**ABSTRACT**

The advent of opportunities to shop online has made inroads into virtually all modes of businesses worldwide. The success and future of online businesses depends on how well they adopt newer technologies. Technologies such as Augmented Reality brings an entirely new dimension to the online selling platforms. The online platforms give a faster and convenient option to buy, but have not been able to deliver the experience of shopping to its customers. This study aims to understand the factors of adoption of Augmented Reality while shopping online by Indian consumers. The factors like Personality, Innovation Seeking Behaviour, Tech Savviness and Shopping Experience Seeking Behaviour were measured with the 127 respondents who took part in the survey online. The collected data was analysed using Logistic Regression and Ordered Logistic Regression. The people who are Gadget Lovers and those who prefer to buy online frequently were more likely to try Augmented Reality and have shown significant interest in purchasing products displayed through Augmented Reality.

**RESEARCH QUESTION**

What are the Factors that influence adoption of Augmented Reality by Indian consumers in their online purchase journey?

**CONCEPTUAL MODEL**

- Personality
- Innovation Seeking Behaviour
- Tech Savviness
- Shopping Experience Seeking Behaviour
- Adoption of Augmented Reality towards online purchase
- Product/Service Specific Factors
- Age

**HYPOTHESES**

H1: The consumers are more likely to adopt Augmented Reality while shopping online for products where the visual evaluation is more important than the other sensory evaluations
H2: Innovation Seeking Behaviour of people have an impact on the adoption of Augmented Reality.
H3: Tech-savvy people have higher chances of adopting to Augmented Reality while shopping online
H4: People who seek shopping as an experience have an impact on the adoption of Augmented Reality.

**CONTRIBUTION TO LITERATURE**

- A stand alone study in the field of Augmented Reality among Indian online shopping users
- The shopping experience seeking behaviour among the online purchasers were studied in Indian context.

**SAMPLE & METHODOLOGY**

- Sample size – 127
- Sample technique – Judgemental sampling
- Data collection – Online surveys
- Sample group – General public
- Scale referred – Technology Readiness Index by Parasuraman and Gadget Lover scale

**DEMOGRAPHIC DETAILS**

- Please select your Age group (in years) (12 responses)
- Please select your Gender (2 responses)

**REFERENCES**


**EMPIRICAL MODEL**

**Model 1**: Binary Logit

- Dependent Variable: Tried Augmented Reality

**Model 2**: Ordered Logistic Regression

- Dependent Variable: Interest in purchasing a product/service if it is advertised in a 3D Augmented mode

**RESULTS**

1.1 “Online as a more attractive medium” significantly impacts the trial of Augmented Reality
1.2 For people those who believe “Augmented Reality makes online shopping an involved process” significantly impacts the trial of Augmented Reality
1.3 For people those who believe “Augmented Reality helps to visualise products/services better” significantly impacts the trial of Augmented Reality
1.4 “Gadget Lovers” significantly impacts the trial of Augmented Reality
1.5 People who “frequently purchase online” significantly impacts the trial of Augmented Reality

2.1 People who give “importance to shopping environment” shows significant impact in purchasing an Augmented Reality advertised product
2.2 “Optimistic people” show significant impact in purchasing an Augmented Reality advertised product
2.3 “Gadget Lovers” significantly impacts purchasing an Augmented Reality advertised product
2.4 People who “frequently purchase online” significantly impacts purchasing an Augmented Reality advertised product

**LIMITATIONS AND FURTHER STUDY**

- Most of the data have been collected from the South of India and also a certain age group of below 28 years.
- Two sub-scales of the “Gadget Lover Scale” has only been used in the study to identify “Gadget Lover” and “Tech Innovativeness”