THE IMPACT OF AUGMENTED REALITY ON RETAIL
AUGMENTED REALITY IS CHANGING THE RETAIL LANDSCAPE

Augmented reality has been taking a central role in the shopping experience in recent years and retailers are exploring new ways to utilize this tool. With investments in augmented reality expected to reach $105 billion by 2020, it is clear that augmented reality is a technology worth exploring for the modern retailer.

Augmented reality is defined as an enhanced version of reality created by the use of technology to overlay digital information on an image of something being viewed by a device such as a smart phone. When a shopper uses augmented reality, it can help them picture a jacket or a pair of shoes in a variety of colors, for example. This technology can make shopping simpler by providing a convenient way to read product information and, ultimately, to make a purchase.

Interactions surveyed over one thousand people from across the United States to take a closer look at the ways in which people like to use augmented reality as part of their shopping experience. In this report, we’ll look more closely at the ways in which augmented reality is shaping and enhancing people’s shopping experiences, and how people most prefer to engage with this new technology. The results from this survey indicate that shoppers like being given the opportunity to explore, play, and learn more about their prospective purchases using augmented reality. The survey shows how augmented reality is having an impact on retail today and how retailers can best utilize this tool to provide an innovative and fun shopping experience, while increasing traffic and sales.

METHODOLOGY AND DEMOGRAPHICS

In August 2016, Interactions conducted a survey with 1,062 shoppers across the United States to assess their use of augmented reality within their regular shopping habits. The demographics are represented by the following groups across gender, age, and region of the country.
CHANGING TODAY’S SHOPPING EXPERIENCE SHOPPER DIAGNOSTIC

71% of people would shop at a retailer more often if they offered augmented reality

61% of shoppers prefer to shop at stores that offer augmented reality, over ones that don’t

Over one third of all shoppers already use augmented reality while shopping

47% of those shoppers like to use augmented reality both online and in-store

40% would be willing to pay more for a product if they could experience it through augmented reality

TIP!
Embed a purchase button at various places in the augmented reality experience, to further drive foot traffic and sales.

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77% of shoppers want to use augmented reality to see product differences such as a change in color or style.

65% want to use augmented reality to learn about additional product information.

The most popular items to shop for with augmented reality:

- 60% furniture
- 55% clothing
- 39% grocery
- 35% shoes
- 25% make-up
- 25% jewelry
- 22% toys

55% say augmented reality makes shopping fun.

TIP!
Work with your team to make a store or product-specific game on your app to encourage people to play with and experience products.
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>68%</td>
<td>Spend more time at a retailer if they can shop with augmented reality</td>
</tr>
<tr>
<td>45%</td>
<td>Like that augmented reality helps them save time</td>
</tr>
<tr>
<td>72%</td>
<td>Have purchased items that they weren’t planning on because of augmented reality</td>
</tr>
<tr>
<td>41%</td>
<td>Like to use augmented reality specifically to find out about deals or special promotions</td>
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<tr>
<td>61%</td>
<td>Say that augmented reality has changed where they shop</td>
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**TIP!**
Make special discounts available only through your augmented reality experience.