

Impact of AR/VR on Online Sales

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Abstract: *AR and VR technologies experience intensive evolution that radically alters the environment of online sales with the possibility to provide customers with immersed, interactive and personalized shopping experiences. The changes of interactive reality/virtual reality (AR/VR) on online sales are discussed in the context of how these technologies affect consumer decision-making, visualization of the product, and generate possibilities to new variants of e-commerce businesses. By thoroughly examining the existing tendencies in the industry and with the use of examples, this study determines the following major advantages: customer engagement, enhanced conversion rates, and customer satisfaction. Moreover, the paper discusses difficulties experienced by businesses in implementing AR/VR on their online platforms such as current technology, expenses and consumer adjustment. The paper sets out a conclusion that, the AR/VR technologies offer a bright future of online sales through the transformation of how goods are advertised and sold.*

Keywords: Augmented Reality, Virtual Reality, Online Sales, E-commerce, Consumer behavior, Product Visualization, Customer Engagement, Conversion Rates, Immersive Shopping, Technology Integration

