E-COMMERCE APPLICATION USING AUGMENTED REALITY TECHNOLOGY AS A REAL PRODUCT PICTURE

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ABSTRACT

Augmented Reality (AR) technology has transformed the way consumers engage with products online. This innovative technology addresses the standard uncertainties regarding the size, color, and fit of products. With the AR feature, users can virtually try on a wide range of items, including clothing, furniture, and accessories, thereby enhancing the decision-making process. This study aims to evaluate the effectiveness of AR technology in E-Commerce applications on user experience. The research methodology includes a survey of users who have utilized the AR feature in E-Commerce applications, along with a qualitative analysis of their responses. The findings indicate that implementing AR significantly enhances user satisfaction, reduces product return rates, and increases purchase intentions. These results underscore the importance for E-Commerce application developers to integrate AR technology in order to provide a more immersive and personalized shopping experience for consumers.

Keywords*: Augmented Reality (AR), E-Commerce, Survey, Shopping.*