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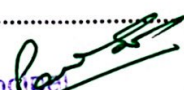
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AUGMENTED REALITY: A TECHNOLOGY ORIENTED APPROACH TO INTENSIFY CUSTOMER EXPERIENCE

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Abstract

Augmented reality (AR) is a technology that has swept the globe in recent decades. Its applications are now found in almost every field imaginable. A computer technology stores graphics, images, and other computer data. It is use of computer-generated information to augment real-world. It is constructing a new environment where actual and virtual items are combined at various levels. The customer experience environment is developing into new sorts of hybrid experiences as a result of the development of portable and embodied technologies, as well as highly interactive, physical-virtual linkages.Augmentedrealityis changing how companies interact with customers.It has the potential to widen consumers' product consideration set while also reducing their options.Augmented Reality (AR) is developing as a strategic experience design tool across a variety of customer engagements. This research adds to a growing body of knowledge about the usage of augmented reality (AR) in the early phases of client buying experiences.

Keywords: - AR, IOT, Purchase journey, Customer engagement, Customer experience

Introduction

Many businesses have begun to use augmented reality (AR) as a frontline technology to provide customers with a more engaging experience. This dynamic was especially important in the context of social distancing mandates issued in response to the Covid-19 pandemic AR enables a distinct form of product or service visualization that reduces intangibility, enhances inspiration and promises to enable creativity in customers' purchase decisions by seamlessly projecting virtual content into the customer's view of the real world. Customers interact with companies at several touch points during various stages of their decision-making (before, during, and after consumption), and these sensory, affective, behavioral, and cognitive sub-experiences make up the fundamental customer purchasing experience (Brakus, Schmitt, & Zarantonello, 2009). For businesses, managing the client experience is critical (Accenture, 2015; Raw, 2015).In augmented reality, people are placed in their physical surroundings, and

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