

Influence of Augmented Reality and Virtual Reality in Online Retail and E-commerce

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Abstract: *In this digital age, globalization, easy access to the internet, and rapid development in digital technology made online shopping popular. During the past decade, the usage of online shopping has been enhanced significantly and further promoted by covid-19 pandemic. However, many customers are not satisfied with the products, services, or information they receive in online shopping because online shopping lacks in-store experience. To improve sales, and customer satisfaction, and lessen the number of product returns, E-commerce platforms can make use of augmented and virtual reality (AR/VR) technology to improve the customer's online shopping experience. AR/VR technology can enhance customers' experience by improving how they interact with online retailers. This technology also provides online vendors with a competitive advantage. However, despite these benefits, AR/VR technology is not widely used by online retailers because the adoption of AR/VR technology in India is still in a relatively nascent stage when compared to other developed countries, and the awareness about the usage of AR/VR technology among people. This paper examines how AR/VR technology works and its potential impacts on online retail and e-commerce. This study also attempts to discover online customers' awareness level of AR/VR technology.*

Keywords: Augmented reality, Virtual reality, e-commerce, Online shopping, B2C