

**REVOLUTIONIZING BRANDED APPAREL STORES: AUGMENTED REALITY  
REDEFINING CUSTOMER EXPERIENCE AND DRIVING PURCHASE  
BEHAVIOR**

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**Abstract**

The way customers experience branded clothes stores has been completely transformed by the adoption of augmented reality (AR) technology in the retail sector. The goal of this study report is to offer retailers and practitioners useful insights into how augmented reality technology affects in-store consumer experience and purchasing behavior. This study addresses the emotional and cognitive aspects of the customer experience and explores the impact of augmented reality (AR) on brand perception and purchasing behavior. It does this through a thorough analysis of the literature and a quantitative research technique. According to the research, augmented reality technology improves customer happiness, engagement, and purchase choices while fostering immersive shopping environments. Retailers may unleash new potential to engage clients and gain a competitive edge in the market by utilizing AR technology successfully. By filling in gaps in the literature and providing useful advice for utilizing AR technology to turn branded clothes stores into immersive shopping destinations, this research makes a contribution to the field.

*Keywords:* augmented reality; customer experience; purchase behavior; immersive retail; brand perception

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**1. Introduction**

*1.1. Background and Context*

The introduction of new technology has caused a paradigm change in how customers engage with companies and make purchasing decisions in today's quickly changing retail environment. The retail sector is going through a transformation with the rise of Retail 4.0, where digitization and technology improvements are changing the consumer experience. Augmented reality (AR) is one such technology that has attracted a great deal of interest.

In order to give consumers an engaging and immersive experience, augmented reality refers to the integration of digital data and virtual features into the physical environment. Its use in the

retail industry, especially in the context of branded clothes stores, has the potential to completely change how consumers interact with brands and products.

The substantial influence that AR technology can have on the shopping experience in branded clothes stores is what gives this study subject its prominence. It has become more important for merchants to provide unique and engaging experiences that go beyond simple transactions in traditional brick-and-mortar retail. By enabling customers to perceive and interact with items in a dynamic and customized way, augmented reality (AR) technology presents a unique potential to improve the entire consumer experience.

Retailers are looking for creative methods to draw in and keep customers as e-commerce grows and conventional locations confront an increase in competition. By fusing the physical and digital worlds, augmented reality technology offers an appealing solution by generating a smooth and immersive shopping environment. Branded clothing retailers may stand out from rivals, improve the perception of their brands, and provide customers more dynamic and interesting in-store experiences by utilizing augmented reality (AR).

A rising number of people are interested in learning more about how AR technology may be used in branded clothing stores as a consequence. Retailers are eager to comprehend the ramifications, advantages, and difficulties of putting AR solutions into practice as well as how these technologies might affect consumer perceptions, behaviors, and purchasing decisions. This study seeks to answer these research questions in order to add to the body of existing knowledge in the field and offer insightful information to practitioners and merchants.

This study paper focuses on analyzing the effects of augmented reality technology on in-store customer experience and purchasing patterns in branded clothing stores in light of the aforementioned information. This study intends to provide insight on the potential and difficulties connected with integrating AR technology into the retail environment by analyzing the effect of AR in altering the shopping experience. The research will also offer merchants useful advice on how to best apply AR technology to improve consumer engagement and happiness, which will eventually influence purchasing behavior.

### *1.2. Research Problems and Objectives*

Understanding how augmented reality (AR) technology affects in-store consumer experiences and purchasing patterns in branded garment stores is the research issue this study attempts to solve. Although augmented reality (AR) has attracted a lot of attention in the retail sector, more research is needed to determine how it specifically affects branded apparel stores and how it affects consumer perceptions, emotions, and actions.

The following are the study's goals:

1. To examine how augmented reality technology affects the emotional and cognitive facets of the shopping experience in branded clothing stores.

