

Role of Augmented Reality and Virtual Reality in Online Retail Shopping

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Abstract: *This study explores the impact of Augmented Reality (AR) and Virtual Reality (VR) on online retail shopping in Mumbai, examining consumer awareness, usage, and perceptions of these technologies. Utilizing a descriptive research design, the study gathered data from 50 respondents through an online questionnaire, focusing on their shopping habits, awareness, understanding, and attitudes towards AR/VR. The analysis reveals a moderate level of awareness and appeal of AR/VR, with varied understanding and actual usage among consumers. Most respondents believe that AR/VR can enhance the online shopping experience, though concerns about usability, privacy, and accessibility are evident. The findings suggest potential opportunities for e-commerce platforms to integrate AR/VR more effectively, addressing consumer concerns to enrich the online shopping experience and adapt to evolving market trends*

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