List of Question	Yes	No
V1	Do you know what AR is?	63	37
V2	Do Social networking advertisements influence you on any purchases?	80	20
V3	Do you feel Augmented Reality holds you to social media page?	68	32
V4	Do you use AR to have a feel of the product?	74	26
V5	Do you trust social media as a source of information on products and services?	80	20
V6	Do you agree social media ads best suit your requirements?	48	52

V7	Do you make impulsive buying decision because AR enhances the product to help purchase decision?	62	38
V8	Does use of AR on influences your purchase decision?	74	26
V9	Are you, exposed to AR on Instagram and Snapchat?	86	14
V10	Do you agree AR advertising on social media promotes online purchase decision?	66	34

### 2.3 Presentation of Data

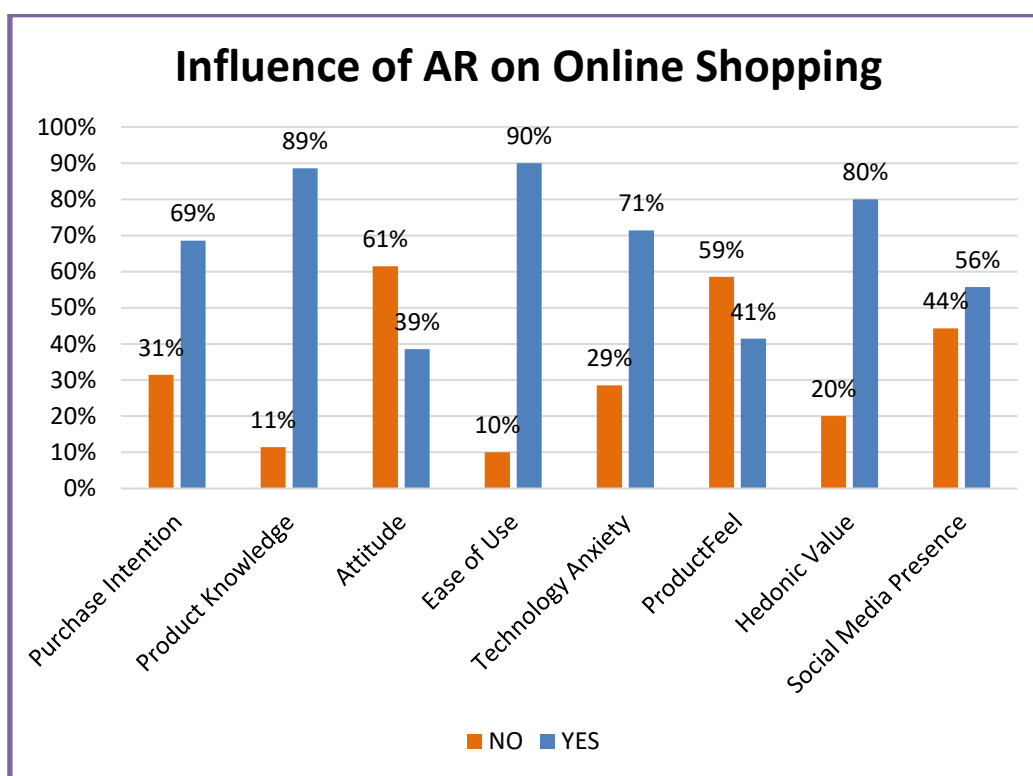


Fig1 Analysis of the various variables influencing online shopping

#### 2.3.1 Analysis & Interpretation

On the basis of data collected we can say that almost 70% of sample population agreed for influence of AR on purchase intention. 89% of the sample population get product knowledge from Augmented Reality. They have positive attitude for the influence of AR for online shopping. They can feel the product and more clear knowledge about the product because of this they are more influence for product purchase from online web stores. Ease of use of

product, hedonic value also is influenced by AR for online shopping. Almost 60% of the sample population agreed for the social media influence for online shopping. Other factors like attitude, Technology Anxiety have less impact on the online shopping behaviour.