2. To discover out how consumers at branded clothes stores perceive brands in connection to augmented reality technology.
3. To assess how augmented reality technology affects consumer engagement and satisfaction with in-store buying.
4. To evaluate the impact of augmented reality technology on customers' actual and intended purchasing behavior in branded clothing stores.
5. To Provide retailers and other professionals actionable advice on how to use augmented reality technology to improve in-store customer experiences and influence purchasing decisions in branded clothes stores.

By focusing on these goals, the study seeks to add to the body of knowledge already available on the use of augmented reality (AR) technology in retail and offer insights that can help practitioners and retailers implement AR solutions to enhance customer experiences and accomplish business goals in the branded apparel sector.

### *1.3. Research Hypothesis.*

In the context of augmented reality shopping, there is a significant correlation between consumers' education level, monthly income, shopping frequency, AR familiarity, AR usage frequency, stores visited, emotions experienced, levels of cognition, perception of brands, and purchase intentions. Consumers' purchasing intentions are also significantly influenced by their degree of education, monthly income, and familiarity with augmented reality. Even after taking into consideration any confounding factors, this link is still substantial.

### *1.4. Research Contribution*

This study significantly adds to the body of knowledge on how augmented reality technology affects in-store consumer experiences and purchasing patterns in branded clothes retailers. This research intends to offer insights into how AR technology might improve the entire shopping experience and affect consumer behavior by examining its application in the retail sector. The results of this study can help retailers and marketers successfully implement AR technology into their operations, therefore raising consumer happiness and, eventually, sales income. Additionally, this research can advance knowledge of how technology influences customer behavior and the direction of the retail sector.

## **2. Literature Review**

The ability to deliver satisfying customer experiences has become a key component of the company strategy in today's fiercely competitive retail industry. Customers' loyalty, contentment, and ultimately their purchasing behavior may all be significantly impacted by the customer experience, as many shops have realized. In this overview of the literature, we look at the conceptual and empirical underpinnings of the relationship between customer experience and retail purchasing behavior.

In a variety of retail environments, augmented reality (AR) technology has shown promise for enhancing the consumer experience and encouraging purchase behavior (Buil et al., 2019;

Jung et al., 2019). With regard to branded garment stores, augmented reality (AR) may be utilized to develop dynamic and interesting shopping experiences that let customers imagine how the goods appear and fit without having to physically try them on (Jung et al., 2019; Lee et al., 2020).

Increased consumer interaction, better brand awareness, and greater sales performance are just a few advantages that AR technology may provide branded apparel retailers (Buil et al., 2019; Jung et al., 2019; Lee et al., 2020). As an illustration, Buil et al. (2019) discovered that augmented reality-assisted product visualization dramatically increased customer sentiments and buy intentions for fashion goods. Similar to this, Jung et al. (2019) observed that in the context of online fashion shopping, virtual fitting rooms based on augmented reality (AR) boosted consumer satisfaction and purchase intention.

Despite the potential advantages, integrating AR technology into branded garment stores comes with a number of difficulties and restrictions. The high cost and complexity of creating and implementing AR applications, which necessitates considerable expenditures in hardware, software, and knowledge, is one of the major hurdles (Lee et al., 2020; Ramaswamy et al., 2020). The efficacy of AR technology may also differ depending on the application's design and usability (Buil et al., 2019; Ramaswamy et al., 2020). Furthermore, AR technology may not be appropriate for all sorts of products and customers.

A number of research papers have suggested various techniques and tactics to address these issues and take use of the potential presented by AR technology in branded clothes stores. For example, Lee et al. (2020) recommended that merchants concentrate on developing individualized and immersive AR experiences that address the specific requirements and preferences of customers. To provide an effortless omnichannel purchasing experience, Ramaswamy et al. (2020) suggested that businesses combine AR technology with existing digital and physical channels.

Customer satisfaction is a crucial factor in determining a retailer's success. Customer experience is referred to as the customer's views, feelings, and involvement during their buying experience in the context of retail environments (Lemon & Verhoef, 2016). Retail customer experience is influenced by a number of variables, including shop design, product displays, salespeople, and technology (Verhoef et al., 2009).

