Impact of AR/VR in Experiential Marketing – A Study on Style Trio (Ajio, Purple, Zudio)

Dr. J. NITHYA, M.Com., M.Phil., M.B.A., Ph.D.

Professor, Commerce in Business Process Services, Dr. N.G.P. Arts and Science College, Coimbatore, India.

Ms. OVIYA S, Student, Department of B.COM (BPS), Dr. N.G.P. Arts and Science College.

ABSTRACT

Augmented Reality (AR) and Virtual Reality (VR) are innovative digital technologies that are reshaping experiential marketing in the fashion and beauty retail industry. In the modern competitive environment, consumers prefer interactive, personalized, and immersive shopping experiences rather than traditional promotional methods. AR enables customers to visualize products in real-time by overlaying digital elements onto their physical environment, while VR creates immersive virtual environments that simulate real shopping experiences. These technologies reduce purchase uncertainty, enhance engagement, and strengthen emotional connections between customers and brands. Brands such as AJIO, PURPLE, and ZUDIO have adopted AR and VR as part of their experiential marketing strategies to improve customer interaction and satisfaction. By conducting a comprehensive analysis of customer perceptions, this study examines the effectiveness of AR/VR-based virtual try-ons, personalized recommendations, and immersive storytelling in influencing purchase intention and brand perception. The research aims to evaluate whether immersive technologies significantly contribute to customer engagement, satisfaction, and long-term brand loyalty in the evolving retail ecosystem.

Keywords: Augmented Reality (AR), Virtual Reality (VR), Experiential Marketing, Customer Engagement, Personalization, Virtual Try-On, AJIO, PURPLE, ZUDIO.

1.1 INTRODUCTION

Augmented Reality (AR) and Virtual Reality (VR) are emerging technologies that play a crucial role in transforming modern marketing practices. Experiential marketing focuses on creating meaningful and memorable experiences that engage customers emotionally, cognitively, and behaviourally. In the fashion and beauty retail sector, customer expectations have evolved due to digital transformation and the rapid growth of e-commerce platforms. AR integrates digital elements such as images, animations, and product information into the real-world environment through smartphones or other smart devices. VR, on the other hand, provides a fully immersive simulated environment that allows customers to experience products or store settings virtually. These technologies help overcome limitations of online shopping, such as the inability to physically try products, by offering virtual product trials and interactive engagement. The increasing adoption of AR and VR by fashion and beauty brands highlights the growing importance of immersive technologies in experiential marketing. By enhancing visualization, personalization, and emotional engagement, AR and VR contribute to improved customer satisfaction and purchase confidence. This study analyses the impact of AR and VR in experiential marketing with special reference to AJIO, PURPLE, and ZUDIO, and examines how these technologies influence customer engagement, satisfaction, and buying behaviour.

1.2 SCOPE OF THE STUDY

This study focuses on analysing the role of AR and VR in experiential marketing within the fashion and beauty retail sector. It evaluates how immersive technologies influence customer engagement, personalization, emotional connection, and purchase intention. The research is limited to customers who have experienced or are aware of AR/VR features offered by AJIO, PURPLE, and ZUDIO. The study emphasizes consumer perception rather than technical development or cost analysis of AR/VR systems. It seeks to understand the effectiveness of virtual try-ons, immersive storytelling, and personalized recommendations in enhancing the shopping experience. By examining these factors, the research aims

to provide insights into how AR and VR contribute to marketing innovation and competitive advantage in the retail industry.

1.3 OBJECTIVES OF THE STUDY

- ❖ To analyse how AR and VR enhance customer engagement through interactive brand experiences.
- ❖ To examine the role of AR/VR in enabling virtual product trials before purchase decisions.
- ❖ To evaluate the effectiveness of personalized AR/VR experiences in influencing customer satisfaction.

1.4 LITERATURE REVIEW

Hilken et al. (2017) examined the influence of augmented reality on consumer engagement in retail marketing. The study found that AR enhances product understanding, reduces perceived risk, and increases purchase intention through immersive visualization. **Javornik (2018)** studied AR as an experiential marketing tool and concluded that AR improves customer engagement, emotional response, and brand trust, making marketing communication more interactive and memorable. **Flavián et al. (2019)** analyzed the impact of virtual reality on customer experience and highlighted that VR creates immersive environments that improve brand attitude, satisfaction, and purchase intention. **Pantano and Servidio (2019)** focused on consumer acceptance of VR in retail marketing and found that VR enhances enjoyment, curiosity, and positive brand perception, especially in fashion retail. **Dwivedi et al. (2020)** reviewed emerging technologies in marketing and emphasized that AR and VR significantly reshape customer experiences by strengthening emotional engagement and brand loyalty.

1.5 RESEARCH METHODOLOGY

The research methodology adopted for this study is descriptive in nature. Both primary and secondary data are used for analysis.

Primary data is collected through structured questionnaires distributed to customers of AJIO, PURPLE, and ZUDIO who have experienced AR/VR features. The questionnaire focuses on customer engagement, virtual try-on experience, personalization, emotional connection, and satisfaction levels.