The Fig 1 highlights the fact about all these aspects and it shows that there is a no preferred trend on all these aspects with regard to the consumers i.e. youth as per sample.

### **3. RESULT OF THE STUDY**

#### **3.1 Findings**

Online shopping is consistently growing up now days due to modern lifestyle. Young people like college students and salaried person most likely prefer to E-commerce sites like Amazon, Flipkart. There are several driving factors like convenience, less time consuming like home delivery, save from traffic etc., sociocultural factors like, and want to spend time with family & friends etc. and wide range of available products being the primary. In the present scenario young people like the products which are in trend. They prefer to look stylish in their working area.

The major findings of the study are as follows:

- a) 70% of sample population agreed for influence of AR on purchase intention and influence of social media impact for online shopping. So Marketers can advertise their product on social media for incremental product sale.
- b) Respondent have experienced AR on Instagram and Snapchat and few on Facebook too.
- c) More than half respondent agreed AR is a unique and exiting way to engage customers on social media.
- d) AR creates more engaging experience than any other form of advertising.
- e) It will help in generating positive word of mouth via engaged customer.
- f) Soon social media content will upgrade from 2D to 3D powered by AR including interactive AR.

#### **3.2 Suggestions**

Data Science and Big Data are the important tools for Marketers to make information from raw data. Marketers have to use it for the effective ads in social media so that consumers can attract towards it. Both parts online as well as offline have to change their attitude towards the market.



Market today is a consumer market and as a result the priority is the consumer satisfaction through continuous engagement. Young people like college students like better quality products in fair price and continuous engagement with marketer. These are the new areas in which the marketer has to concentrate. E-tailors the solution is to use AR to deliver product information. Online shopping websites can add this feature in their program so that customer can complete their purchase with no confusion. And Social media plays an important role in enhancing the consumers shopping, first and main through advertising and second is social media is becoming a part of social status for youngsters these days. Through Social media ads youngsters get knowledge about the products of their choice. A Socio-demographic factor is also other influencing part for online shopping. That is also through social media i.e. getting product's review and website's review young customers know about the product and complete purchase. In fact, the platform recently introduced the so-called Facebook AR Studio, a very powerful tool for developers and artists who want to build their own interactive Facebook camera experiences (Bullok. L, Forbes).

### **3.3 Conclusion**

In today's modern lifestyle the attitude of people especially youth has changed towards shopping behaviour. Younger generation wants engagement in routine purchase decisions also. Due to Smartphone and advancement in technology in recent period it is possible. And because of this environment meaning of retail sector has changed. Social media has a high impact on the young users. These social media websites like Facebook, Twitter, Instagram and Snapchat etc. elicit the customers towards the e-commerce increasingly.

The result of the study shows that Social media users are more affected for online shopping. Because the ads on the Social media attract young consumers more towards the product and as well as for the websites from these are generated. These gratifications vary depending on user demographics such as gender, hometown, etc. Socio-demographic factors like Family, Friend, neighbour etc. are also influencing factors for consumer shopping behaviour; because from their customer get reviews of that particular website and for the used products also.

AR is now enabling you to increase customer engagement and bringing augmented world on the tip of your fingers. Imagine you can turn yourself into a 3DBitmoji and enter yourself in a real world! AR is enabling this and several features including "Shoppable AR", which allow brands to promote their websites and signup pages, to share a video and to get people to install their apps.