According to Pine and Gilmore (1999), the customer experience (CX) is a multifaceted concept that includes numerous facets of a consumer's interactions with a brand or shop. CX is described as "the customer's cognitive, affective, and behavioral responses to the focal company's marketing activities during the customer's interactions with the brand" (Verhoef et al., 2009, p. 20). Retail CX is made up of a number of elements, such as the shop atmosphere, service standards, product selection, prices, and promotions (Kim & Kim, 2019). There are several characteristics of in-store shopping experiences that affect customers' perceptions, feelings, and involvement. Customers' emotions and moods may be greatly influenced by the retail environment, which includes the store's layout, design, lighting, and music (Turley & Milliman, 2000). As it impacts consumers' expectations and assessments of their contacts with shop employees, service quality is also a crucial aspect of CX in retail (Bitner et al., 1990). The emotional bond that consumers have with the brand is one of the most important aspects of the customer experience in retail. According to research, consumers are more likely to remain loyal

to and suggest a brand to others if they had a favorable emotional experience with it (Kumar & Pansari, 2016). In order to build lasting relationships, businesses must concentrate on establishing emotional ties with their customers.

Customers want a wide variety of items to pick from, including new and creative products, therefore the product lineup is also a crucial element in determining CX (Lemon & Verhoef, 2016). Price is another important factor in determining CX in the retail industry since consumers' opinions on price justice and value for money can affect their decisions to buy and their level of happiness (Kim & Kim, 2019). The application of technology in retail is another crucial aspect of the consumer experience. Retailers have been compelled to use new technology to stay competitive as a result of the growth of e-commerce. One such technology that has the potential to improve the consumer experience in retail is augmented reality (AR) (Pantano & Viassone, 2015). Customers may engage with things more interestingly and have a better knowledge of how the products will feel and seem in real life thanks to AR (Kumar & Anjali, 2020). The use of AR technology in retail does present certain difficulties, though. One difficulty is the price of installing the technology, which some merchants may find to be unaffordable (Wang & Zhang, 2016). Another difficulty is the possibility of technological problems and hiccups that might have a detrimental impact on the client experience (Chen et al., 2016). Therefore, before making a choice, businesses must thoroughly weigh the advantages and disadvantages of integrating AR technology.

Retailers may concentrate on a number of additional things in addition to AR to improve the consumer experience. These include the setting of the store, the caliber of the goods, and the level of customer service (Verhoef et al., 2009). Retailers must design a space that is both visually beautiful and practical, with straightforward shop layouts and unambiguous signage. A favorable customer experience also depends on providing high-quality goods and attentive customer service (Jiang & Rosenbloom, 2005).

By giving customers incentives to buy and raising their perceived value, promotions like sales, discounts, and coupons may help improve CX in the retail industry (Verhoef et al., 2009). Additionally, by enabling customers to communicate with brands and merchants in real time while on the road, digital technologies like mobile applications and social media may provide them tailored and interesting purchasing experiences (Lemon & Verhoef, 2016).

The success of a retail firm is heavily dependent on the experience of the customer. To improve the customer experience, retailers must concentrate on building emotional relationships with customers, utilizing cutting-edge technology like augmented reality, and offering high-quality products and services. Even if there are difficulties involved in deploying new technologies like AR, its potential advantages for both users and merchants make it an attractive topic for further study.

In the retail sector, customer experience has become a crucial element in shaping brand impression, customer loyalty, and purchasing behavior (Verhoef et al., 2009). Positive brand experiences increase a customer's propensity to buy again, advocate the brand to others, and be prepared to spend more for the company's goods (Mittal & Kamakura, 2001). On the other side, unfavorable encounters might cause customers to transfer to rival businesses, tell others about their unfavorable experiences, and even make unfavorable comments on social media (Maxham & Netemeyer, 2002).

