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**South Asian Journal of Management Research
(SAJMR)**

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From Novelty to Necessity: A Systematic Review of Augmented Reality's Role in Modern Marketing

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Abstract

The purpose of the study is to identify the opportunities and challenges of using augmented reality marketing for future prospects. Augmented reality has become increasingly important in the field of marketing due to its ability to create engaging and interactive experiences for consumers. This study investigates the influence of augmented reality upon digital marketing with a thorough review of academic and industry studies. The unfolding analysis reveals that the tool is no longer a new feature but a potential instrument to increase customer engagement, brand perception, and buying behavior. Through interactive and immersive experiences, augmented reality bridges the gap between physical and digital environments, thus creating meaningful experiences for consumers with the brands. From virtual try-ons to immersive storytelling, augmented reality applications are widespread across retail, tourism, entertainment, and education. A systematic literature review analyses existing augmented reality marketing literature to identify gaps and provide a comprehensive view. A systematic review is done from two major databases, Scopus and Google Scholar. Existing literature is related to augmented reality opportunities and growth in the field of marketing. With the help of the VOSviewer bibliometric analysis tool, we analysed the study scale, keyword co-occurrence, and growth of augmented reality marketing.

Keywords: Augmented Reality (AR), Virtual Reality (VR), Augmented Reality Marketing (ARM)

Introduction

The concept of augmented reality has gained popularity in recent years. Augmented reality improves the user's perception about reality by superimposing digital content over the physical world. With gadgets like smartphones, tablets, or augmented reality glasses, users can see and interact with digital and physical elements at the same time. Currently augmented reality is picking up steam as a game-changing tool in marketing. It's moving from being just an experiment to becoming a key part of many brand campaigns. Augmented reality can mix digital stuff with the real world letting businesses give customers more engaging and personal experiences. This grabs people's attention and gets them more involved. Brands in all sorts of fields: shops, travel, fashion, entertainment, schools, and even charities—are using augmented reality to show off products, tell better stories, let people try things on, and create brand experiences people won't forget. More and more, customers like the extra value augmented reality brings such as making things easier, being interactive, and creating an emotional link. At the same time better phones and social media have made augmented reality easier to use and get to. But even though it's getting more popular, there are still some problems. These include not many people knowing about it, experiences that aren't always great, and the need to design better content. All in all, augmented reality is at an exciting point where tech and marketing meet. It gives businesses new ways to connect with customers while changing how marketing messages are sent out and experienced. Augmented reality technology has been incorporated into products by Apple, Google, Ikea, Snapchat, Nintendo, Microsoft, BMW, and Warby Parker. For iOS devices, Apple utilises ARKit, and for Android devices, developers can create augmented reality apps with Google's ARCore. Whereas Snapchat provides augmented reality experiences through lenses and filters, IKEA Place lets users visualise furniture and home décor products. Nintendo's Pokémon GO and Harry Potter: Wizards Unite blend virtual and real-world elements. While BMW uses augmented reality glasses for vehicle maintenance and repair, Microsoft's HoloLens superimposes holographic images onto the user's surroundings. Customers can virtually try on spectacles before making an online purchase with Warby Parker. This study intends to investigate the development, uses, and advantages of augmented reality marketing in various industries.

Augmented Reality

Augmented reality (AR) enhances user perception by overlaying computer-generated images, videos, or information onto the physical environment, combining real-world and virtual elements in real-time. AR technology combines real-world perception with digital augmentation to create interactive and immersive experiences that enhance how users perceive and interact with their surroundings. Augmented reality (AR) integrates virtual elements into the real world using devices equipped with sensors, processors, and displays.