Secondary data is collected from research articles, journals, company websites, and online sources related to AR/VR and experiential marketing.

The statistical tools used for data analysis include:

✅ Percentage Analysis – To analyse respondent distribution.

✅ Chi-Square Test – To examine relationships between demographic variables and AR/VR perception.

✅ ANOVA – To compare mean differences among variables related to engagement and satisfaction.

1.6 ANALYSIS AND INTERPRETATIONS

AGE OF THE RESPONDENTS		
AGE	NO. OF RESPONDENT	PERCENTAGE
18–25	56	45.9
26–35	39	32.0
36 AND ABOVE	15	12.3
BELOW 18	12	9.8
Total	**122**	**100.0**
GENDER OF THE RESPONDENTS		
OPTIONS	NO. OF RESPONDENT	PERCENTAGE
FEMALE	67	54.9
MALE	55	45.1

TOTAL	122	100.0
OCCUPATION OF THE RESPONDENTS		
OPTIONS	NO. OF RESPONDENT	PERCENTAGE
DIPLOMA	16	13.1
POSTGRADUATE DEGREE	38	31.1
SCHOOL LEVEL	14	11.5
UNDERGRADUATE DEGREE	54	44.3
TOTAL	122	100.0

INTERPRETATION

1. AGE OF THE RESPONDENTS

From the table it can be inferred that, 45.9% of the respondents are between 18–25 years, 32.0% of the respondents are between 26–35 years, 12.3% of the respondents are 36 and above, and 9.8% of the respondents are below 18 years.
 Most 45.9% of the respondents belong to the 18–25 years age group.

2. GENDER OF THE RESPONDENTS

From the table it can be inferred that, 54.9% of the respondents are female and 45.1% of the respondents are male.
 Most 54.9% of the respondents are female.

3. OCCUPATION OF THE RESPONDENTS

From the table it can be inferred that, 13.1% of the respondents have completed diploma, 31.1% of the respondents are post-graduate degree holders, 11.5% of the respondents have completed school level education, and 44.3% of the respondents are undergraduate degree holders.
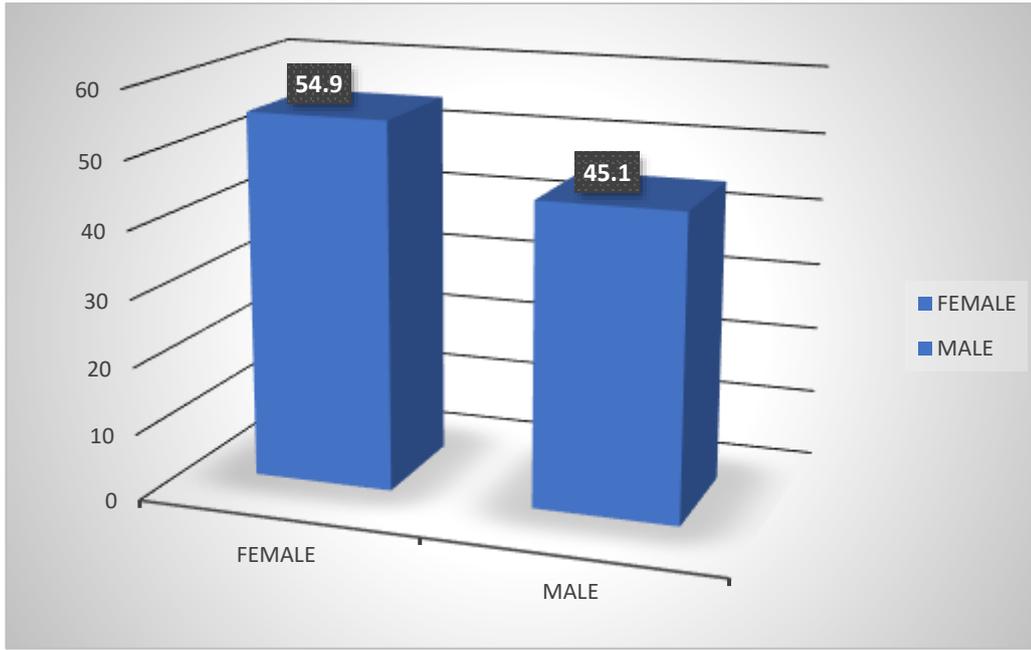 Most 44.3% of the respondents are undergraduate degree holders.
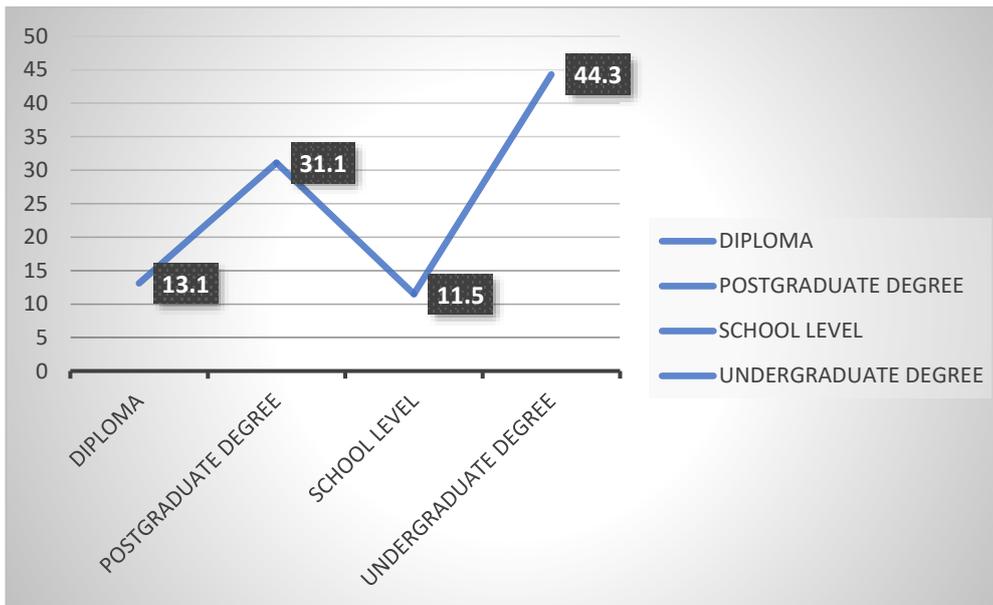
CHART