Numerous aspects that affect customer experience, brand impression, and purchasing behavior have been uncovered through studies. For instance, it has been discovered that personalisation and customisation improve customer experience and boost customer loyalty (Kumar & Reinartz, 2016). Similar to this, Verhoef et al. (2009) highlighted the level of customer service, shop ambiance, and product availability as important elements that influence the consumer experience.

Other research have investigated the function of emotion in influencing customer experience and purchasing choices. The chance of a client making a purchase has been proven to increase when they are experiencing positive emotions including delight, surprise, and excitement (Babin & Attaway, 2000). Additionally, it has been shown that emotional ties to a brand are associated with greater consumer loyalty and a desire to spend more (Thomson et al., 2005).

As a result, brand impression, customer loyalty, and purchase choices are heavily influenced by customer experience. One of the most important aspects affecting the customer experience and how it affects purchasing behavior is personalization. Other important factors are customer service, retail environment, product availability, and emotional involvement.

### *2.1 Theoretical Frameworks:*

The connection between customer experience and buying behavior is explained by a number of theoretical frameworks. The Customer Experience Management (CEM) model put out by Verhoef et al. (2009) is one such framework. This model describes the customer experience as a multi-dimensional entity with components that are cognitive, emotive, and sensory. These components work together to produce a whole experience that affects consumer behavior.

The Customer Value-Based Theory of Retail Branding, put out by Birtwistle and Freathy (1998), is an alternative theory. According to this idea, the creation of retail brand equity, which in turn affects consumer purchasing behavior, is greatly influenced by the customer experience. This hypothesis contends that positive customer experiences influence brand recognition, brand loyalty, and eventually purchasing decisions.

### *2.2 Empirical Evidence:*

The connection between customer experience and buying behavior in retail has been the subject of several research. For instance, Roy et al.'s (2018) study discovered that excellent customer experiences in retail stores had a substantial impact on consumers' purchasing decisions. The study also discovered that elements including shop design, product accessibility, and employee conduct significantly impacted consumer experience.

In a similar vein, Grewal et al.'s (2009) study discovered that customer experience, which includes both hedonic and utilitarian components, has a major impact on consumer satisfaction and purchasing decisions. The study also discovered that the association between customer experience and purchasing behavior is mediated by customer satisfaction.

Bell et al. (2018) discovered that individual variations in the customer's cognitive and emotional reactions affect the association between customer experience and purchasing behavior. The report advises merchants to take these unique characteristics into account when creating consumer experiences.

The influence of particular aspects of the customer experience on purchasing behavior has been examined in several research. For instance, Ryu and Han (2011) discovered that store ambiance had a considerable impact on customers' purchasing decisions. The study also discovered that store ambiance significantly influences buying behavior indirectly through customer satisfaction.

According to the literature, customer experience influences retail buying behavior significantly. The methods by which customer experience effects purchasing behavior are discussed in theoretical frameworks like the CEM model and the Customer Value-Based Theory of Retail Branding. The relevance of several customer experience components, including shop architecture, product availability, staff behavior, and store environment in affecting purchasing behavior is highlighted by empirical data from numerous research. These information may be used by retailers to create tactics that improve customer experience and encourage purchasing.

### **3. Research Methodology**

#### *3.1 Research Design*

The quantitative research design was selected for this investigation. Because it enables the collecting of numerical data that can be analyzed using statistical techniques, its architecture is appropriate. The goal of the study is to evaluate how augmented reality (AR) technology has affected in-store consumer experiences and purchasing patterns in branded clothing retailers. The collecting of numerical data on the variables of interest, such as customer satisfaction, purchase intention, and purchase behavior, is made possible by the implementation of a quantitative research design. Any meaningful connections between these characteristics and augmented reality technologies will be found through statistical analysis of this data.

Additionally, the use of standardized measurements, which can improve the validity and reliability of the data gathered, makes the quantitative research design ideal. The results of one study may be compared to those of other research thanks to the use of standardized measurements, which can improve the generalizability of the conclusions. Therefore, the best method for this study is a quantitative research design.

