

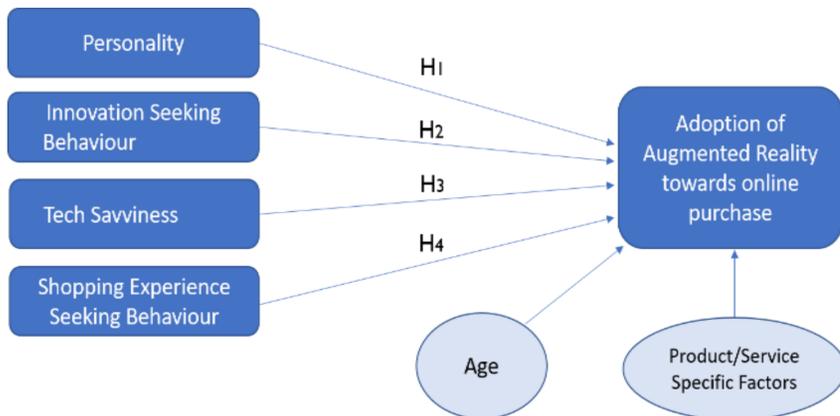
ABSTRACT

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



HYPOTHESES

- H1: The consumers are more likely to adapt 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.

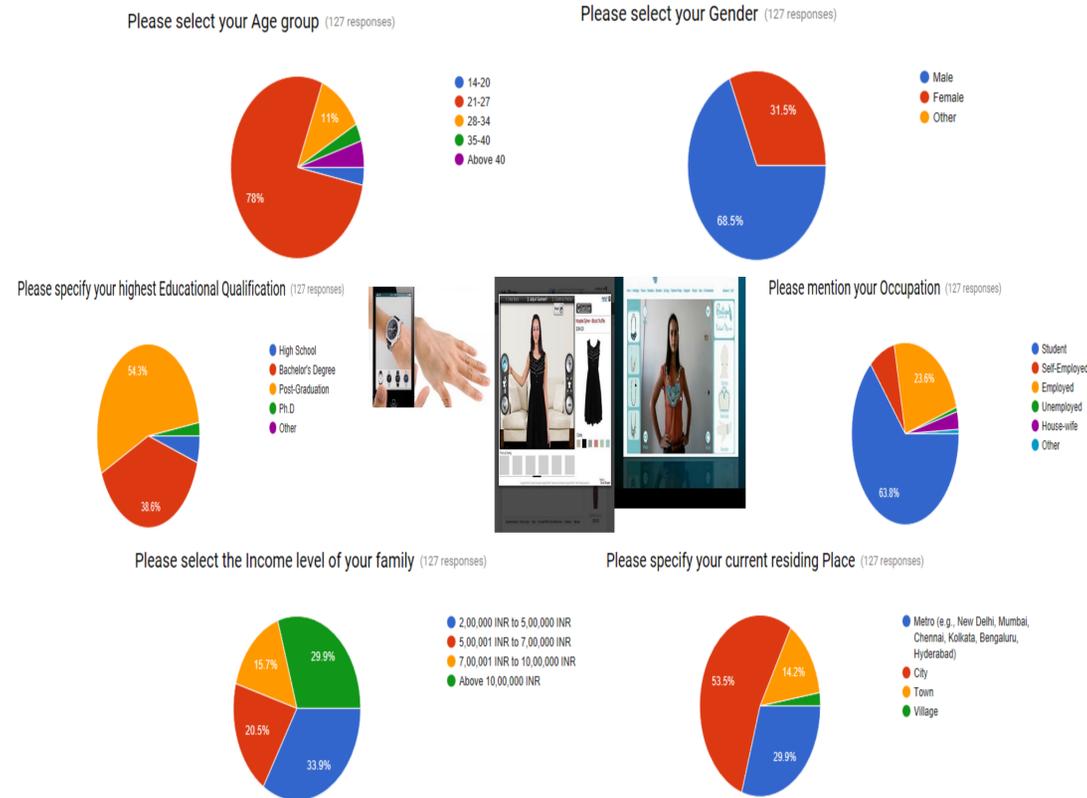
CONTRIBUTION TO LITERATURE

- 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



REFERENCES

- Bruner II, G. C., & Kumar, A. (2007). Gadget lovers. *Journal of the Academy of Marketing Science*, 35(3), 329–339. <https://doi.org/10.1007/s11747-007-0051-3>
- Parasuraman, A., & Colby, C. L. (2015). An Updated and Streamlined Technology Readiness Index: TRI 2.0. *Journal of Service Research*, 18(1), 59–74. <https://doi.org/10.1177/1094670514539730>

TARGETED CONFERENCES

- IRTEICT - Bangalore , May 2017
- ICACCI, Manipal, September 2017.

