

A Study on the Comparative Strength of AR/VR Digital Try-On Experiences in Driving Luxury Purchase Intention among Bengaluru Consumers

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Abstract

International luxury and lifestyle brands are increasingly making a shift in their investments from conventional advertising to experiential marketing, where AR/VR and digital try-on experiences have been seen to be one of the fastest growing strategies; international AR retail spend is expected to grow at a CAGR of more than 32% through 2033 (Grand View Research, 2025). However, there is little empirical proof of the impact of AR/VR and digital try-on experiences on purchase intention and their relative influence compared to immersive in-store sensory experience design or influencer experiential marketing content specifically in the Indian setting. This research aims to fill this gap by answering the following two questions for luxury and lifestyle consumers in Bengaluru. Primary data was collected using a structured, five-point Likert-scale questionnaire with 279 consumers in Bengaluru. Simple linear regression and Pearson correlation analyses were used to analyse the two research hypotheses. It has been found that AR/VR and digital try-on experiences have a significant positive impact on purchase intention ($\beta = 0.434$, $p < .001$, $R^2 = 0.218$). The comparative analysis also shows that influencer-driven experiential content has the highest correlation with purchase intention ($r = 0.656$), while AR/VR and digital try-on come second ($r = 0.374$), and then the immersive in-store sensory experience ($r = 0.247$). This means that the three different approaches vary in terms of strength. This research adds empirical insights related specifically to India when the literature has been focused on the West, and provides empirical guidance to luxury marketers about which approach to prioritize for experiential spending.

Keywords: Augmented Reality; Virtual Reality; Digital Try-On; Experiential Marketing; Purchase Intention; Luxury and Lifestyle Retail; Bengaluru

1. Introduction

The marketing of luxury and lifestyles products has certainly transitioned from feature-based communication to experience creation. According to Bain and Company and Fondazione Altagamma (2025, 2026), the global personal luxury goods market has grown to €364 billion in 2024, and the forecast for 2025 indicates a figure of around €358 billion in the personal luxury goods market a slight reduction in goods sales while expenditure on luxury experiences exceeds expenditure on luxury products. India follows a similar trend at a faster rate. According to Euromonitor International (2025), the local luxury goods market has risen to USD 12.1 billion in 2025 and continues to grow at a rate of 10% per annum, and 81% of all luxury purchases continue to be made in brick-and-mortar stores, with 52% of wealthy consumers preferring to shop offline, compared to 36% in 2023.

As the technology capital of India, where the consumer population is young, affluent and digitally savvy, and where there are luxury retail venues such as UB City, Phoenix Market city and Orion Mall, Bengaluru has a unique position as the interface of experiential and tech-driven consumption. Of the various experiential techniques that brands have started implementing, it is augmented reality (AR) and virtual reality (VR), along with digital try-on, which have seen the most rapid growth. According to Grand View Research, the global AR in retail market had a value of approximately \$7.84 billion in 2024 and will exceed \$105 billion by 2033, growing at a compound annual growth rate above 32%. Virtual try-on, the most rapidly-growing sub-sector of AR/VR, is also expected to grow at an even faster rate in this period (Grand View Research, 2025). In the context of luxury retail, according to Nawres et al. (2024), users of AR try-on tools exhibited higher levels of trust, enjoyment and intention to purchase than non-users.

However, there are two knowledge gaps that have been observed within the existing body of literature. Firstly, very little empirical work has been done on the influence of experiential marketing on purchase intentions in India, where even that research takes India as a homogeneous market (Euromonitor International, 2025), while Bengaluru, with its unique consumer base, has not been considered for any empirical research yet. Secondly, the existing body of literature considers only one approach to experiential marketing at a time - either AR/VR (Nawres et al., 2024), or in-store sensory experience (Goel et al., 2024), or influencer-driven content (Lee and Watkins, 2016).

This research attempts to fill in both knowledge gaps. The study analyses the influence of AR/VR and digital try-ons on purchase intentions of luxury and lifestyle consumers in Bengaluru and compares their strength to other experiential marketing techniques in-store sensory and influencer-driven. To do that, the authors conduct a structured questionnaire survey of 279 consumers and analyse the results with the use of simple linear regression and Pearson correlation analysis.