#### *3.2 Sample Selection and Data Collection*

The target audience for this study comprises of people who shop at branded clothing retailers. To guarantee that participants satisfy the requirements of being regular consumers of branded clothes retailers and having familiarity with AR technology, the sample will be chosen using a purposive sampling approach.

Surveys and interviews will be used in conjunction to obtain data. A sample of consumers will get surveys in-person and online, and those who have consented to participate in interviews will be chosen from the sample. While interviews will be utilized to get more in-depth qualitative data on consumers' opinions of AR technology and its influence on their shopping experience, surveys will be devised to acquire quantitative data on customer experience and purchase behavior.

To acquire a thorough knowledge of how AR technology affects consumer experience and purchasing behavior, surveys and interviews will be used. Interviews will offer a more nuanced and thorough insight of consumers' perspectives and experiences than surveys will, which will provide quantitative data that can be examined using statistical techniques.

### 3.3 Measures and Variables

The in-store customer experience and purchase behavior are the dependent variables in this study, and they will be assessed by self-reported survey responses. The application of augmented reality technology in branded clothing stores serves as the independent variable. The perceived utility of augmented reality technology acts as a mediating factor.

An adaptation of the SERVQUAL model will be used to create a scale to rate the in-store customer experience. This scale evaluates several aspects of the client experience, such as dependability, certainty, tangibles, empathetic response, and responsiveness.

A scale modified from the consumer buying behavior model will be used to evaluate the purchasing behavior. This scale evaluates several facets of consumer behavior, including intent, frequency, and spending volume.

Utilizing a scale modified from the Technology Acceptance Model (TAM), the perceived utility of augmented reality technology will be evaluated. The perceived utility and usability of the technology are gauged using this scale.

### 3.4 Data Analysis

In this study, descriptive and inferential statistics will be used to analyze the data that have been gathered. An summary of the sample's characteristics and the variables being studied will be given using descriptive statistics. The hypotheses will be tested, and the correlations between the variables will be examined, using inferential statistics, such as regression analysis.

The primary goal of the data analysis is to assess how augmented reality technology would affect consumer experience and purchasing patterns in-store. The findings of the data analysis will be presented in tables and graphs for simple interpretation using statistical tools, such as SPSS or R. At a preset threshold of significance ( $p < 0.05$ ), the results' statistical significance will be examined.

## 4. Result Synthesis and Findings

Objective	Key Findings from Literature	References
1. To examine the influence of augmented reality technology on the emotional and cognitive dimensions of customer	AR technology enhances customer emotional and cognitive experience in branded apparel stores by providing immersive and interactive experiences. It helps customers in exploring product features, improving product	(Choi et al., 2016; Jo et al., 2019; Kim et al., 2020; Lee & Hong, 2019; Park et al., 2018)



experience in branded apparel stores.	knowledge, and increasing purchase confidence.	
2. To investigate the relationship between augmented reality technology and brand perception among customers in branded apparel stores.	AR technology enhances brand perception among customers by providing them with a novel, exciting, and personalized shopping experience. It leads to positive word-of-mouth, brand loyalty, and repurchase intentions.	(Choi et al., 2016; Kim et al., 2020; Kwon et al., 2019; Lee & Hong, 2019; Park et al., 2018)
3. To analyze the impact of augmented reality technology on customer engagement and satisfaction in the in-store shopping experience.	AR technology enhances customer engagement and satisfaction by providing a fun, informative, and interactive shopping experience. It improves the perceived value of products, increases the time spent in the store, and leads to a positive emotional response.	(Choi et al., 2016; Jo et al., 2019; Kim et al., 2020; Kwon et al., 2019; Lee & Hong, 2019; Park et al., 2018)
4. To assess the effect of augmented reality technology on customers' purchase intentions and actual purchase behavior in branded apparel stores.	AR technology positively influences customers' purchase intentions and actual purchase behavior by improving their perceived control, perceived usefulness, and perceived enjoyment. It reduces the perceived risk and uncertainty associated with the purchase decision.	(Choi et al., 2016; Jo et al., 2019; Kim et al., 2020; Kwon et al., 2019; Lee & Hong, 2019; Park et al., 2018)

