A Study on Customer Awareness and Perception for Mobile based Augmented Reality (AR) Advertising

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ABSTRACT

In recent times many companies are using augmented reality (AR), the combination of virtual and real environments. Augmented reality advertising is the new way of marketing their products (Smith, 2009). Through augmented reality advertisement advertisers can engage their customer in a truly interactive way. Augmented reality advertisement is the new method by which any brand can communicate the user experience of the product. A customer can feel the product or digital object through the use of augment reality based application. AR is the technology which is widely used by advertiser these days to market their product. AR-based Apps can be used for getting the information at any time.The research work aims to study the customer perception and awareness towards augmented reality advertisement. This further makes the customers take decisions regarding a particular product. It has been observed in the study that with the help of Augmented reality advertisement marketers are able to better demonstrate the product and customers are able to evaluate the product better. AR-based advertisement helps to fight competition and create a better picture of an offered product in the customers mind. In the survey, it was observed that the respondents were more interested towards products which used the concept of AR advertising whereas the inclination of the customers towards traditional advertising was low.

Keywords: - Advertising, Marketing Communication, Augmented Reality, Digital Media, AR.

Introduction

In current scenario Augmented Reality (AR) is very popular among mobile user. Augmented Reality is an interactive practice of a real-world environment whereby the substances that exist in the real-world are "augmented" by replicated perceptual information. AR is the emerging technology widely used by the marketer of different countries. Zigmond, D, and Stipp, H, (2011) found that maximum communication between marketer and consumer is done through digital media and screen rest is done by print media, outdoor media, and radio. Another appealing tendency that is observed is that of overlapping use. Augmented Reality based advertisement is more interactive than other advertisement methods; AR advertisement also helps the viewer to retain the product information for a longer time. Eaton, (2009) stated that augmented reality advertising will not be able to replace traditional 2D advertising methods, but AR based technology will play a significant role to develop effective marketing and advertising strategy.

Augmented reality (AR) is a pioneering technology will bring a paradigm shift in the field of digital marketing, with the help of AR-based technology marketer can offer new customer experience through virtual information which will further help to the customer for making a purchase decision.

Augmented reality is combination of digital object with real-time environment, to combine the digital object with the real world; we have to use the camera of a mobile phone or tablet. Augmented reality examples are Sony AR camera, Pokemon Go game, and Dainik Bhaskar AR news App.

Use of Augmented Reality in Advertisement:-

AR is the technology through which we can see the product of the advertiser in 3D in a real-life environment and in real-time through a mobile device like tablets or Smartphone. With the help of augmented reality, a marketer can engage the customer in the more realistic way. AR can further help to improve the sales of a company through advertisement.

The basic feature of AR is to enrich the user experience. The customer can feel the product from anywhere and after that, he can decide regarding purchase decision of the product. A 3D view of the product is shown through the App customer can experience the product by rotating them and can view all the augmented content before deciding to buy.

For better understanding, we have taken the example of IKEA AR app. As you can see the following image 1.1 in that it is shown that by putting the mobile device in the empty location of the house we can have the experiment that which furniture suits the area.
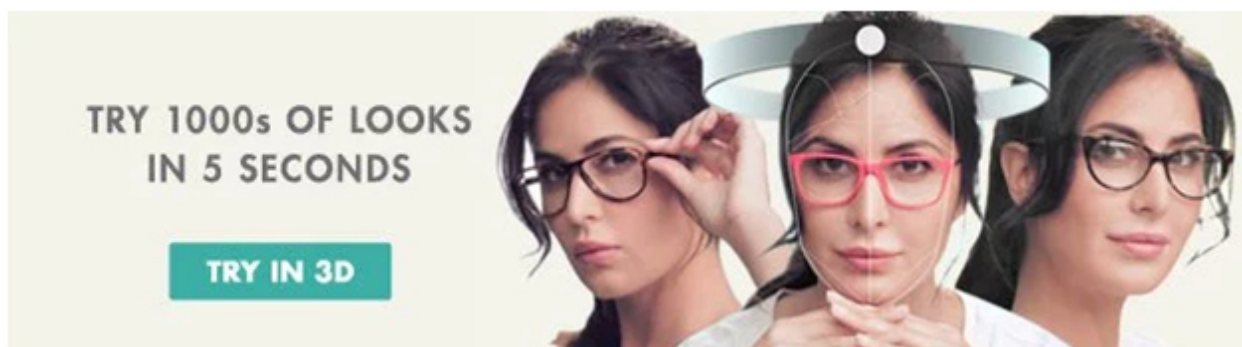
Image 1.1

Source—Ikea

The second example which we have taken belongs to Lenskart in which they are showing that by using the AR features of the app one can try the specs on their eyes.