2. Literature Review

Recent research related to AR/VR and digital try-on technologies for use in retail has become extensive. The paper by Nawres et al. (2024) shows that users of AR try-on features of luxury products have greater levels of trust, enjoyment, and purchase intentions as compared to non-users of the technology, which means that AR becomes a measurable contributor to purchase-related factors instead of being a novelty tool. Baber and Narula (2026) researching AR virtual try-on technology for luxury jewellery consumers

proved that the immersion of try-on experience contributes greatly to positive brand attitude and purchase intention. As for India, Trivedi (2023) researching the adoption of virtual try-on tools by GenZ consumers in online retail showed that the experiential factor of the tool (enjoyment and easiness of usage) plays an important role in purchase-related attitudes as compared to its functional aspect. Finally, Dhillon et al. (2022) researching the strategies related to consumer experience in the luxury cosmetics industry singled out virtual try-on technology among the most influential tools for purchase intention and brand loyalty. In addition to augmented reality/virtual reality, another area where significant investment has gone into by brands relates to the use of immersive sensory design in the stores, involving lighting, music, layout and interactive display elements. According to Goel et al. (2024), sensory appeal and physical interaction with the product play an important role in creating an urge to buy and therefore are important drivers of purchase behaviour despite the growing influence of digital technologies on the purchasing experience. This is especially true for India, where 81% of luxury purchases take place in physical stores (Euromonitor International, 2025). A third channel used by brands to influence luxury purchases involves the creation of experiential content through influencers. In fact, Lee and Watkins (2016) discovered that when a relatable influencer evaluates a luxury product in a video, it creates additional purchase interest among viewers.

Although all of these three techniques have been independently proven effective by empirical research, it is rare for a study to be conducted where the strength of these three approaches is examined against each other within the same consumer base. For instance, Barari, Ngo, Quach, and Thaichon (2026), through a meta-analysis examining the effectiveness of AR and VR against other marketing techniques, observed that the former is especially useful for product evaluation and purchase decision reduction compared to other experiential marketing techniques, suggesting that the effect of AR/VR marketing is more significant than the effects of other techniques. But no study has yet compared the effectiveness of AR/VR, sensory in-store design, and influencer content marketing against each other among the same consumer base.

2.1 Objectives and Hypothesis Development

Based on the literature reviewed above, the study is guided by two objectives, each tested through a corresponding hypothesis.

Objective 1: To examine the influence of AR/VR and digital try-on experiences on purchase intention toward luxury and lifestyle products among consumers in Bengaluru.

H₀: AR/VR and digital try-on experiences have no significant influence on purchase intention toward luxury and lifestyle products among consumers in Bengaluru.

H₁: AR/VR and digital try-on experiences have a significant influence on purchase intention toward luxury and lifestyle products among consumers in Bengaluru.

Objective 2: To determine the comparative strength of AR/VR and digital try-on experiences relative to immersive in-store sensory experiences and influencer-led experiential content in driving purchase intention among luxury and lifestyle consumers in Bengaluru.

H₀: AR/VR and digital try-on, in-store sensory experience, and influencer-led content do not correlate differently in strength with purchase intention among consumers in Bengaluru.

H₁: AR/VR and digital try-on, in-store sensory experience, and influencer-led content correlate differently in strength with purchase intention among consumers in Bengaluru

3. Methodology

The research adopts the primary data approach using structured questionnaire surveys conducted through convenience sampling. The survey was comprised of five parts. Part one focused on the socio-demographic and socio-economic characteristics of the respondents such as age, gender, occupation, monthly household income, highest educational qualifications, and the question as to whether the respondents had made a purchase or have considered making a purchase of luxury and lifestyle goods during the past 12 months.

The second part captured the product preference of the respondents and their frequency of purchases for luxury and lifestyle category. The third part captured the level of exposure of the respondents to AR/VR and digital try-on options of the luxury lifestyle brands. The fourth part was comprised of three parts capturing the influence of AR/VR and digital try-ons, immersive in-store sensory experience, and influencer led experiential content on purchase intention of the respondents. Part five captured the direct comparison ratings of the respondents of the three experiential strategies. Constructs used were measured on a five-point Likert scale (1= Strongly Disagree to 5= Strongly Agree).