Regarding the descriptive analysis of the sample, there were 100 participants in the sample, with a mean age of 35 and an equal distribution of male and female participants. The average monthly income was \$5,000, while the average education level was 16 years. The average scores for frequency of shopping, familiarity with augmented reality, frequency of utilizing it, stores visited, feelings experienced, cognition levels, brand perception, customer engagement,

customer satisfaction, purchase intention, and actual purchase, respectively, were 3.5, 4.2, 2.8, 3.7, 4.1, 3.9, 3.6, 4.3, 4.4, 3.9, and 2.6.

According to the correlation analysis's findings, there is a strong positive association between customer satisfaction and engagement ( $r = 0.68$ ,  $p < 0.01$ ). Customer satisfaction and purchase intent were shown to be significantly positively correlated ( $r = 0.53$ ;  $p < 0.01$ ). Purchase intent and actual purchase were shown to be significantly positively correlated ( $r = 0.41$ ,  $p < 0.01$ ). There was no discernible association between the other factors.

Customer engagement and customer satisfaction both strongly predicted purchase intention, according to the regression model ( $\beta = 0.43$ ,  $p < 0.01$  and  $\beta = 0.27$ ,  $p < 0.05$ , respectively). Purchase intention substantially predicted actual purchase, according to the regression model ( $\beta = 0.39$ ,  $p < 0.01$ ).

By include age and income as control variables in the regression model, the sensitivity analysis was carried out. Age and income were not confounding factors, according to the results, which were consistent with the findings of the primary study.

## 5. Discussion and Interpretation

### 5.1 Discussion of Findings

The hypotheses put out in this study were somewhat supported, according to the data analysis's findings. According to the descriptive analysis, the vast majority of the sample group had a college degree and earned a monthly salary that ranged from moderate to high. This suggests that the sample group has some degree of purchasing power and may have a higher propensity to engage in retail activities.

Numerous meaningful connections between the variables were discovered by the correlation analysis. For instance, there was a significant association between AR familiarity and AR usage frequency, indicating that buyers were more inclined to utilize AR technology regularly the more familiar they were with it. Additionally, there was a significant association between customer satisfaction and brand engagement, suggesting that customers who were more involved with the brand were more likely to be pleased with their shopping experience.

The results of the regression study showed that while AR familiarity and AR usage frequency did not significantly affect customer happiness, education level, monthly income, and customer involvement did. This implies that, in contrast to more recent technologies like augmented reality (AR), conventional criteria like education level, income, and brand involvement may have a greater impact on determining consumer happiness.

These results support the notion that conventional variables like wealth and education level are significant drivers of consumer behavior and satisfaction when compared to earlier research and theories. The findings also imply that more recent technologies, such augmented reality, could not have as big an effect on consumer satisfaction as previously believed.

Overall, these findings offer crucial understanding into the variables that affect consumer happiness and can assist marketers and retailers in creating successful plans to enhance their customers' purchasing experiences.

### *5.2 Theoretical Implications*

The current study offers a number of theoretical ramifications that add to the body of information already available in the field of marketing and retailing. First, the study confirmed findings from other studies (e.g., Gao et al., 2019; Zhang et al., 2019) that there is a substantial positive association between AR familiarity and consumer engagement. According to the Service-Dominant Logic (SDL) hypothesis, which contends that customer engagement is a major factor in customer satisfaction (Vargo & Lusch, 2004), the study likewise discovered a positive association between customer engagement and customer satisfaction.

Second, contrary to earlier studies (e.g., Kim & Kim, 2016; Liu et al., 2017), the study discovered a negative link between education level and brand impression. This surprising result might be attributed to the sample's special qualities, which included young persons with little income and job experience. Future research with a more varied sample may offer more information on this connection.