Image 1.2

Source—Ikea

When it comes to the future of AR-based advertising AR advertising can be used in the food industry. The restaurant can show their menu on App and the customers can feel the dish on their plate they can also watch the presentation of their food which they want to order. It can also be used in the automobile industry, electronic goods, and other industry also.

Literature review

Obst and Troller (2009) have said that when virtual imagery, sound, and images are included with the real-world environments in real-time, through augmented reality, then it helps to create the awareness among the customer.

Biocca, et.al, (2007), suggests that in Augmented Reality user should have the knowledge of objects or situations of the environment otherwise it would be very critical for the user. With the advent of social media, consumers are shifting from traditional media to digital media. It is also found that customer feels more engaged with AR-based advertising.

Singh, P. Pandey, M. (2014) stated that Augmented Reality can be used by marketers for their advertising campaigns. Primary data is collected to find out the customers' preferences for AR-based advertising. Based on the findings authors suggest reasons why Augmented Reality advertising is one of the best option accessible to get around the traditional media.

Cho and Cheon (2004) described that Internet ads are the main reason for decreased consumer responsiveness to online advertisement campaign. The traditional type of online advertising like pop-ups and displays are going to be unpopular day by day. The marketer should work on more innovative methods of advertising by focusing on the AR-based advertisement, to make the advertisement more live and interactive.

Yuan, Y., Wu, C.(2008) stated that digital and online marketing offers the best experience to the customer. Some potential comprise interactivity between the user and the content, it is found that the user incorporation is based on augmented user experience and appropriation of the content

Based on the analysis of available Literature it is found that most of the research work is done on the field of digital and AR-based marketing that is the reason that we have taken the topic Customer Awareness and Perception for mobile based Augmented Reality (AR) Advertising

Objective of study

1.   To study the customer awareness for mobile based Augmented Reality (AR) Advertising.

2.   To analyze the customer perception for use of Augmented Reality Application.

Research Methodology

The study is descriptive in nature. This paper aims at studying the customer awareness and perception for mobile-based Augmented Reality advertising. We have collected the data through Survey method. Primary data is collected through a self-structured questionnaire in the five-point Likert scale of 1 to 5; where 1 indicated minimum agreement and 5 indicated maximum agreement. The sample size is 100 respondents. The study used the population of Indore region. Individual Smartphone users are used as the sampling element of the study.

We have tried to find out how Augmented Reality advertising can help marketers to reach out to Smartphone users and engage them. Available literature was reviewed to find out whether people are aware of AR-based advertising. The study also enquired whether the respondent has experienced Augmented Reality Advertising ever or not and if he hasn't, whether he intends to download such an application ever in the future. The responses thus collected were analyzed by the use of statistical tools like frequencies, descriptive statistics, Reliability test, and Chi-Square test.

Data Analysis and Interpretation

Reliability analysis

Reliability of the questionnaire was analyzed using Cronbach's Alpha reliability test for the survey study. The analysis was done using SPSS 21.

Table: 1.1 Cronbach's Alpha Reliability Statistics

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0
a. Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
Cronbach's Alpha		N of Items	
.844		10	

(Data Compiled by using SPSS 21)

As statistics tells more the Alpha value near to 1 more will be the reliability. The above table-1.1 reveals that the calculated Cronbach's Alpha value = .844. If value of Cronbach's Alpha is more than .70 then questionnaire is reliable. Therefore based on the calculated Alpha value it can be concluded that the framed questionnaire is more reliable and the data analysis can be organized by using the questionnaire.

Table: 1.2 Classification of sample respondents on the basis of gender, age, educational status, occupation, monthly income and place of residence.