1. AGE OF THE RESPONDENTS
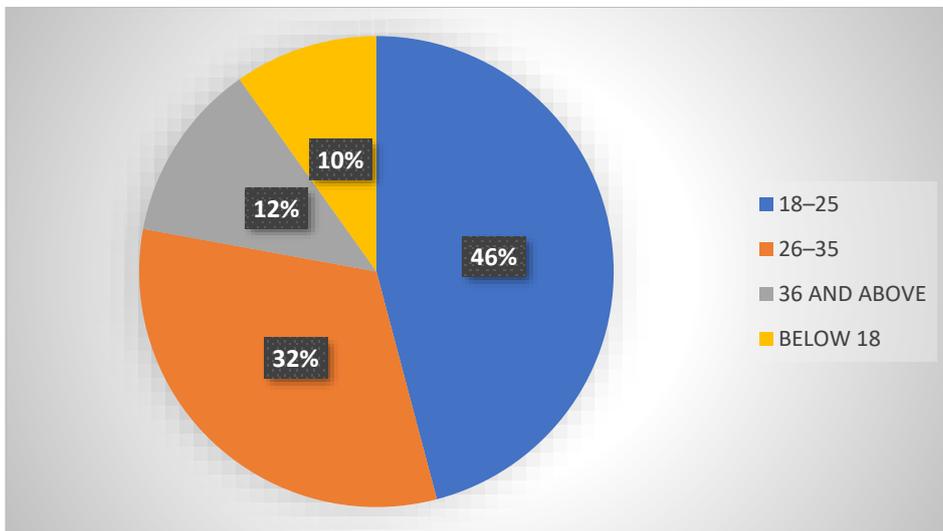
2. GENDER OF THE RESPONDENTS

3. OCCUPATION OF THE RESPONDENTS

ONE - WAY ANOVA

PARTICULARS		N	Mean	SD	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
AGE& OVERALL EFFECTIVENESS OF REGIONAL LANGUAGE ADS	1	30	2.33	1.061	.194	1.94	2.73	1	4
	2	46	2.74	1.084	.160	2.42	3.06	1	4
	3	38	2.58	1.030	.167	2.24	2.92	1	4
	4	12	3.17	.937	.271	2.57	3.76	1	4
	Total	126	2.63	1.063	.095	2.45	2.82	1	4

PARTICULARS		Sum of Squares	df	Mean Square	F	Sig.
AGE & OVERALL EFFECTIVENESS OF REGIONAL LANGUAGE ADS EFFECTIVENESS OF REGIONAL LANGUAGE ADS	Between Groups	6.740	3	2.247	2.038	.112
	Within Groups	134.466	122	1.102		
	Total	141.206	125			

INTERPRETATION

The analysis shows that the mean scores for the overall effectiveness of regional language advertisements range from 2.33 to 3.17 across different age groups, indicating slight variation in perception. The standard deviation values between 0.937 and 1.084 reflect a moderate level of variability within each group. The 95% confidence interval for the overall mean effectiveness score lies between 2.45 and 2.82. The One-Way ANOVA result reveals an F value of 2.038 with a significance level of 0.112, which is greater than 0.05. Therefore, there is no statistically significant difference among age groups, and the null hypothesis is accepted.

1.7 CONCLUSION

The study concludes that AR/VR-based experiential marketing positively influences customer engagement, emotional connection, satisfaction, and purchase intention. However, the effectiveness of these technologies depends on user-friendly design, accessibility, and personalization quality. Retailers should focus on improving interface simplicity, technological reliability, and immersive content to maximize marketing impact. Overall, AR and VR have the potential to redefine customer experiences and serve as strategic tools for competitive advantage in the evolving retail landscape.

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WEBSITE

https://www.ajio.com
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