

THE IMPACT OF AUGMENTED REALITY MARKETING ON PERSONALIZED BRAND EXPERIENCE

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ABSTRACT

Augmented Reality (AR) has emerged as an innovative technology in digital marketing, enabling brands to create immersive and personalized experiences for consumers. This study aims to analyse the impact of AR marketing on personalized brand experience and consumer behaviour. Primary data was collected from 150 respondents through structured questionnaires. Statistical tools such as simple percentage analysis, Chi-square test, and ANOVA were used for analysis.

The findings reveal that AR marketing significantly improves customer engagement, satisfaction, and purchase intention. It also enhances brand perception by creating interactive and realistic experiences. Despite its advantages, challenges such as high cost, technical limitations, and lack of awareness still exist. The study concludes that AR is a powerful tool for improving personalized brand experience and shaping the future of marketing.

Keywords: Augmented Reality, Personalized Marketing, Customer Experience, Consumer Behaviour, Digital Marketing

INTRODUCTION

In the modern digital era, marketing has undergone significant transformation from traditional methods to more interactive and experience-based approaches. Consumers today expect brands to provide personalized and engaging experiences rather than simple product information. This shift has led to the adoption of advanced technologies such as Augmented Reality (AR) in marketing.

Augmented Reality integrates digital elements with real-world environments, allowing users to interact with virtual content in a realistic way. Through smartphones and other devices, customers can visualize products, try them virtually, and explore features before making a purchase. This enhances the overall shopping experience and reduces uncertainty in decision-making. With the rapid growth of e-commerce and digital platforms, AR is becoming an essential tool for marketers. It not only attracts customers but also helps in building strong emotional connections with brands. Therefore, this study focuses on analysing the impact of AR marketing on personalized brand experience and consumer behaviour.

OBJECTIVES OF THE STUDY

- To analyse the impact of AR marketing on customer engagement
- To study the role of AR in enhancing personalized brand experience
- To evaluate customer satisfaction towards AR features
- To examine the influence of AR on purchase decisions

STATEMENT OF THE PROBLEM

Although Augmented Reality is widely used in marketing, there is limited understanding of its effectiveness in enhancing personalized brand experience. Many businesses adopt AR technologies without fully analysing their impact on customer satisfaction, engagement, and brand perception. This creates a gap between technological adoption and its actual effectiveness.

Therefore, this study aims to examine how AR marketing influences consumer behaviour and whether it truly contributes to building meaningful and long-term relationships between brands and consumers.

REVIEW OF LITERATURE

- Singh, Nisha et al (2024) - This study looks at how Augmented Reality (AR) affects the relationship between consumers and brands, compared to regular online websites. Results from two experiments show that AR helps consumers feel a closer connection to a brand by making them imagine the brand better and see themselves in a more positive light. This deeper connection leads to better marketing results, like people wanting to visit the website again and being more engaged with the brand.
- Thakkar, Krishna Yatin *et al* (2023) - This research paper looks into how Augmented Reality (AR) is used in marketing and what effect it has on consumers. It explains how AR helps brands make more interactive and enjoyable experiences for people. The study covers various AR uses, like virtual try-ons and 3D product displays. It also explores how AR campaigns impact consumer attention, their brand experience, and their choice to buy products. Using past research and findings, the paper shows that AR can be a powerful tool to boost customer engagement and help brands grow.
- Ahmad, Syed Ali Ashfi *et al* (2024) - This research paper looks at how Augmented Reality (AR) is changing the way marketing works and making customers more engaged with brands. It explains that AR mixes digital elements with the real world to give people fun and tailored experiences. The paper looks at what's happening now and uses real examples to show how AR is replacing old marketing techniques. It also looks at how AR affects how people feel about a brand, what they think of it, and how loyal they become.
- Odiase, Bernard O *et al* (2024) - This study looked at how Augmented Reality (AR) marketing affects consumer engagement and brand loyalty in retail, tourism, and e-commerce. The results show that higher engagement leads to stronger brand loyalty. The study suggests that businesses, especially small and medium ones, should use easy-to-use AR tools to better connect with customers. Overall, the research shows that AR is a good way to build long-term relationships with customers.
- Scorita, Kurnia Budhy, *et al* (2025) - This study looks at how Augmented Reality (AR) is used in today's marketing and how it affects customer experience and how people connect with brands. The research shows that AR makes experiences more engaging and interactive, which helps build better relationships between brands and customers. It also talks about some difficulties like technology limits and worries about privacy, but it also points out how AR can help create stronger emotional ties and increase the value of a brand.