Sensors capture real-world data while the processing unit analyses it, overlaying virtual content onto the user's view. Users interact with these augmented elements, creating immersive experiences for gaming, education, navigation, and more (Carmigniani et al., 2011), VR and augmented reality are similar but not the same. Virtual reality (VR) and augmented reality (AR) are distinct digital experiences. VR transports users to a computer-generated world, while AR overlays digital content onto the real world, enabling simultaneous interaction with both virtual and physical elements, enabling various applications (Yim et al., 2017), Despite their distinct approaches, they share common goals of enhancing user engagement and interaction. Furthermore, advancements in hardware and software often blur the lines between VR and AR, leading to the emergence of mixed reality (MR) experiences that seamlessly blend virtual and physical elements. This convergence showcases the close relationship between VR and AR, as they collectively drive innovation in immersive computing and transform how people perceive and interact with digital content (Sung, 2021). Augmented Reality technologies are rapidly expanding beyond entertainment into critical sectors like healthcare, education, engineering, and retail (Chhabhaiya, Patle & Bhojane, 2024).

Augmented Reality Marketing

Augmented reality is being used in marketing in a variety of inventive and successful ways to engage customers, improve brand experiences, and increase sales. AR boosts customer interaction and personalized shopping experiences (Chhabhaiya, Patle & Bhojane, 2024). The increasing use of augmented reality in marketing has drawn increased scholarly attention to the impact AR has on consumer behaviour, response, and experience (Rauschnabel et al., 2022), Marketing researchers are paying more and more attention to augmented reality (AR) technologies because of their significant influence on various marketing practices (M. Wedel, 2020), The various industries are leveraging augmented reality to meet their specific needs and meet the expectations of their customers. The research highlights the significance of AR marketing research in understanding the integration of technology into various industries and its interaction with other technologies (Jayaswal, P., & Parida, B., 2023), The literature provides various conceptual frameworks for comprehending the potential of augmented reality (AR) in enhancing interactive consumer experiences and integrating it into marketing strategies (Massa, E., & Ladhari, R., 2023), the effects of augmented reality on community involvement and nonprofit marketing during the COVID-19 pandemic, offering insightful information for creative approaches (Yoo et al., 2023), AR has the potential to enhance brand love by reducing perceived physical distance between a consumer and a brand (PA Rauschnabel., 2021), Augmented reality apps, particularly virtual try-on apps, enhance brand perceptions and ratings, particularly among adventurous consumers, and are influenced by their playful nature and engaging nature (D. Plotkina, 2022). Existing literature presents the high quality and complete description and application of augmented reality marketing. In addition to quantifying and mapping the academic literature through bibliometric analysis, this study conducts a systematic literature review of high-quality studies in the augmented reality marketing domain to fill the gap left by the previous reviews. The following research questions (RQs) are addressed in this study.

Research questions

RQ1: What are the current trends in the augmented reality (AR) marketing regarding publications, citations, journals and authors?

RQ2: What are the unique attributes or keywords of augmented reality marketing from the consumer's perspective?

RQ3: What are the opportunities and limitations of augmented reality marketing from the consumer's perspective?

Research Methodology

This research examines the emerging field of augmented reality in marketing from a systematic literature review. Two major databases, Elsevier Scopus and Google Scholar, were used in the study. These are some of the largest electronic databases available for obtaining literature, covering all major national and international publications. Figure 1 provides the complete overview of the flow of the literature review methodology and selection of research articles. Bibliometric analysis is a thorough approach to examining and evaluating a substantial amount of data (Donthu et al., 2021). The datasets used for bibliometric analysis were obtained from the databases of Google Scholar and Scopus.

Identification: The study searched the keyword “augmented reality marketing”. The keyword search is exclusively focusing on the topic of the study related AR in marketing. Further, other keywords such as augmented reality experience and augmented reality marketing tool taken along with AR marketing may provide distinct results.

Screening: Initially, data of 846 articles from Scopus and 1830 articles from Google Scholar, respectively, were retrieved on 18 January 2025. Subsequently, articles were filtered based on the title, abstract, and full-text

screening. The documents after the full-text screening were excluded due to the following reasons: studies based on related words: virtual marketing, metaverse marketing, augmented reality strategies, and augmented reality techniques.

Eligibility: Further, the articles were excluded with criteria of book series and language limit to English. Subsequently, duplicate articles found in Scopus and Google Scholar databases were also eliminated. Finally, 94 articles were selected.