Demographic Profile of respondents			
Variable		Frequency	Percent
Gender	Male	51	51.0
	Female	49	49.0
	Total	100	100.0
Age	15-25 Years	17	17.0
	26-35 Years	64	64.0
	36-45 Years	11	11.0
	Above 45 Years	8	8.0
	Total	100	100.0
Education	Primary	16	16.0
	Higher Secondary	12	12.0
	Graduate	18	18.0
	Post Graduate	54	54.0
	Total	100	100.0

Variable		Frequency	Percent
Occupation	Student	39	39.0
	House Wife	12	12.0
	Service	37	37.0
	Business	12	12.0
	Total	100	100.0
Monthly Income	Up to 10000 Rs.	32	32.0
	10000-20000 Rs.	19	19.0
	20000-30000 Rs.	19	19.0
	Above 30000 Rs.	30	30.0
	Total	100	100.0
Place of residence	Rural	48	48.0
	Urban	52	52.0
	Total	100	100.0

Source- Primary Data

From the demographic profile of respondents, it can be interpreted that 51% respondent are male and 49% respondents are female. 17% respondents belong to the age group of 15-25 Years. 64% respondents belong to the age group of 26-35 Years, 11% respondents belong to the age group of 36-45 Years and 8% respondents belong to the age group of above 45 Years. 16% respondents are primary educated, 12% respondents are Higher Secondary educated, 18% respondents are Graduate and 54% respondents are Post Graduate. 39% of respondents are student, 12% respondents are house wife, and 37% respondents belong to service class. 12% respondents belong to business class. 32% respondents are having monthly income of Up to 10000 Rs., 19% respondents are having monthly income of 10000-20000 Rs., 19% respondents are having monthly income of 20000-30000 Rs. And 30% respondents are having monthly income of Above 30000 Rs. 48% respondents belong to the rural area and 52% respondents belong to the urban area.

Table: 1.3 Computer skills

None	Low	Average	High	Very high
5%	18%	27%	24%	26%

Source- Primary Data

From the above table 1.3 it can be interpreted that 27% respondents are having average computer skills. 26% respondents are having very high computer skills. 24% respondents are having high computer skills.18% respondents are having low computer skills and 5% respondents said that they are not having expertise in computer skills.

Table: 1.4 Interest and awareness for Augmented Reality Advertising

	Yes	No
Do you have interest in technology?	78%	22%
Do you know what Augmented Reality is?	55%	45%
Are you aware about Augmented Reality Advertising?	58%	42%
Have you ever used Augmented Reality Advertising Application?	43%	57%

Source- Primary Data

From the above table 1.4 it can be interpreted that 78% respondents are having interest in technology. 55% respondents know what Augmented Reality.58% respondents are aware about Augmented Reality Advertising.57% respondents said that they have not used Augmented Reality Advertising Application.

Table: 1.5 Have you ever experienced the following AR application?

		Yes	No
a)	Ikea Product Fitting in Your Place	32%	68%
b)	Dainik Bhaskar AR	53%	47%
c)	Lenskart 3d Trial	59%	41%

Source- Primary Data

From the above table 1.5 it can be interpreted that 68% respondents said that they have not used Ikea AR-based application. 53% respondents said that they have used Dainik Bhaskar AR-based application.59% respondents said that they have used Lenskart 3d Trial AR-based application.

Table: 1.6 Customer awareness for AR-based advertising

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The App with AR function has more features and contents as compared to traditional advertising.	5	13	5	51	26
The App with AR function is technically more reliable on entertaining / shopping experience.	10	17	13	50	10
Can mobile augmented reality be used to create or extend business?	37	32	16	10	5
Do you think Augmented Reality creates the impressive effect to the customers?	22	11	5	41	21
Augmented Reality based Software can help potential customer in their decision making process	6	26	14	18	36
Augmented Reality provide more accurate information	19	12	17	40	12
Augmented Reality gives you realistic feeling regarding product	21	17	11	46	5
The App with AR function enriches the real world by combining real and virtual information	12	56	0	19	13
Would you like to use Augmented Reality based application in near future	28	6	6	43	17
Would you like to recommend Augmented Reality based application to others?	23	6	6	20	45

Source- Primary Data

From the above table 1.6, it can be interpreted that majority, 51% respondent are agree that the App with AR function has more features and contents as compared to traditional advertising. 50% respondents are agree that the App with AR function is technically more reliable on entertaining / shopping experience. 37% respondent are strongly disagree regarding the statement that mobile augmented reality can be used to create or extend business. 41% respondents are agree that the Augmented Reality creates the impressive effect to the

customers. 36% respondent are strongly agree that the Augmented Reality based Software can help potential customer in their decision making process. 40% respondents are agree that the Augmented Reality provide more accurate information about the product. 46% respondents are agree that the Augmented Reality gives you realistic feeling regarding product. 56% respondents are disagree that the App with AR function enriches the real world by combining real and virtual information. 43% respondents are agree that they would like to use Augmented Reality based application in near future.45% respondents are strongly agree that they would like to recommend Augmented Reality based application to others.