IMPORTANCE OF THE STUDY

This study highlights the growing importance of Augmented Reality in modern marketing. It helps businesses understand how AR can be used to enhance customer engagement and provide personalized experiences. The study also provides valuable insights into consumer behaviour, which can assist companies in developing effective marketing strategies.

Furthermore, the study is useful for researchers and students who are interested in digital marketing and emerging technologies. It contributes to academic knowledge by explaining the practical application of AR in marketing.

RESEARCH METHODOLOGY

The study is based on primary data collected from 150 respondents using structured questionnaires. Convenience sampling technique was used for selecting respondents. The collected data was analysed using statistical tools such as simple percentage analysis, Chi-square test, and ANOVA. These tools help in understanding consumer behaviour and relationships between variables.

ANALYSIS

The analysis of the study is based on responses collected from 150 respondents and interpretations derived from multiple data tables. The results indicate that a majority of respondents are aware of Augmented Reality (AR) features and have used them while interacting with brands. This shows that AR is gaining importance in modern marketing practices.

Further analysis reveals that AR marketing plays a crucial role in enhancing customer engagement. Respondents expressed that AR features such as virtual try-ons and interactive advertisements capture their attention more effectively than traditional marketing methods. This increased level of interaction helps brands create a strong impression on consumers.

In addition, AR significantly improves the shopping experience by enabling customers to visualize products before purchasing. This reduces uncertainty and increases confidence in decision-making. Many respondents expressed satisfaction with AR features, indicating that it enhances convenience and personalization.

The application of statistical tools provides deeper insights into consumer behaviour. The Chi-square analysis indicates that there is no significant relationship between gender and AR usage, suggesting that AR appeals equally across different demographic groups. However, ANOVA results show that there is a significant difference in respondents' opinions regarding the impact of AR, indicating that individual experiences vary.

Overall, the analysis confirms that AR marketing has a positive impact on personalized brand experience, customer satisfaction, and purchase behaviour.

FINDINGS

- AR marketing significantly improves customer engagement and interaction.
- It enhances personalized brand experience through immersive features.
- AR helps consumers make better purchase decisions.
- There is no significant relationship between gender and AR usage.
- Challenges such as cost, technical issues, and lack of awareness exist.

SUGGESTIONS

- Companies should develop user-friendly AR applications.
- Awareness about AR features should be increased.
- Businesses should focus on personalization strategies.
- Technical performance should be improved.
- Data privacy and security must be ensured.

FUTURE SCOPE

The future of Augmented Reality marketing is highly promising due to advancements in technology such as Artificial Intelligence and 5G. AR is expected to become more accessible and widely used across various industries.

In the future, businesses can use AR to create more personalized and immersive experiences, leading to higher customer satisfaction and loyalty. Further research can explore the long-term impact of AR on consumer behaviour and its application in different sectors.

CONCLUSION

Augmented Reality has transformed marketing by providing interactive and immersive experiences to consumers, making brand communication more engaging and effective. It enhances customer engagement, improves satisfaction, and strengthens brand relationships by allowing users to interact with products in a more realistic and personalized manner.

The study confirms that AR marketing plays a significant role in shaping personalized brand experience and influencing consumer behaviour. It helps consumers make informed purchase decisions and builds a stronger emotional connection with brands. Although challenges such as cost, technical limitations, and awareness still exist, the benefits of AR outweigh its limitations. With continuous technological advancements and increasing adoption, AR is expected to become an essential and widely used tool in modern marketing strategies.

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