



## A STUDY ON ROLE OF AGUMENTED REALITY (AR) AND VIRTUAL REALITY IN DIGITAL MARKETING WITH SPECIAL PREFERENCE TO AMAZON IN MADURAI CITY

**P. MANIKANDAN**

III-B.COM(CA), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625 004, TAMILNADU, INDIA.

**M. THILAK PANDIYAN**

III-B.COM(CA), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625 004, TAMILNADU, INDIA.

**DR.P.ISWARYALAKSHMI**

ASSISTANT PROFESSOR OF COMMERCE, PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625004, TAMILNADU, INDIA.

### ABSTRACT:

Online shopping platforms are progressively incorporating Augmented Reality (AR) and Virtual Reality (VR) technologies to improve customer experience and decision-making. This study examines the body of research from journals that are indexed by Scopus to investigate the significance, advantages, difficulties, and potential applications of Augmented Reality and virtual reality in online retail settings. The report provides insights into how these technologies are changing the e-commerce scene by synthesizing findings from other investigations.

This study aims to explore the role of AR and VR in Amazon's digital marketing strategies, specifically in Madurai city. By examining how these technologies are being used for product visualization, virtual try-ons, immersive advertisements, and interactive customer engagement, this research will offer insights into how AR and VR can contribute to enhancing Amazon's market presence and improving customer satisfaction in this growing regional market.

### KEYWORDS:

**AUGMENTED REALITY, VIRTUAL REALITY, ONLINE SHOPPING, E- COMMERCE, MARKETING STRATEGY.**

### INTRODUCTION:

In recent years, the fields of Augmented Reality (AR) and Virtual Reality (VR) have revolutionized various industries, with digital marketing being one of the most profoundly impacted. These cutting-edge technologies offer new ways to engage consumers, personalize experiences, and enhance brand interaction. With the advent of e-commerce giants like Amazon, these immersive technologies have found their way into online shopping platforms, offering a more interactive and dynamic shopping experience. As consumers become more tech-savvy, integrating AR and VR into digital marketing strategies has become a powerful tool for businesses to captivate and retain their audience.

The study will further investigate the impact of these technologies on consumer behavior, their effectiveness in increasing sales, and how businesses in Madurai are adopting these innovations to stay ahead in the digital marketing landscape. Through a combination of qualitative and quantitative research methods, this research will provide a comprehensive understanding of the current and future potential of AR and VR in shaping the future of digital marketing in Madurai, with a particular focus on

Amazon's role in this transformation

### STATEMENT OF THE PROBLEM:

The rapid advancement of digital technologies has significantly impacted the way businesses approach marketing strategies, with Augmented Reality (AR) and Virtual Reality (VR) emerging as key innovations in digital marketing. While these technologies have proven to be effective in enhancing consumer engagement and providing immersive experiences, their integration into the digital marketing strategies of e-commerce platforms, such as Amazon, has not been extensively explored in the context of smaller cities Madurai surrounding areas.

In Madurai, while e-commerce platforms like Amazon are gaining traction, there remains a gap in understanding the role of AR and VR in influencing consumer purchasing behavior, enhancing the overall shopping experience, and improving brand loyalty. Despite the growing adoption of digital technologies in urban areas, it is unclear how these innovations are being embraced by consumers in regional cities and how they impact local businesses.

**OBJECTIVES:**

- ▶ To Analyze the Impact of AR and VR on Consumer Engagement in Madurai
- ▶ To Assess the Effectiveness of AR and VR in Influencing Consumer Purchase Behavior
- ▶ To Investigate Consumer Perceptions and Acceptance of AR and VR Technologies
- ▶ To Explore the Role of AR and VR in Enhancing Amazon's Brand Image and Customer Loyalty in Madurai
- ❖ To Identify the Challenges and Opportunities in Implementing AR and VR in Digital Marketing Strategies

**RESEARCH METHODOLOGY:**

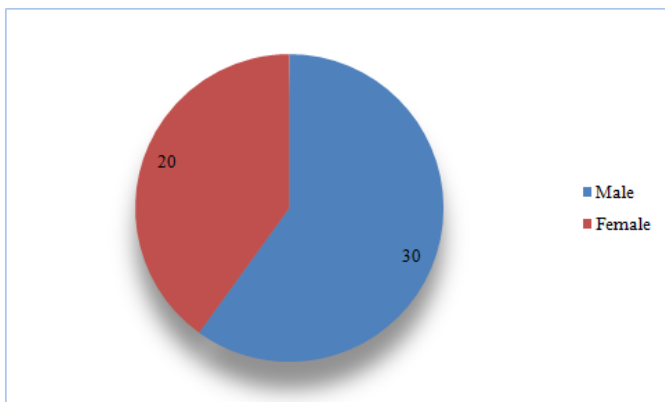
The research methodology for this study will be designed to explore the role of Augmented Reality (AR) and Virtual Reality (VR) in Amazon's digital marketing strategies, specifically focusing on their impact on consumer behavior and engagement in Madurai city. The methodology will involve both qualitative and quantitative research approaches to ensure a comprehensive understanding of the subject.

