


# Chapter 15 Modernizing Customer Experience Through Augmented– Virtual Reality in Emerging Markets: Sensible Selling Towards Transforming Neuromarketing

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## **ABSTRACT**

*The retail sector is experiencing a significant transformation through the integration of augmented reality (AR) and virtual reality (VR) technologies. The convergence of AR and VR is driving a substantial change in the dynamic and ever-evolving retail business. This integration is ushering in a new era of immersive and personalized shopping experiences, fundamentally altering how consumers engage with products and environments. Through AR applications, customers can effortlessly use their*

DOI: 10.4018/979-8-3693-4236-7.ch015

*smartphones to locate items, receive real-time promotions, and gain additional information about them. Augmented reality enables a virtual try-on experience, allowing buyers to visualize products in a virtual setting. This chapter explores the various applications, challenges and potential implications of AR and VR in the retail sector, highlighting the substantial transformations these technologies bring to the industry. Augmented reality is revolutionizing in-store navigation, providing consumers with an engaging and user-friendly navigational experience.*

## **Introduction**

The blending of augmented reality (AR) and virtual reality (VR) with the customer experience landscape has eliminated the boundaries between online and offline buying and created a plethora of opportunities to reach previously unheard-of levels of consumer happiness (Singha & Singha, 2024). The retail sector is experiencing a significant transformation through the integration of Augmented Reality (AR) and Virtual Reality (VR) technologies. The current retail landscape is undergoing a profound shift due to the incorporation of AR and VR technologies. The convergence of AR and VR is driving a substantial change in the dynamic and ever-evolving retail business. This integration is ushering in a new era of immersive and personalized shopping experiences, fundamentally altering how consumers engage with products and environments. Even though conventional retail has rebounded since the pandemic, a sizable percentage of consumers still choose to purchase online via e-commerce sites (Abrokwah-Larbi, 2024).

Through AR applications, customers can effortlessly use their smartphones to locate items, receive real-time promotions, and gain additional information about them. Augmented reality enables a virtual try-on experience, allowing buyers to visualize products in a virtual setting. Realistic AR simulations enable customers to virtually try on items and arrange furniture in their living spaces, enabling more informed purchasing decisions. The use of augmented reality has empowered retailers to offer highly tailored product recommendations. As a result, businesses in the e-commerce space that use technology innovations like augmented reality (AR) to enhance the user experience have been successful in drawing in new customers (Caboni & Hagberg, 2019). Before making a purchase, consumers may use Augmented Reality (AR) to see things in their real-world environments and get a virtual preview of ownership and use (Yang et al., 2024). From the seller's point of view, augmented reality (AR) is a novel way to communicate with customers by giving them individualized 3D product experiences and a contactless interface that allows them to interact with things in real time (Xue, 2022). Through realistic modeling

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