H_0 (1): There is no significant difference between different gender respondent's perception regarding the statement that Augmented Reality application is easy to use.

Table 1.7 Respondents' perception regarding the statement that Augmented Reality application is easy to use & gender Crosstabulation

Gender * Augmented Reality Application easy to use Crosstabulation							
Count							
		Augmented Reality Application easy to use					Total
		Very difficult	Moderately difficult	Neither easy nor difficult	Moderately easy	Very easy	
Gender	Male	0	8	0	29	14	51
	Female	5	5	5	22	12	49
Total		5	13	5	51	26	100

Source- Primary Data

Table 1.8 Chi-Square output for Respondents' perception regarding the statement that Augmented Reality application is easy to use & gender

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.772[a]	4	.019
Likelihood Ratio	15.639	4	.004
Linear-by-Linear Association	2.148	1	.143
N of Valid Cases	100		
a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 2.45.			

From the table 1.7, it can be identified that out of 49 female respondent's majority 22% said that it is moderately easy to use Augmented Reality Application. Out of 51 male respondent's majority, 29% said that it is moderately easy to use Augmented Reality Application. From the table 1.8, it can be identified that the Pearson chi-square value is 11.772 and p-value is less than .05, (p= 0.019). So we reject the null hypothesis H0 (1) and say that there is a significant difference between different gender respondent's perception regarding the statement that Augmented Reality application is easy to use.

H_0 (2): There is no significant difference between different age respondent's perception regarding the statement that Augmented Reality application is easy to use.

Table: 1.9 Respondents' perception regarding the statement that Augmented Reality application is easy to use & age Crosstabulation

Age * Augmented Reality Application easy to use Crosstabulation							
Count							
		Augmented Reality Application easy to use					Total
		Very difficult	Moderately difficult	Neither easy nor difficult	Moderately easy	Very easy	
Age	15-25 Years	0	5	0	8	4	17
	26-35 Years	5	3	3	37	16	64
	36-45 Years	0	0	0	5	6	11
	Above 45 Years	0	5	2	1	0	8
Total		5	13	5	51	26	100

Source- Primary Data

Table: 1.10 Chi-Square output for Respondents' perception regarding the statement that Augmented Reality application is easy to use & age

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.675[a]	12	.000
Likelihood Ratio	39.125	12	.000
Linear-by-Linear Association	1.353	1	.245
N of Valid Cases	100		
a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .40.			

From the table 1.9, it can be identified that out of 15-25 years respondent's majority 8% said that it is moderately easy to use Augmented Reality Application. Out of 26-35 years respondent's majority, 37% said that it is moderately easy to use Augmented Reality Application. Out of 36-45 years respondent's majority 6% said that it is very easy to use Augmented Reality Application. Out of Above 45 years respondent's majority 5% said that it is moderately difficult to use Augmented Reality Application. From the table 1.10, it can be identified that the Pearson chi-square value is 42.675 and p-value is less than .05, (p= 0.000). So we reject the null hypothesis H0 (2) and say that there is a significant difference between different age respondent's perception regarding the statement that Augmented Reality application is easy to use.

H_0 (3): There is no significant difference between different Education respondent's perception regarding the statement that Augmented Reality application is easy to use.

Table: 1.11 Respondents' perception regarding the statement that Augmented Reality application is easy to use & Education Crosstabulation

Education * Augmented Reality Application easy to use Crosstabulation							
Count							
		Augmented Reality Application easy to use					Total
		Very difficult	Moderately difficult	Neither easy nor difficult	Moderately easy	Very easy	
Education	Primary	0	3	0	8	5	16
	Higher Secondary	2	2	0	7	1	12
	Graduate	1	2	1	6	8	18
	Post Graduate	2	6	4	30	12	54
Total		5	13	5	51	26	100

Source- Primary Data

Table: 1.12 Chi-Square output for Respondents' perception regarding the statement that Augmented Reality application is easy to use & Education

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.738[a]	12	.388
Likelihood Ratio	13.829	12	.312
Linear-by-Linear Association	.056	1	.813
N of Valid Cases	100		
a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .60.			