CONTRIBUTION TO INDUSTRY

- To help understand how personality of a person can contribute to the choice of upcoming technologies.
- To help target the online shopping customers target better who are willing to adopt newer technologies.

EMPIRICAL MODEL

Model 1 : Binary Logit
Dependent Variable : Tried Augmented Reality

Model 2 : Ordered Logistics Regression
Dependent Variable : Interest in purchasing a product / service if it is advertised in a 3D Augmented mode

| Independent Variables | Results of the Regression Model (Prob > chi2 = 0.0001) | | | Independent Variables | Results of the Regression Model (Prob > chi2 = 0.0000) | | |
|----------------------------------|--|--------------|---------|------------------------------------|--|--------------|---------|
| | OR | Co-efficient | P-Value | | OR | Co-efficient | P-Value |
| prefer_attractive | 2.276 | 2.50 | 0.013 | Do you always like to shop after | 0.799 | -1.51 | 0.131 |
| Compared to retail shopping how | 1.721 | 1.79 | 0.073 | Does advertising of a product | 1.191 | 1.19 | 0.235 |
| Do you always like to shop after | 0.782 | -1.20 | 0.229 | How important is the experience of | 1.327 | 1.47 | 0.141 |
| involved | 3.664 | 1.74 | 0.082 | How important is shopping in your | 1.605 | 2.51 | 0.012 |
| visualise | 5.624 | 2.44 | 0.015 | highedu | 0.898 | -0.30 | 0.766 |
| personalise | 0.185 | -2.48 | 0.013 | low_inc | 0.813 | -0.48 | 0.631 |
| highedu | 1.525 | 0.75 | 0.454 | metro | 0.588 | -1.29 | 0.198 |
| low_inc | 2.326 | 1.25 | 0.212 | sum_opt | 1.216 | 2.73 | 0.006 |
| metro | 0.879 | -0.19 | 0.846 | sum_inn | 0.938 | -0.82 | 0.410 |
| reliable2 | 5.692 | 1.85 | 0.065 | sum_dis | 1.096 | 1.51 | 0.131 |
| sum_dis | 0.768 | -2.82 | 0.005 | sum_ins | 0.896 | -1.42 | 0.154 |
| sum_gl | 1.134 | 2.92 | 0.004 | sum_gl | 1.057 | 2.24 | 0.025 |
| sum_fi | 0.865 | -2.47 | 0.014 | sum_fi | 1.008 | 0.25 | 0.802 |
| frequency | 3.416 | 1.86 | 0.063 | frequency | 2.365 | 2.08 | 0.037 |
| teen | 0.274 | -1.61 | 0.107 | teen | 1.362 | 0.60 | 0.549 |
| belong1 | 0.390 | -2.25 | 0.024 | belong1 | 0.993 | -0.30 | 0.978 |
| gender | 0.866 | -0.23 | 0.814 | gender | 1.107 | 0.25 | 0.802 |
| | | | | travel | 0.653 | -2.29 | 0.022 |

RESULTS

- "Online as a more attractive medium" significantly impacts the trial of Augmented Reality
- For people those who believe "Augmented Reality makes online shopping an involved process" significantly impacts the trial of Augmented Reality
- For people those who believe "Augmented Reality helps to visualise products/services better" significantly impacts the trial of Augmented Reality
- "Gadget Lovers" significantly impacts the trial of Augmented Reality
- People who "frequently purchase online" significantly impacts the trial of Augmented Reality
- People who give "importance to shopping environment" shows significant impact in purchasing an Augmented Reality advertised product
- "Optimistic people" show significant impact in purchasing an Augmented Reality advertised product
- "Gadget Lovers" significantly impacts purchasing an Augmented Reality advertised product
- 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 Lovers" and "Tech Innovativeness"