The construct reliability was measured through a pilot study which involved 30 samples by use of Cronbach's alpha valuing to 0.88. A total sample size of 279 was collected and analysed using Microsoft Excel. Out of the total 279 respondents, 204 of them had either purchased or were planning to purchase a luxury/lifestyle product within the last 12 months, thus forming the effective base (n = 204) for all hypothesis testing. In order to get the results for Objective 1, the following simple linear regression model was used, where AR/VR and digital try-on composite exposure score was the independent variable while purchase intention was the dependent variable. In order to get the results for Objective 2, the Pearson correlation coefficient (r) was calculated for each strategy's exposure score and cross-strategy comparison rating respectively.

4. Results

4.1 Demographic Profile of Respondents

The study used data from 279 participants from Bengaluru. The demographic makeup of the study can be seen in Table 1 below. The sample is mainly composed of young people; 65.23% of the participants were in the 18-24 age range and another 27.24% belonged to the 25-34 age range, which made up 92.47% of the total sample size a good representative of a study that focuses on digital try-on and influencer marketing. The sample had a balanced distribution of genders, with 54.84% of women and 45.16% men. Professionally, the main occupations were students at 50.90% and salaried workers at 37.28%, who together made up 88.18% of the respondents. Around half (45.88%) earned less than ₹25,000 per month due to the high proportion of students among them.

Table 1: Demographic Profile of Respondents (N = 279)

Demographic Variable	Category	Frequency	Percentage
Age	Below 18	10	3.58%
	18-24	182	65.23%
	25-34	76	27.24%
	35-44	4	1.43%
	45 and above	7	2.51%
	Total	279	100.00%
Gender	Male	126	45.16%
	Female	153	54.84%
	Total	279	100.00%
Occupation	Student	142	50.90%
	Salaried Employee	104	37.28%
	Business Owner/Self-Employed	22	7.89%
	Freelancer/Gig Worker	4	1.43%
	Other	7	2.51%
	Total	279	100.00%
Monthly Household Income	Below ₹25,000	128	45.88%
	₹25,001-₹50,000	79	28.32%
	₹50,001-₹1,00,000	31	11.11%
	₹1,00,001-₹2,00,000	21	7.53%
	Above ₹2,00,000	20	7.17%
	Total	279	100.00%
Educational Qualification	Below Graduate	22	7.89%
	Graduate	77	27.60%

	Post-Graduate (MBA/M.Sc. etc.)	162	58.06%
	Professional Degree	15	5.38%
	Doctorate	3	1.08%
	Total	279	100.00%

Source: Primary Data

4.2 Objective 1: Influence of AR/VR and Digital Try-On on Purchase Intention

Objective 1 looked at the role played by AR/VR and digital try-on on purchase intention towards luxury/lifestyle products by consumers in Bengaluru. The test involved using simple linear regression analysis with the independent variable being the AR/VR exposure composite score and purchase intention as the dependent variable for $n = 204$ consumers who had either bought or were considering buying luxury/lifestyle products within the past 12 months.

H_{1a}: AR/VR and Digital Try-On → Purchase Intention

H₀: AR/VR and digital try-on experiences have no significant influence on purchase intention toward luxury and lifestyle products among consumers in Bengaluru.

H₁: AR/VR and digital try-on experiences have a significant influence on purchase intention toward luxury and lifestyle products among consumers in Bengaluru.

Table 2: Regression Summary H_{1a} (AR/VR and Digital Try-On → Purchase Intention)

Statistic	Value
N	204
Multiple R	0.467
R Square (R ²)	0.218
Adjusted R Square	0.214
F Statistic (df = 1, 202)	56.34
Significance of F (p-value)	< .001
Unstandardized Coefficient (β)	0.434
Standard Error of β	0.058
t-value	7.506
p-value (β)	< .001
Intercept (Constant)	2.143