From the table 1.11, it can be identified that out of primary educated respondent's majority, 8% said that it is moderately easy to use Augmented Reality Application. Out of Higher Secondary educated respondent's majority, 7% said that it is moderately easy to use Augmented Reality Application. Out of Graduate respondent's majority 8% said that it is very easy to use Augmented Reality Application. Out of Post Graduate respondent's majority 30% said that it is moderately easy to use Augmented Reality Application. From the table 1.12, it can be identified that the Pearson chi-square value is 12.738 and p-value is greater than .05, (p= 0.388). So we accept the null hypothesis H0 (3) and say that there is no significant difference between different education group respondent's perception regarding the statement that Augmented Reality application is easy to use.

H_0 (4): There is no significant difference between different Occupation respondent's perception regarding the statement that Augmented Reality application is easy to use.

Table: 1.13 Respondents' perception regarding the statement that Augmented Reality application is easy to use & Occupation Crosstabulation

Occupation * Augmented Reality Application easy to use Crosstab							
Count							
		Augmented Reality Application easy to use					Total
		Very difficult	Moderately difficult	Neither easy nor difficult	Moderately easy	Very easy	
Occupation	Student	5	7	0	23	4	39
	House Wife	0	0	0	6	6	12
	Service	0	5	5	22	5	37
	Business	0	1	0	0	11	12
Total		5	13	5	51	26	100

Source- Primary Data

Table: 1.14 Chi-Square output for Respondents' perception regarding the statement that Augmented Reality application is easy to use & Occupation

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	54.462[a]	12	.000
Likelihood Ratio	58.153	12	.000
Linear-by-Linear Association	9.372	1	.002
N of Valid Cases	100		
a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .60.			

From the table 1.13, it can be identified that out of student respondent's majority, 23% said that it is moderately easy to use Augmented Reality Application. Out of house wife respondent's majority, 6% said that it is very easy to use Augmented Reality Application. Out of service class respondent's majority, 22% said that it is moderately easy to use Augmented Reality Application. Out of Business class respondent's majority, 11% said that it is very easy to use Augmented Reality Application. From the table 1.14, it can be identified that the Pearson chi-square value is 54.462 and p-value is less than .05, (p= 0.000). So we reject the null hypothesis H0 (4) and say that there is a significant difference between different occupation respondent's perception regarding the statement that Augmented Reality application is easy to use.

H_0 (5): There is no significant difference between different Income respondent's perception regarding the statement that Augmented Reality application is easy to use.

Table: 1.15 Respondents' perception regarding the statement that Augmented Reality application is easy to use & Income Crosstabulation

Income * Augmented Reality Application easy to use Crosstab							
Count							
		Augmented Reality Application easy to use					Total
		Very difficult	Moderately difficult	Neither easy nor difficult	Moderately easy	Very easy	
Income	Up to 10000 Rs.	5	5	0	18	4	32
	10000-20000 Rs.	0	2	0	17	0	19
	20000-30000 Rs.	0	3	0	16	0	19
	Above 30000 Rs.	0	3	5	0	22	30
Total		5	13	5	51	26	100

Source- Primary Data

Table: 1.16 Chi-Square output for Respondents' perception regarding the statement that Augmented Reality application is easy to use & Income

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	85.943[a]	12	.000
Likelihood Ratio	102.474	12	.000
Linear-by-Linear Association	11.543	1	.001
N of Valid Cases	100		
a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .95.			

From the table 1.15, it can be identified that out of up to 10,000 Rs. monthly incomes group respondent's majority, 18% said that it is moderately easy to use Augmented Reality Application. Out of 10000-20000 Rs. monthly incomes group respondent's majority, 17% said that it is moderately easy to use Augmented Reality Application. Out of 20000-30000 Rs. monthly incomes group respondent's majority, 16% said that it is moderately easy to use Augmented Reality Application. Out of Above 30000 Rs. monthly incomes group respondent's majority, 22% said that it is very easy to use Augmented Reality Application. From the table 1.16, it can be identified that the Pearson chi-square value is 85.945 and p-value is less than .05, (p= 0.000). So we reject the null hypothesis H0 (5) and say that there is a significant difference between different incomes group respondent's perception regarding the statement that Augmented Reality application is easy to use.

H_0 (6): There is no significant difference between different Area respondent's perception regarding the statement that Augmented Reality application is easy to use.