Inclusion: Finally, 94 articles were selected for review and analysis. This review study incorporates the research articles (both qualitative and quantitative) that discuss the augmented reality marketing scenario. A total of 94 articles were finally considered for the detailed review.

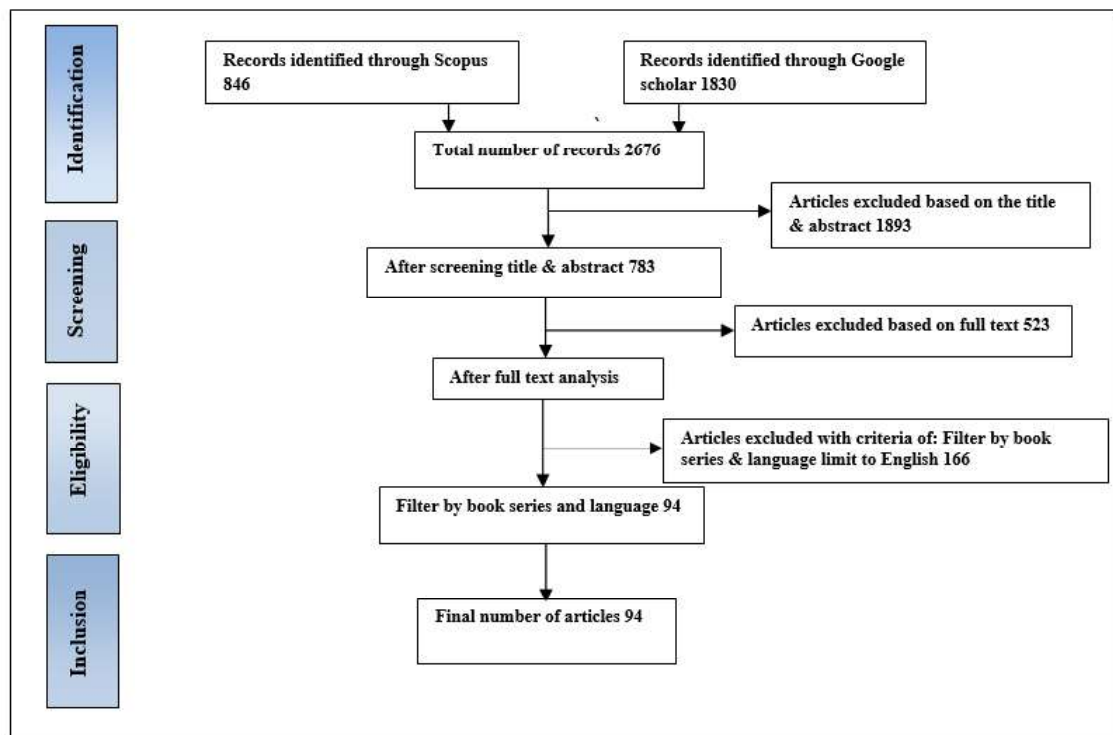


Figure1. Research Methodology Flowchart

Source: The author

Opportunities in Augmented Reality Marketing

Augmented reality has become a game-changing technology that will affect many different industries, including marketing. The purpose of this research paper is to examine the marketing opportunities that augmented reality presents. Specifically, it will look at how it can improve interactive product demonstrations, allow virtual try-ons, make location-based campaigns easier, and turn traditional advertising into immersive experiences. The use of augmented reality in marketing allows for the creation of distinctive brand storytelling experiences that revolve around the label rather than the tangible features of the product, which eventually appeals to new market segments (Robertson, J., et al., 2024). Augmented reality (AR) can be used to change influencer campaigns and strategies on social media. Users can view and buy products straight from social media platforms with augmented reality shopping features, which improve the shopping experience by letting customers see the products in their homes. (Sinha, M., & Srivastava, M. 2023), AR can engage customers' senses by combining visual, auditory, and even tactile elements to create multi-sensory experiences. The richness and depth of sensory engagement can evoke strong emotional responses and enhance the overall emotional impact of the AR experience (Zanger, V. & Rauschnabel, P.A. 2022). AR can enhance brand storytelling experiences by delivering immersive, emotionally resonant narratives that evoke empathy, inspiration, or nostalgia, thereby strengthening customer connections and loyalty (Chylinski 2020). Augmented reality (AR) has the power to enthrall users by immersing them in dynamic and engaging virtual environments. Customers may develop a deep emotional bond with the brand and its goods thanks to AR's sense of presence and engagement, which can arouse emotions like excitement, wonder, and curiosity (Hinsch, C., Felix, R., & Rauschnabel, P.A. 2020). Table 1 highlights the different features that leverage the marketing by using augmented reality. Brands have exciting new opportunities to produce creative and captivating advertisements that draw in viewers, increase engagement, and cultivate brand loyalty thanks to augmented reality. Advertisers can produce memorable and impactful campaigns that connect with consumers