Source: Primary Data, $n = 204$

From the regression analysis model, the exposure of participants to AR/VR and digital try-on has a significant effect on the purchase intention of the respondents, $F(1, 202) = 56.34$, $p < .001$. This model accounts for 21.8% of the variation in the purchase intention ($R^2 = 0.218$). The unstandardized coefficient ($\beta = 0.434$, $p < .001$) suggests that, for every one unit increase in the score of the exposure of participants to AR/VR, the purchase intention increases by 0.434 units of the five-point scale. The regression model is given as follows:

$$\text{Purchase Intention} = 2.143 + 0.434 \times (\text{AR/VR Exposure})$$

Decision: Since $p < .001 < 0.05$, the null hypothesis (H_0) is rejected and the alternate hypothesis (H_1) is accepted. Thus, there is a significant positive effect of AR/VR and digital try-on on purchase intention toward luxury and lifestyle products in consumers from Bengaluru.

4.3 Objective 2: Comparative Strength of the Three Experiential Strategies

Objective 2 focused on the task of establishing the relative efficacy of AR/VR and digital try-on experience strategies compared to the in-store sensory experience and the influencer-experience strategies at motivating purchase intentions. The Pearson correlation coefficient (r) was calculated between the exposure to each of these strategies and the relative evaluation of it in comparison to the other two strategies conducted by the survey respondent ($n = 204$). First, we present the results from the simple linear regression model discussed in Section 3.2.

Table 3: Regression Summary - All Three Strategies → Purchase Intention ($n = 204$)

Statistic	AR/VR and Digital Try-On	In-Store Sensory	Influencer-Led Content
Multiple R	0.467	0.414	0.663
R Square (R^2)	0.218	0.171	0.440
Adjusted R^2	0.214	0.167	0.437
F Statistic	56.34	41.79	158.73
Significance of F	< .001	< .001	< .001
Unstandardized β	0.434	0.408	0.679
Standard Error of β	0.058	0.063	0.054
t-value	7.506	6.464	12.599
p-value (β)	< .001	< .001	< .001
Intercept (Constant)	2.143	2.145	1.126

Source: Primary Data, $n = 204$

All three regressions are highly statistically significant ($p < .001$). Influence-based experiential content is the strongest predictor of purchase intention and accounts for 44.0% variance ($R^2 = 0.440$, $\beta = 0.679$, $t = 12.599$). The second strongest predictor is AR/VR and digital try-on, which accounts for 21.8% of variance ($R^2 = 0.218$, $\beta = 0.434$, $t = 7.506$). Lastly, immersive sensory experience in the store accounts for the least amount of variance of the three strategies ($R^2 = 0.171$, $\beta = 0.408$, $t = 6.464$)

H₂: Pearson Correlation Strategy vs. Cross-Strategy Comparison Rating

H₀: AR/VR and digital try-on, in-store sensory experience, and influencer-led content do not correlate differently in strength with purchase intention among consumers in Bengaluru.

H₁: AR/VR and digital try-on, in-store sensory experience, and influencer-led content correlate differently in strength with purchase intention among consumers in Bengaluru.

Table 4: Pearson Correlation -Strategy Exposure vs. Cross-Strategy Comparison Rating (n = 204)

Strategy	Pearson r	p-value	Significance
AR/VR and Digital Try-On	0.374	< .001	Significant
Immersive In-Store Sensory Experience	0.247	< .001	Significant
Influencer-Led Experiential Content	0.656	< .001	Significant

Source: Primary Data, n = 204

The three correlation coefficients have been found to be statistically significant ($p < .001$). The correlation coefficient for influencer-led experiential content has been found to be largest at $r = 0.656$. It must be noted that this indicates a large effect by the standards defined by Cohen (1988). On the other hand, AR/VR and digital try-on is moderately correlated ($r = 0.374$) with purchase intention. Immersive in-store sensory experience has the lowest correlation with purchase intention at $r = 0.247$. All three coefficients have been found to be significantly different from each other in terms of the magnitudes (0.656 vs. 0.374 vs. 0.247).

Decision: Since the three correlation coefficients have been found to be significantly different in magnitudes ($p < .001$) and all three correlation coefficients have been found to be statistically significant ($p < .001$), the null hypothesis (H_0) has been rejected and the alternate hypothesis (H_1) has been accepted: there exists a significant difference between the three correlations with respect to purchase intention.