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ANNEXURE

Gender

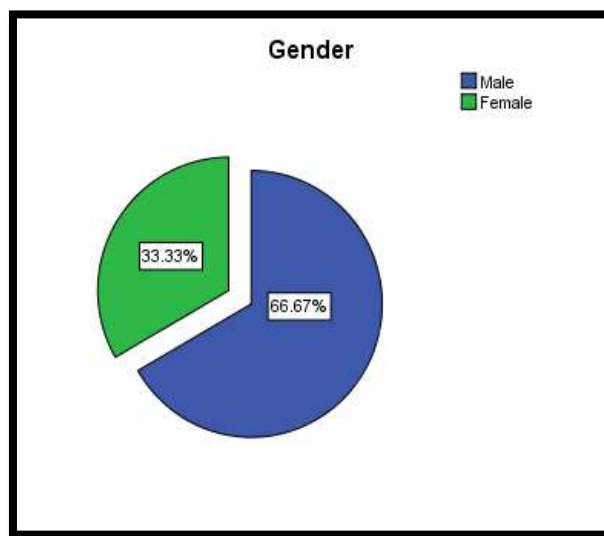


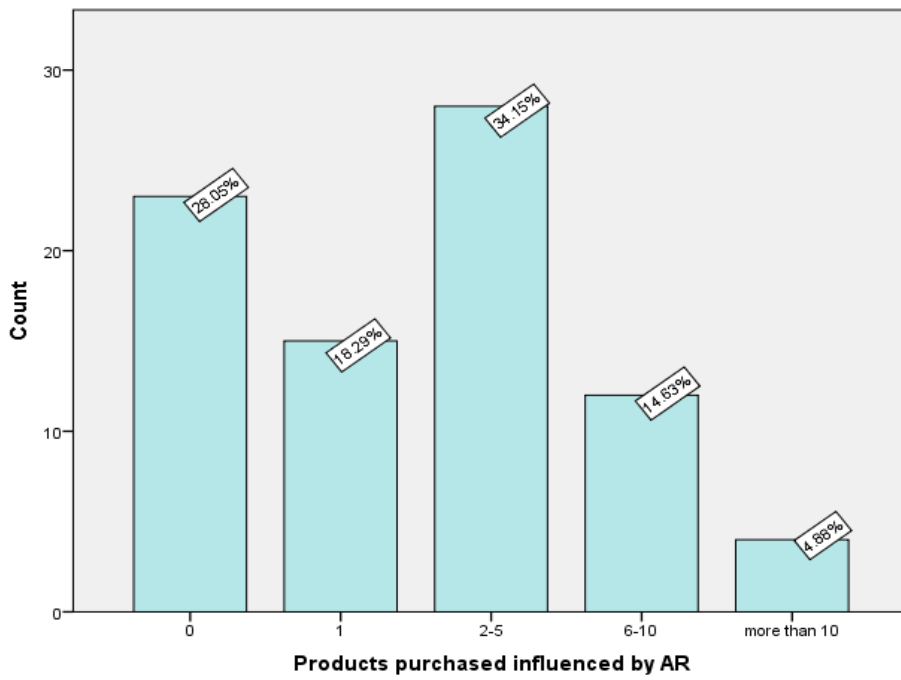
Fig 2 Gender wise distribution of the respondents

Monthly average online shopping

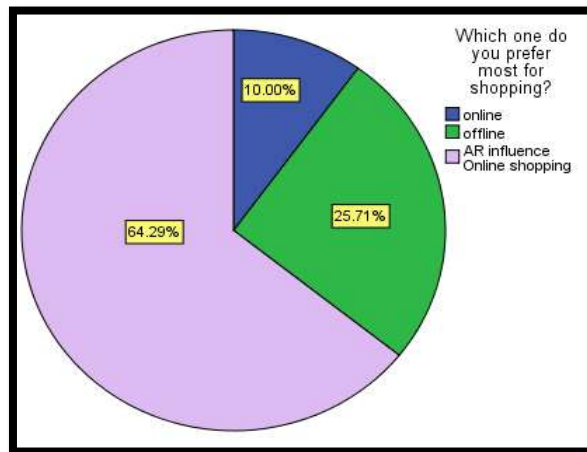


Fig 3 Monthly average online shopping

Products Purchased influenced by AR



Shopping Mode



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