
Impact of Augmented Reality on Website Quality and Purchase Intention.

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Extended Abstract

The Covid-19 pandemic has unleashed the growing need of the market where almost all the organizations are expected to be staged online. The competition is rapidly getting fiercer and the e-commerce industry has witnessed a rush in the new entrants. As per the IBEF report (2021), Indian e-commerce has changed the way people do business. From US\$ 38.5 billion in 2017, the Indian e-commerce market is projected to expand to US\$ 200 billion by 2026. A rise in internet and mobile penetration has sparked much of the industry's growth. The number of internet connections in India increased significantly to 760 million by August 2020, owing to the government's efforts. The strengthening aspect of this industry is highly governed by their website quality and the experience customers are gaining while using the website. According to Mihai (2020), High-quality websites have the potential to produce excellent results for a relatively inexpensive investment. This material includes clarifications of products and enterprises, business locals, pictures, photos, and blog entries. Moreover, the nature of the website will likewise evaluate the prominence of the site as they visit your site considering specific purposes. The quality and meaning of the substance conveyed will choose whether the customers are remaining or leaving during each visit. In his research, Jauhari et al. (2019) have explained various measures for website quality. Usability is a core part of website design such as appearance, ease of use, navigation, etc. The quality of information is the quality of the content of the website and the quality of interaction i.e., how frequently the website is responding to the customer queries.

In comparatively less time, a consumer decides whether he/she wants to make a purchase from the website or not. The first interaction between consumer and company is via website homepage design. The consumer will leave the website if they did not like the design. A high-quality website increases the willingness of a user to continue with the same and increases the satisfaction of the consumer as well. Therefore, increasing the sale of a company.

If a website fails to create consumer loyalty, then there is a minimal chance that consumers will buy back the product or service in the future.

It has been observed by Abrar (2018) that augmented reality highly affects consumer brand engagement and purchase intention providing that the customers know how to use the social media application. Security and personalization are very important for online shopping. System quality and information quality are most important in user satisfaction (Kim and Lim, 2001, Noronha & Rao, 2017). Information quality can be measured using information relevance and completeness of the information. Initially, a customer visits the website as an information seeker, and then, if he finds the relevant product, he purchases it.

Augmented Reality technology is “a technology that combines visual objects or virtual world into the real-world view in real-time” (Khan, 2019; Dorfmueller-Ulhaas and Schmalstieg, 2001). Perceived usefulness refers to “the degree to which a person believes that using a particular system would enhance his or her activity” (Khan, 2019; Davis, 1989). It has the potential to alleviate customer anxiety. Since a growing number of brands are using AR as a marketing tool to increase their market size, brands have already discovered the advantages of AR in online shopping. When shopping on the web, customers usually depend on depictions and photographs given on the website. They do this because of a lack of tangibility i.e., they can't touch and feel the product. One study found that consumers did not complete online purchases due to the intangibility of the purchase (Cho, 2004). Some consumers have to satisfy certain sensory needs such as touch, taste, or smell, before making a purchase decision.

While e-commerce has made it easier for customers to shop online, their biggest challenge is delivering products in real-time, as if they were purchased in stores. This would reduce customer frustration, product returns, and poor e-commerce scores and feedback (Leonard et.al. 2019). Augmented reality allows an organization to enhance the experience of consumers

similar to the physical world. Although augmented reality is not a recent phenomenon, marketers still have no idea what kind of effect the use of AR in their website has on consumer behavior.

The purpose of this study is to examine the impact of the integration of Augmented reality on the consumer online purchase intention. Also, how the website quality variable such as information quality, service quality, and system quality get influence in the presence of Augmented reality.

To analyze the constructed hypotheses, the study focused on online survey strategy through convenience data sampling technique. Keeping the purpose of the study in view, the population was carefully selected. The target population for the study was online buyers. Data was collected from students, professionals, and business people. In order to understand whether a website with an AR element influences consumer online purchase intention or not. During the test, two websites were chosen lenskart.com (With AR) and Coolwinks.com (without AR). A survey was distributed in which participants were randomly asked to go through one of the websites. The participants with AR conditions also had to try the Lenskart AR feature and upload their screenshots while trying glasses. After, the visual materials participants answered statements that measured Information quality, Service quality, system quality, and online purchase intention. The questionnaire was distributed among 299 respondents out of which 288 were in useable form with a response rate of 96%.

The findings of the study suggest that the Augmented Reality does not have an impact on Information Quality and Service Quality but significantly influence the System quality and consumer's online purchase intention. This study primarily provides a comparison between the consumer's online purchase intention between the website with/without the AR feature. Also, it shows that Augmented Reality positively influence the System quality. This provides viable

implications for the e-commerce companies to focus on their System quality and inclination towards creating an impact on the consumer mind in the very first look of the website by integrating Augmented Reality and thereby increasing consumer's purchase intention. These results indicate that augmented reality help in creating an engaging online shopping experience.

Keywords: Website Quality, Augmented Reality, Online Purchase Intention, E-commerce

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