



# “To study the Role of Augmented Reality on Product marketing”

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**Abstract:** The rapid adoption of Augmented Reality (AR) has transformed modern marketing strategies, offering immersive and interactive experiences that reshape consumer decision-making. This study aims to analyze the impact of AR on product marketing with a specific focus on Lenskart, a leading eyewear company in India. The research investigates how AR tools, particularly the “3D Virtual Try-On” feature, influence customer engagement, purchase confidence, and brand positioning.

The study employs both qualitative and quantitative methods, including customer surveys, comparative analysis of traditional versus AR-enabled marketing, and statistical tools to measure changes in consumer behavior and sales performance. Secondary data has been collected from industry reports, company publications, and academic literature, while primary data includes customer feedback and usage patterns of AR applications.

The findings indicate that AR significantly enhances customer experience by reducing purchase hesitation, lowering product return rates, and strengthening brand differentiation in a competitive market. Furthermore, the integration of AR in Lenskart’s marketing strategy demonstrates how technology-driven innovation can create sustainable value for both consumers and businesses.

This research contributes to a deeper understanding of how emerging technologies like AR reshape marketing dynamics, offering valuable insights for marketers, policymakers, and businesses seeking to leverage immersive tools for improved customer engagement and risk management in digital commerce.

## INTRODUCTION

Marketing in the digital era is increasingly shaped by technological innovations that enhance customer experience and engagement. Among these, Augmented Reality (AR) has emerged as a transformative tool, enabling brands to create immersive and interactive product experiences. By bridging the gap between physical and digital shopping, AR allows consumers to visualize products in real time, thereby reducing uncertainty and improving purchase confidence.

The eyewear industry, traditionally challenged by issues of product trial and customer hesitation, has witnessed significant change through AR adoption. Lenskart, one of India’s leading eyewear companies, has integrated AR technology into its marketing strategy through features such as the “3D Virtual Try-On”, enabling customers to digitally test frames before purchase. This innovation not only enhances convenience but also strengthens brand differentiation in a competitive marketplace.

### Significance of the Study

The insights derived from this study are expected to provide valuable guidance for marketers, businesses, and researchers in understanding the potential of Augmented Reality as a strategic tool for enhancing customer engagement, strengthening purchase confidence, and driving innovation in product marketing. By analyzing Lenskart’s AR initiatives, the research highlights how immersive technologies can reshape consumer behavior, reduce risk in online shopping, and establish competitive differentiation in the digital marketplace.

### Importance of the study

1. Shows AR’s role in boosting customer engagement.
2. Explains shift from traditional to immersive marketing.
3. Helps reduce hesitation and product returns.
4. Strengthens brand differentiation in eyewear market.
5. Guides policymakers in promoting digital innovation.
6. Beneficial for corporate decision-making regarding financing and valuation.



7. Contributes to academic research on financial market behavior during crises.

**Objectives of the Study**

- 1.To examine impact of AR on customer engagement.
- 2.To study AR's role in Lenskart marketing.
- 3.To compare traditional vs AR-enabled marketing.
- 4.To assess AR's effect on brand image and sales.

**LITERATURE REVIEW**

Existing studies highlight that Augmented Reality (AR) has become a powerful tool in modern marketing, reshaping consumer experiences and purchase behavior. Researchers such as Poushneh & Vasquez-Parraga (2017) and Huang & Liao (2021) found that AR enhances customer engagement by providing interactive product visualization and reducing uncertainty in online shopping. Studies in the Journal of Retailing and Consumer Services (2022) emphasize that AR applications improve purchase confidence and lower product return rates. Other works (Hilken et al., 2020; Javornik, 2016) underline AR's role in strengthening brand differentiation and creating immersive customer journeys. Recent industry-focused studies (PwC Report, 2023; Deloitte Insights, 2022) further indicate that AR adoption in retail leads to higher customer satisfaction and competitive advantage.

**RESEARCH DESIGN**

The study titled "A Study on the Role of Augmented Reality in Product Marketing – A Case Study on Lenskart" is analytical and descriptive, focusing on the impact of AR technology on consumer engagement and marketing effectiveness. It uses both primary and secondary data. Primary data is collected through customer surveys and feedback on the usage of Lenskart's 3D Virtual Try-On feature, while secondary data is obtained from company reports, industry publications, and academic studies. Sample Collection:

**Data Collection:**

The data for this study is collected from secondary sources, ensuring reliability and accuracy. Daily closing prices of selected stock indices, such as the NIFTY 50 and the SENSEX, are obtained from recognized platforms including the National Stock Exchange of India, the Bombay Stock Exchange, and financial websites like Yahoo Finance. The data covers both pre-COVID and post-COVID periods, enabling a comparative analysis of market volatility.

**Design of Questionnaire:**

A well-structured questionnaire has been designed to collect relevant and meaningful data from respondents. It is organized in a systematic manner to capture customer perceptions regarding the use of Augmented Reality (AR) in eyewear shopping at Lenskart. The questionnaire consists of close-ended questions, including multiple-choice and Likert scale items, to ensure ease of response and facilitate quantitative analysis.

**POPULATION AND SAMPLE OF RESPONDENTS****Data Analysis Method:**

Descriptive statistics such as percentages, mean scores, and frequency distributions are applied to assess customer perceptions and satisfaction levels. Further, inferential statistical tools such as the Chi-Square test and correlation analysis are employed to examine whether AR adoption has a significant effect on customer engagement, purchase confidence, and sales performance compared to traditional marketing methods. Statistical Tools and Techniques The analysis is carried out using software such as MS Excel, SPSS, or similar.

**Scope of the Study:**

The scope of this study is focused on analyzing the role of Augmented Reality (AR) in enhancing product marketing strategies at Lenskart. It primarily examines the impact of AR features such as the 3D Virtual Try-On on customer engagement, purchase confidence, and overall shopping experience. The study compares traditional marketing methods with AR-enabled approaches to identify differences in consumer behavior and brand perception. The study is limited to secondary data collected from recognized sources and does not include all individual stocks or sector-specific analysis. It mainly aims to understand the impact of the COVID-19 crisis on market volatility and investor sentiment at a broader level.

**Limitations of the Study:**

The study is subject to certain limitations that may affect the overall findings and interpretation of results. Firstly, the research relies on primary survey data and self-reported responses, which may carry biases in terms of accuracy and representation. Secondly, the analysis is limited to Lenskart's AR initiatives, particularly the 3D Virtual Try-On feature, and does not cover other companies or broader industry applications, which could provide wider insights.

Additionally, the study focuses on a specific customer sample and timeframe, meaning results may vary with different demographics or extended periods. External factors such as competitor strategies, technological advancements, and market trends may also influence customer perceptions but are not fully controlled in this research. Furthermore, the use of statistical tools assumes certain conditions that may not always perfectly reflect real consumer behavior.

**CONCLUSION**

The study on the role of Augmented Reality (AR) in product marketing with special reference to Lenskart clearly highlights the growing importance of immersive technologies in transforming modern marketing practices. In today's highly competitive digital marketplace, businesses are continuously searching for innovative ways to improve customer engagement, enhance buying experiences, and strengthen brand loyalty. The findings of this research demonstrate that AR has emerged as a powerful marketing tool capable of bridging the gap between online and offline shopping experiences by providing customers with interactive and realistic product visualization.

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