and yield quantifiable results by utilising the interactive and immersive qualities of augmented reality technology (Conway & Türkay, S. 2019). With the use of augmented reality (AR), customers in the fashion, cosmetics, and eyewear sectors can virtually try on clothing, cosmetics, or eyewear before making a purchase. Advertisers can use augmented reality (AR) to produce personalised, interesting commercials that entice viewers to try and buy their products (Zhu, Y., & Wang, C. 2022). Augmented reality (AR) enhances marketing by creating immersive experiences, redefining advertising tactics, and promoting creative consumer-brand interactions, thereby boosting brand awareness, customer loyalty, and sales.

Table 1: Summary of AR marketing features:

S.No	Theme/Keywords	References
1	Brand equity	(26,27,53,54,62,)
2	Buying decision	(8,14,27,65,82,87,92,95)
3	Customer Behavior	(8,41,42,56,91)
4	Customer-brand relationship	(20,60,64,70)
5	Product design & attributes	(20,65,67)
6	<i>Community participation</i>	(90)
7	Customer experience	(14,17,53,64,66,70,71,76)
8	Customer engagement	(1,8,21,25,33,38,48,68,75)
9	Brand perception	(39,53)
10	Brand Attitude	(10,12,51,88,92,95)
11	Customer journey	(61,83,84,92)
12	Customer perception	(23,81,82,87)
13	Customer attitude	(5,40,69,71,86)
14	Communication	(17,21,26,30,33,36,70)
15	Personalization	(1,28,63,67)
16	Advertisement	(12,20,58,64,76,78,86,88,91)
17	Brand Experience	(62,67,95)
18	Customer preference	(5,55,63)
19	Customer expectation	(21,35,55)
20	Brand awareness	(60,68)

Source: The Author

Table 1 displays the various keywords and marketing features that were covered in the selected journal. These keywords were identified by the content and bibliometric analysis. Analysis reveals that augmented reality has already been used to promote products in line with industry goals and objectives. AR marketing is used in the tourism industry to offer interactive travel guides and virtual destination experiences, increasing traveler engagement and encouraging prospective visitors to explore and interact with destinations in an immersive manner.