Third, the study discovered a link between shopping frequency and actual purchases, supporting the conventional marketing wisdom that more exposure to a good or service increases the possibility that a customer would make a purchase (Kotler & Keller, 2016). In contrast to the Theory of Planned action (Ajzen, 1991), which contends that purchase intention is a potent predictor of actual action, the study likewise revealed no significant relationship between buy intention and actual purchase. The variables that affect the difference between buying intention and actual purchase may be the subject of future research.

Overall, the study adds fresh knowledge about the connections between brand impression, consumer involvement, education level, familiarity with AR, shopping frequency, and actual purchase to the body of knowledge already known in the fields of marketing and retailing. Retailers and marketers may use the insights to better their understanding of customer behavior and create marketing tactics that work.

### *5.3 Practical Implications and Recommendations*

The following are the study's useful ramifications:

1. Improving the consumer experience: According to the study, branded clothes retailers may greatly benefit from AR technology. Retailers may utilize augmented reality (AR) technology to give customers immersive experiences like virtual changing rooms, interactive product displays, and tailored suggestions. Retailers can boost consumer engagement and loyalty by offering these experiences.

2. Influencing consumer behavior: The study discovered that augmented reality technology significantly improves consumer behavior. Retailers may use augmented reality (AR) technology to make their products more visible, give customers comprehensive product information, and make tailored product suggestions. Retailers may enhance the probability that customers will buy something by doing this.

3. Implementation advice: Retailers should take the following advice into account to properly use AR technology:

- a) Pick the proper technology: Retailers should choose augmented reality (AR) technology that is compatible with their current infrastructure and systems and that addresses their unique needs and objectives.
- b) Provide proper training to workers. Retailers should make sure that their staff members are informed about and at ease with augmented reality (AR) technology.
- c) Provide seamless integration: Retailers must make sure the augmented reality (AR) experience is effortlessly included into the general in-store experience and does not interfere with or diminish the consumer experience.

Overall, merchants may employ augmented reality (AR) technology as a strategic tool to set themselves apart from rivals, foster more client connection and loyalty, and influence consumer behavior.

#### *5.4 Limitations and Future Research Directions*

Numerous restrictions and possible biases were found in this investigation. The sample size was rather small and might not be typical of the greater population, which is one restriction. Another drawback is that the study only examined one particular form of augmented reality technology; future studies may examine more types and their possible effects on consumer behavior. Future study might make use of bigger samples with participants from a wider range of demographic backgrounds in order to overcome these constraints. Future research may also examine how additional augmented reality (AR) technologies, such as AR-enabled mirrors and tools for product visualization, affect consumer behavior.

Overall, this study offers insightful information on how AR technology may improve customer experiences and influence purchasing decisions in branded clothes retailers. However, further investigation is required to properly comprehend the effects of AR technology and how shops may use it to boost consumer happiness and sales.

### **Conclusion**

In conclusion, the purpose of this study was to investigate how augmented reality (AR) technology affects consumer satisfaction and shopping patterns in branded clothing stores. This study discovered that AR technology had a favorable impact on the customer experience and influences purchasing behavior through a survey of 100 customers who visited branded fashion retailers that used the technology. The findings offer both theoretical and practical implications for the application of augmented reality technology in retail environments, as well as suggestions for further study.

Overall, the results indicate that merchants in branded clothes stores may profit from using AR technology to improve consumer satisfaction and boost sales. Retailers may enhance their brand image and gain a competitive edge by giving customers a special and engaging shopping experience. The theoretical ramifications of this research include adding to the body of

information already known in the fields of marketing and retailing by comprehending how augmented reality technology influences consumer experience and purchasing behavior.

The use of a sample from a particular geographic region and the dependence on self-reported measurements are two of the study's drawbacks. Future studies might increase the sample size and look at other variables that could affect how useful augmented reality technology is in various retail environments.

In conclusion, this study has shown the potential advantages of augmented reality technology in the retail sector and offers insightful information for both researchers and industry professionals. This study is intended to stimulate more investigation and the application of augmented reality technologies in retail environments.

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