Table: 1.17 Respondents' perception regarding the statement that Augmented Reality application is easy to use & Area Crosstabulation

Area* Augmented Reality Application easy to use Crosstab						
Count						
		Augmented Reality Application easy to use					Total
		Very difficult	Moderately difficult	Neither easy nor difficult	Moderately easy	Very easy	
Area	Rural	3	6	4	21	14	48
	Urban	2	7	1	30	12	52
Total		5	13	5	51	26	100

Source- Primary Data

Table: 1.18 Chi-Square output for Respondents' perception regarding the statement that Augmented Reality application is easy to use & Area

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.665[a]	4	.453
Likelihood Ratio	3.796	4	.434
Linear-by-Linear Association	.063	1	.802
N of Valid Cases	100		
a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 2.40.			

From the table 1.17, it can be identified that out of rural respondent's majority, 21% said that it is moderately easy to use Augmented Reality Application. Out of urban respondent's majority, 30% said that it is moderately easy to use Augmented Reality Application. From the table 1.18 it can be identified that the Pearson chi-square value is 3.665 and p-value is greater than .05, (p= 0.453). So we accept the null hypothesis H0 (6) and say that there is no significant difference between different incomes group respondent's perception regarding the statement that Augmented Reality application is easy to use.

Findings

• Out of 100 respondents, 27% of respondents are having average computer skills. 26% of respondents are having very high computer skills. 24% of respondents are having high computer skills.18% of respondents are having low computer skills and 5% of respondents said that they are not having expertise in computer skills.

• 78% of respondents are having interest in technology.

• 55% of respondents know what Augmented Reality.

• 58% of respondents are aware of Augmented Reality Advertising.

• 57% of respondents said that they have not used Augmented Reality Advertising Application.

• With reference to use of different AR-based application 68% of respondents said that they have not used Ikea AR-based application. 53% respondents said that they have used Dainik Bhaskar AR-based application.59% respondents said that they have used Lenskart 3d Trial AR-based application.

- 51% of respondents agree that the App with AR function has more features and contents as compared to traditional advertising.

- 50% of respondents agree that the App with AR function is technically more reliable on the entertaining / shopping experience.

- 37% of respondents are strongly disagreed regarding the statement that mobile augmented reality can be used to create or extend business.

- 41% of respondents agree that the Augmented Reality creates the impressive effect on the customers.

- 36% of respondents strongly agree that the Augmented Reality based Software can help the potential customer in their decision-making process.

- 40% of respondents agree that the Augmented Reality provides more accurate information about the product.

- 46% of respondents agree that the Augmented Reality gives you realistic feeling regarding the product.

- 56% of respondents disagree that the App with AR function enriches the real world by combining real and virtual information.

- 43% of respondents agree that they would like to use Augmented Reality based application in near future.

- 45% of respondents strongly agree that they would like to recommend Augmented Reality based application to others.

- There is a significant difference between different gender respondent's perceptions regarding the statement that Augmented Reality application is easy to use.

- There is a significant difference between different age respondent's perceptions regarding the statement that Augmented Reality application is easy to use.

- There is no significant difference between different education group respondent's perceptions regarding the statement that Augmented Reality application is easy to use.

- There is a significant difference between different occupation respondent's perceptions regarding the statement that Augmented Reality application is easy to use.

- There is a significant difference between different incomes group respondent's perceptions regarding the statement that Augmented Reality application is easy to use.

- There is no significant difference between different incomes group respondent's perceptions regarding the statement that Augmented Reality application is easy to use.

Conclusion

Prior to the launching of Jio in India telecom data services was not that much affordable on that time traditional media was suitable for Indian markets, but after the introduction of Jio, internet penetration and data usage increased. Customers are shifting towards the use of digital content. These days maximum time the customers are engaged in the activity.

To witness a purchase decision the customer wants to experience advertisements which are more engaging and interactive at the same time it should provide necessary information about the offering. Therefore this

becomes a very big challenge for the advertiser to decide which medium should be incorporated so that better results can be achieved. The answer to all such question has been found through the application of augmented reality. This type of advertising is easy to access and at the same time, the real-time experience can be provided to the customers. An Augmented Reality advertisement has the perspective of going viral. One pleased consumer would propose it to his friend's thus escalating number of scans. It gives a more affluent experience to the user by escalating interaction and engagement. The study was conducted to find out the customer perception for use of AR-based advertising. The results of this study demonstrate that AR may influence future advertising. The practical implementation of AR depends on consumer reception. With the help of AR, companies can work to enhance the customer experience and convert those into the potential buyer.

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