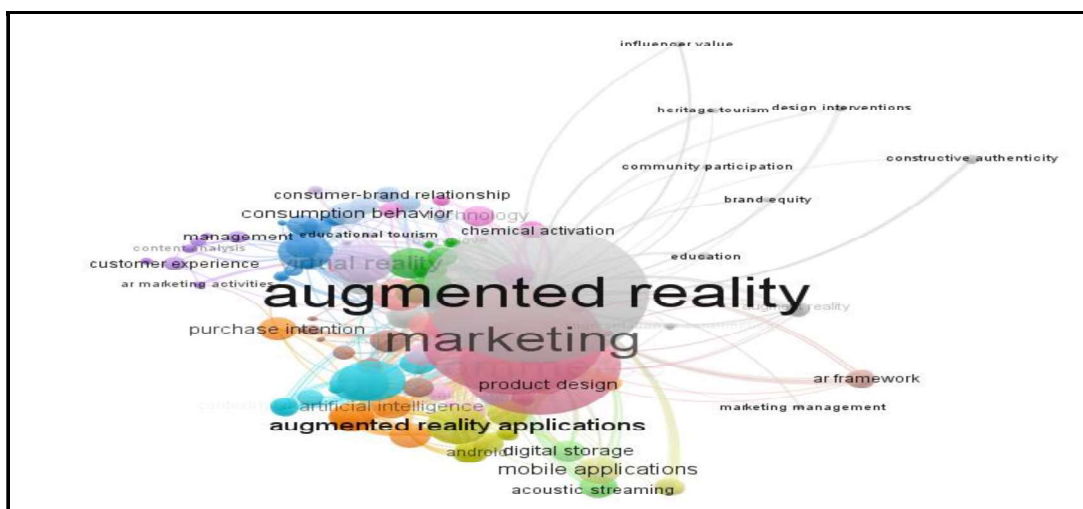


Figure 2: Keyword Occurrence

Source(s): VOSviewer

By offering interactive and educational digital overlays that bring exhibits to life and provide a more captivating and engaging experience that draws in visitors, augmented reality (AR) marketing improves the visitor experience when visiting museums. Within the retail industry, augmented reality (AR) marketing facilitates interactive

product demonstrations and virtual try-ons, providing customers with a customized shopping experience that increases satisfaction, lowers returns, and improves engagement (Haumer, F. 2020). In the beauty sector, augmented reality (AR) marketing provides virtual try-on experiences for skincare and makeup products. This helps customers visualize and experiment with various looks, which improves online engagement and boosts conversion rates.

Publication trends

As Table1 show that finally the 94 documents provided the result after content analysis and revealed that currently augmented reality marketing is in introductory phase and very few companies adopt it due to lack of understanding and awareness and also high investment and its implication. Bibliometric analyses are done by VOSviewer software and provide different analysis.

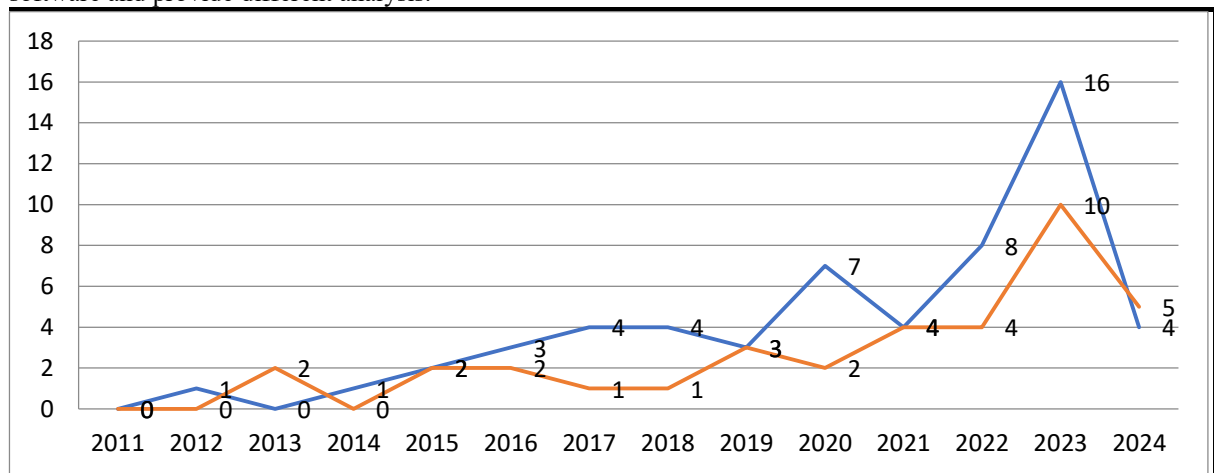


Figure 3: Number of documents in Scopus and Google scholar
Source(s): Author

In Figure 2 highlights the publication trend of the augmented reality marketing in 2011 to 2024. While the concept of augmented reality marketing is not new it was started before 2011. The concept of augmented reality marketing has seen a significant rise in the last 10 years. The research on the augmented reality marketing has been increasing since 2020 and highly increasing, with a peak in 2023 and continues work on 2024.