**DATA ANALYSIS:**

**CLASSIFICATION OF RESPONDENTS ACCORDING TO DEMOGRAPHIC PROFILE**

**TABLE 1: GENDER**

SI NO	Particulars	No.Of Responded	Percentages
1	Male	30	60%
2	Female	20	40%
<b>TOTAL</b>		<b>50</b>	<b>100</b>



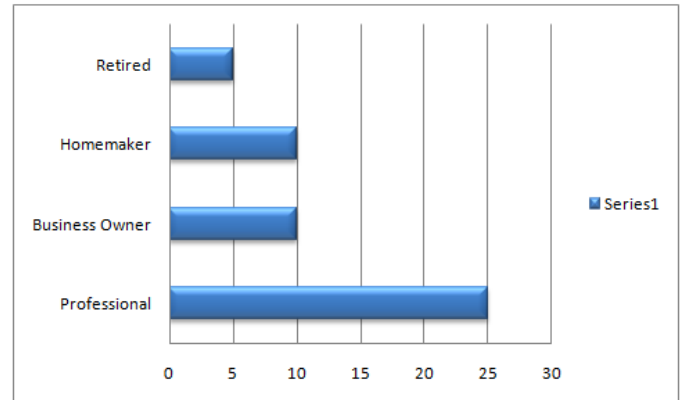
**INTERPRETATION:**

The above table 1 Indicates 60% of respondent were male and 40% of respondent were Female.

**TABLE 2: OCCUPATION**

SI NO	Particulars	No.Of Responded	Percentages
1	Professional	25	50%
2	Business Owner	10	20%
3	Homemaker	10	20%
4	Retired	5	10%
<b>TOTAL</b>		<b>50</b>	<b>100%</b>

1	Professional	25	50%
2	Business Owner	10	20%
3	Homemaker	10	20%
4	Retired	5	10%
<b>TOTAL</b>		<b>50</b>	<b>100%</b>

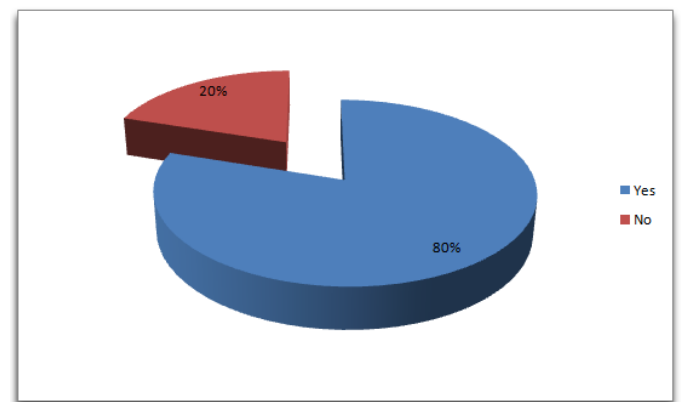


**INTERPRETATION:**

The above table 2 indicates that 50% of the respondents are professional, 20% of the respondents are business owner, 20% of the respondents are homemaker, 10% of the respondents are retired.

**TABLE 3: DO YOU USING ONLINE SHOPPING**

SI NO	Particulars	No.Of Responded	Percentages
1	Yes	40	80%
2	No	10	20%
<b>Total</b>		<b>50</b>	<b>100</b>



**INTERPRETATION:**

The above table 3 indicates 80% of the respondents are using online shopping and 20% of the respondents are not aware of using online shopping.

**FINDINGS:**

- a) 60% of respondents were male and 40% of respondent were Female.

- b) 50% of the respondents are professional, 20% of the respondent are business owner, 20% of the respondents are homemaker, 10% of the respondents are retired.
- c) 80% of the respondents are using online shopping and 20% of the respondents are not aware of using online shopping.

**SUGGESTION:**

1. Narrow Down the Focus on Specific Technologies or Features. While the overall study is on AR and VR, you could narrow your focus to certain AR/VR features within Amazon's digital marketing strategies
2. Consumer Segmentation Explore the different consumer segments in Madurai that may interact with AR/VR in unique ways
3. Comparison with Other Regions. You might want to compare Madurai with other tier 2 or tier 3 cities to understand if the findings from Madurai are consistent across smaller cities in India
4. Consumer Behavior & Decision-Making. Delve into the psychological aspect of consumer decision-making:

**CONCLUSION:**

By using theoretical knowledge and observed data, this study provides a detailed insights of AR and VR in retail, guiding the tactical implementations of these technologies. Experienced shops may more effectively move to the online channel and accomplish their marketing objectives

by utilizing the advantages of AR and VR and implementing them in the best order. The study that has already been done on the relative benefits of Augmented Reality (AR) in online shopping is summarized in this review paper, emphasizing the benefits to user experience and purchase intention. The study advances knowledge about Augmented Reality's potential to revolutionize internet purchasing, particularly in underdeveloped nations. Future studies should keep investigating the changing dynamics of Augmented Reality technology and how they affect international shopping practices.

**REFERENCES**

1. Fatemeh Zare Ebrahimabad, Yazdani, H., Hakim, A., & Asarian, M. (2024). Augmented Reality Versus Web-Based Shopping: How Does AR Improve User Experience and Online Purchase Intention. *Telematics and Informatics Reports*, 100152-100152. <https://doi.org/10.1016/j.teler.2024.100152>
2. Voicu, M.-C., Sîrghi, N., & Toth, D. M.-M. (2023). Consumers' Experience and Satisfaction Using Augmented Reality Apps in E-Shopping: New Empirical Evidence. *Applied Sciences*, 13(17), 9596. MDPI. <https://doi.org/10.3390/app13179596>
3. Hilken, T., Chylinski, M., Keeling, D. I., Heller, J., Ruyter, K., & Mahr, D. (2021). How to strategically choose or combine augmented and virtual reality for improved online experiential retailing. *Psychology & Marketing*, 39(3). <https://doi.org/10.1002/mar.21600>