


# Chapter 8

## Role of Virtual Reality in Enhancing Customer Experience

**Akanksha Singh**


 <https://orcid.org/0009-0006-9813-3419>

*University School of Business, Chandigarh University, India*

**Swati Kumari**


*University School of Business, Chandigarh University, India*

**Bhanupriya Khatri**

 <https://orcid.org/0000-0002-4130-6271>

*University School of Business, Chandigarh University, India*

**Shad Ahmad Khan**

 <https://orcid.org/0000-0001-7593-3487>

*College of Business, University of Buraimi, Oman*

### ABSTRACT

*Virtual reality (VR) is transforming the landscape of online shopping by offering immersive and interactive experiences that closely replicate in-store environments. This study investigates the role of VR in enhancing customer experience in e-commerce through key factors such as immersiveness, personalization and customization, perceived enjoyment and engagement, and trust and security. Using a quantitative approach, data was collected via a structured survey from users with prior VR shopping experiences. Findings reveal that all four constructs have a significant and positive impact on online customer shopping experience, with perceived enjoyment*

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*and engagement showing the strongest influence. This research contributes to both academic literature and practical applications by highlighting how VR can improve consumer satisfaction, trust, and decision-making in digital retail environments.*

## **INTRODUCTION**

In the evolving landscape of digital commerce, Virtual Reality (VR) is emerging as a powerful tool that transforms traditional online shopping into immersive, engaging, and personalized customer experiences. The concept of Virtual-shopping-experience stores, aims mainly to reduce unnecessary offline shopping trips by enhancing online shopping through VR technology. It explores the use of bi-level programming models and genetic algorithms for optimizing the location and VR device selection for these stores to maximize social welfare and to minimize car trips. (S. Wang & Wu, 2023). The rise in online shopping highlights the challenge of apparel fitting, which hampers consumer confidence. A virtual dressing room technology could significantly enhance the online shopping experience by allowing customers to visualize how clothes would fit by boosting both sales and market reach. (Srinivasan & Vivek, 2017) (Khan et al., 2019).

Then, there arises a question that how awareness of social responsibility in the apparel industry influences Gen Z's purchase intentions, with AR/VR usage as a moderating factor. Findings have suggested that Gen z is open to using AR/VR in shopping, especially if they gain more experience with these technologies. The potential of these tools enhances shopping experiences while promoting social responsibility concerns. (Wenzel & Copeland, 2022).The perceptions of online shopping adopters and non-adopters, focuses on demographics, expectations, and challenges. This offers insights into consumer behaviour and factors influencing buying decisions, with implementations for enhancing e-commerce strategies (Teo, 2006) (Naim et al., 2024).

The evolution of online retailing has significantly helped in increasing revenue, yet it still lacks the immersive engagement of brick-and-mortar stores. The enhancing e-commerce and m-commerce platforms with interactive features can improve customer satisfaction and bridge the gap between online and offline retail experiences. (Swilley, 2016). The growing role of VR technology has enhanced customer shopping experiences, particularly in online clothing stores. This paper basically builds the foundations by examining the specific sensory applications of VR and their influence on consumer behaviour and sales performance in virtual shopping environment. (Lai & Lee, 2020)

The use of VR and AR technologies is used in enhancement of online apparel shopping by allowing users to virtually try on garments, that aims to reduce product-

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