Table No. 2: Most Productive Journals & Highly Cited Journals

Rank	Author	Title	Year	Cite	Focus
1	Rauschnabel, P.A., Felix, R., & Hinsch, C.	Augmented reality marketing: How mobile AR-apps can improve brands through inspiration	2019	608	ARM strengthens consumer-brand emotional bonds by encouraging brand loyalty through customized experiences and content.
2	Wedel, M., Bigné, E., & Zhang, J.	Virtual and augmented reality: Advancing research in consumer marketing	2020	366	AR impacts brain activity, emotions, memory recall, cognitive processes, and purchase intentions. It also looks at how these effects relate to consumer responses to immersive experiences.
3	Scholz, J., Duffy, K.	We are at home: How augmented reality reshapes mobile marketing and consumer-brand relationships	2018	392	Explores how branded AR apps can create an intimate relationship with consumers, extending the focus of AR research beyond physical contexts to spatial-symbolic contexts and inner self-concepts.

Rank	Author	Title	Year	Cite	Focus
4	Bulearca, Marius; Tamarjan, Daniel.	Augmented reality: A sustainable marketing tool	2010	286	The application of augmented reality as a sustainable marketing tool is driving creative and environmentally conscious marketing strategies by increasing consumer engagement and encouraging eco-friendly practices.
5	Rauschnabel, Philipp A; Babin, Barry J; tom Dieck, M Claudia; Timothy;	What is augmented reality marketing? Its definition, complexity, and future	2022	255	Augmented reality has the potential to create interactive, personalized, and immersive experiences that bridge the gap between the physical and digital worlds.
6	Yaoyuneyong, Gallayanee; Foster, Janye; Johnson, Erik; Johnson, David;	Augmented reality marketing: Consumer preferences and attitudes toward hypermedia print ads	2016	237	AR-enhanced the advertising strategies and show consumer preferences and attitudes towards hypermedia print ads in augmented reality marketing. It also highlights the impact of these ads on engagement and perception.
7	Hinsch, C., Felix, R., & Rauschnabel,	Nostalgia beats the wow-effect: Inspiration, awe and meaningful associations in augmented reality marketing	2020	198	Augmented reality marketing enhances nostalgia experiences by transcending mere "wow-effects" and enhancing consumer perceptions and associations.
8	Rauschnabel, Philipp A;	Augmented reality is eating the real-world! The substitution of physical products by holograms	2021	176	the practice of using holographic images of products in place of physical ones in augmented reality. It explores how this change may affect consumer behaviour, disrupt industries, and change how people interact with products in retail settings.
9	Sung, Eunyoung Christine;	The effects of augmented reality mobile app advertising: Viral marketing via shared social experience	2021	175	Users' perceptions of AR mobile app advertising are influenced by shared social experiences, with a focus on the positive effects that positive experiences have on brand sentiment and perception.
10	Qin, Hong; Peak, Daniel Alan; Prybutok, Victor	A virtual market in your pocket: How does mobile augmented reality (MAR) influence consumer decision making?	2021	174	Through immersive and tailored interactions, mobile augmented reality (MAR) improves product evaluation, engagement, and purchase intention while offering a virtual market experience.
11	Yang, Shuai; Carlson, Jeffrey R; Chen, Sixing	How augmented reality affects advertising effectiveness: The mediating effects of curiosity and attention toward the ad	2020	128	Augmented reality on the effectiveness of advertising, emphasizing how it increases consumer curiosity, interest, and ad recall, ultimately increasing the effectiveness of advertising.
12	Yang, Shuai; Carlson, Jeffrey R; Chen, Sixing;	How augmented reality affects advertising effectiveness: The mediating effects of curiosity and attention toward the ad	2020	128	By stimulating curiosity and grabbing attention, augmented reality (AR) improves engagement and boosts the overall efficacy of advertising campaigns.