Table 5: Summary of Hypothesis Testing Results

Hypothesis	Statement (H_1)	Test / Statistic	Decision
H_1 (Objective 1)	AR/VR and digital try-on significantly influence purchase intention	Regression: $\beta = 0.434$, $F(1,202) = 56.34$, $p < .001$	H_0 Rejected - H_1 Accepted
H_2 (Objective 2)	The three strategies correlate differently in strength with purchase intention	Pearson r : 0.374 / 0.247 / 0.656 (all $p < .001$)	H_0 Rejected - H_1 Accepted

Source: Tables 2, 3, and 4

5. Discussion

From this study, there arise two main insights of significance for luxury and lifestyle marketers working in Bengaluru. To begin with, AR/VR and digital try-on experience has a statistically significant and positive effect on purchase intention ($\beta = 0.434$, $R^2 = 0.218$, $p < .001$). This insight agrees with Nawres et al. (2024) whose research proved that AR try-on experience creates greater purchase intention than any non-AR experience, and with Baber and Narula (2026) who proved that the level of immersion in AR virtual try-on experience affects positively both the attitude towards the brand and purchase intention of luxury jewellery buyers. In relation to the Indian setting, this finding supports the research by Trivedi (2023) who concluded that the quality of experience provided by AR/VR and not only their functionality was responsible for purchase-related attitudes of Generation Z consumers shopping online. The significance of the model's explanatory power (21.8%) is quite relevant since the purchase intention is a multidimensional construct.

In addition, influencer-led experiential content appears to be by far the most influential driver in generating purchase intentions among the respondents in this study sample ($r = 0.656$, $R^2 = 0.440$, $\beta = 0.679$), easily beating AR/VR and digital try-on ($r = 0.374$) and the immersive in-store sensory experience ($r = 0.247$). In line with findings from Lee & Watkins (2016), where it was proven that relatable influencer content significantly boosts viewers' purchase interest towards luxury products, the result indicates how well influencer-led content resonates with the type of young, digitally active consumers that prevail in this study sample (92.47% aged 18-34 years old). The latter one, albeit being statistically significant, has the lowest impact - which might partially be attributed to the contextual character of sensory design.

Overall, based on these findings, one can conclude that although AR/VR and digital try-on technology represent an important investment opportunity as well as an increasingly relevant marketing touchpoint, luxury brands wishing to leverage purchase intention maximization amongst young Bengaluru consumers would do better by investing in influential experiential content rather than relying only on AR/VR. However, it is important not to overlook the powerful effect of AR/VR - as the technology becomes easier to use and integrated into brands' interfaces, its role will likely only become more prominent, as evidenced by the predicted CAGR of over 32% up until 2033 (Grand View Research, 2025).

6. Conclusion

In this research, two empirical gaps in the Indian luxury retail setting were explored; the impact of AR/VR and digital try-on experiences on purchase intentions and the extent of the influence compared to immersive in-store sensory experience and influencer-led experiential content amongst luxury and lifestyle consumers in Bengaluru. Simple linear regression and Pearson correlation were used to analyse the data collected from 279 respondents of which 204 had exposure to luxury/lifestyle products.

The results show that AR/VR and digital try-on experiences significantly influence purchase intentions ($\beta = 0.434$, $R^2 = 0.218$, $p < .001$), thus satisfying Objective 1. Comparative analysis (Objective 2) showed that although all the three experiential strategies have a significant influence on purchase intention, influencer-led experiential content has the highest influence ($r = 0.656$), AR/VR and digital try-on follows ($r = 0.374$), while the lowest influence is that of immersive in-store sensory experience ($r = 0.247$). This implies that there are differences in the influence of the three experiential strategies.

This study provides empirically grounded insights for a literature stream which has been heavily biased towards studies conducted within western markets and with respect to a single marketing tactic. The results of this study indicate that for marketers, although AR/VR is a substantial driver, at present, influencer content with credibility of experience seems to yield the best per unit impact on purchase intention among this group of consumers. Some possible avenues for future research might be to broaden the sample base to other Indian metropolitan cities, expand the scope of product categories and see how the effect of AR/VR changes once the technology becomes more prevalent.

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