Rank	Author	Title	Year	Cite	Focus
13	Rauschnabel, P.A., Babin, B.J., tom Dieck, M.C., Krey, N., & Jung, T.H.	What is augmented reality marketing? Its definition, complexity, and future	2022	127	AR has the potential to produce interactive, personalised, and immersive experiences that connect the physical and digital worlds.
14	Wang, Yining; Ko, Eunju; Wang, Huanzhang	Augmented reality (AR) app use in the beauty product industry and consumer purchase intention	2022	107	In the beauty industry, augmented reality-enhanced try-on experiences greatly increase consumer interest and confidence, leading to higher purchase intentions.
15	Chylinski, M.B., Heller, J., Hilken, T., Keeling, D.I., Mahr, D., & de Ruyter, K.	Augmented Reality Marketing: A Technology-Enabled Approach to Situated Customer Experience	2020	104	AR marketing for personalised messaging, emphasising how businesses can deliver content that connects with individual preferences and establishes an enduring brand image.
16	Goebert, Chad; Greenhalgh, Gregory P;	A new reality: Fan perceptions of augmented reality readiness in sport marketing	2020	93	As a promising tool to improve engagement and interaction within the sports marketing domain, it reveals that fans are generally upbeat and receptive to AR integration.
17	Dadwal, Sumesh S; Hassan, Azizul	The augmented reality marketing: A merger of marketing and technology in tourism	2016	75	ARM technological innovations can enhance visitor engagement, enrich destination narratives, and ultimately drive tourism growth.
18	Javornik, Ana	[Poster] classifications of augmented reality uses in marketing	2014	68	Augmented Reality (AR) applications in marketing into experiential, promotional, informational, and transactional, highlighting their various roles in enhancing consumer engagement and brand interactions.
19	Tsai, S.	Augmented reality enhancing place satisfaction for heritage tourism marketing	2020	52	AR is playing a crucial role in bridging the gap between traditional heritage attractions and contemporary digital advancements, thereby enhancing the immersive and satisfying tourism experience.
20	Goebert, C., & Greenhalgh, G.	A new reality: Fan perceptions of augmented reality readiness in sport marketing	2020	51	consumer perceptions of augmented reality's potential in sport marketing, highlighting its potential to transform fan interactions and marketing strategies in the sports sector.

Source(s): Author

Table 2 provides a comprehensive overview of the various ways that various industries use augmented reality marketing to achieve their marketing goals for different purposes. This section highlights the findings of the article also.

The review study makes two significant contributions. First, the content analysis identifies current research streams and makes recommendations for future research directions. This study examines the existing literature from various perspectives, including highly cited articles, as well as topics and keywords relevant to the current study. Second, this review encourages industries and the marketing domain to raise awareness about the use of augmented reality in marketing in order to achieve industry goals and better understand customers from all perspectives.

Future Scope

The future of AR in marketing looks promising. As 5G, edge computing, and wearables like smart glasses improve, AR interactions will become smoother more responsive, and hands-free. AI will allow brands to customize experiences on the spot based on individual likes and context—picture virtual products that change to match your past buys or mood. Cross-platform tools will help create seamless experiences from phone apps to

store displays. Researchers can study AR's long-term effects on brand loyalty and buying habits through long-term and cross-cultural studies. New theories that combine emotional, thinking, and social factors will help us understand why AR works so well. As these technologies grow and best practices become clear, AR is set to become a key tool for marketers.

Future Challenges

AR is constantly growing fast, but it still has show confusion in the minds of marketers. To begin with, a lot of marketers and customers aren't aware of AR's capabilities, and feel current AR experiences are just tricks or too complex. Privacy is also a major concern, as AR applications often collect data about where you are, what you're looking at, and how you behave to create personalized experiences. Marketers have to follow changing rules and gain people's trust. , it's tough to figure out if AR is worth the money. Marketers still working on ways to measure how well AR boosts engagement, improves brand image, and leads to sales in these new virtual spaces. This makes it hard for companies to keep investing in AR.

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